



GREATER TORONTO CHAPTER

SPONSORSHIP PROSPECTUS 2019

WHO ARE WE?

With an ever-growing member network of over 3,000 building industry professionals, the Canada Green Building Council - Greater Toronto Chapter is dedicated to creating a cleaner, healthier, high-performance built environment through education, collaboration, advocacy, and innovation. We work with both government and private enterprise to accelerate the adoption of green building principles, policies, standards, and tools through a wide range of educational and networking events in Southern Ontario.

WHAT DO WE DO?



WE FACILITATE LEARNING

We are the leading provider of green building workshops in Southern Ontario, providing over 5,000 hours of training in 2018 through 35 workshops, sessions, and informal learning opportunities.



WE CONNECT PEOPLE

Our events bring together green building leaders, professionals, and industry and community leaders. We also connect individuals in the community through our educational programs.



WE ADVOCATE FOR CHANGE

Our network is comprised of the champions of green building in the GTA. Your support helps us advocate for sustainable practices that can transform communities.

GREATER TORONTO CHAPTER - BY THE NUMBERS

Chapter Website
(annually):
74,000 pageviews
23,000 users

35 Events and Workshops
hosted in 2018

Toronto FOCUS
delivered to 5,000
readers in GTA
(2X/year)

Targeted
emails to 3,000
green building
professionals
in GTA

Social media
followers:
Twitter: 3,000+
Facebook: 700+
LinkedIn: 6,000

2019 OPPORTUNITIES AND SPONSOR BENEFITS

Chapter sponsorships allow the Chapter to focus on our mission to act as a catalyst for green building development across the Greater Toronto Area, which we do through advocacy, training, supporting Emerging Green Professionals (EGPs), and more. Opportunity for multi-year sponsorships are available.

SPONSOR BENEFIT	PLATINUM	GOLD	SILVER	BRONZE
	\$25,000	\$10,000	\$5,000	\$2,500
Recognition as Chapter Sponsor on the chapter website, eNews and other collateral, with links to sponsor homepage where applicable	Linked XL logo	Linked L logo	Linked M logo	Linked S logo
Acknowledged in "Thank You" ad Toronto FOCUS supplement of SAB Magazine (2X/year)	XL logo	L logo	M logo	S logo
Recognition as Chapter Sponsor on any event brochures and presentations	XL logo	L logo	M logo	S logo
One-on-one knowledge sharing meeting with Chapter leadership	•	•	•	•
Tickets to the CaGBC Ontario Awards Night	Table (10 tickets)	4 tickets	2 tickets	1 ticket
Tickets to all other Chapter events (Awards Night and Golf Tournament excluded)	2 tickets	2 tickets	1 ticket	
Annual editorial piece in Toronto FOCUS supplement of SAB Magazine	2 pages	1 page		
Speaking opportunity at one Chapter event (Awards Night and Golf Tournament excluded)	•	•		
Podium recognition at Chapter events	All major events			
Opportunity to present one award at the CaGBC Ontario Awards Night	•			

*Chapter Sponsors are invited to work with us to develop a sponsorship package that aligns with Sponsor needs and interests.

INNOVATION FORUMS

Innovation Forums are events that focus on deep dives into specific topics. Examples include our Urban Wood Forum and Zero Carbon Innovation Forum. The Chapter is happy to work with Sponsors to develop programs that are pertinent to your focus. **Expected attendance: 50-100**

SPONSOR BENEFIT	 Event Presenting Sponsorship (Exclusive) \$5,000
Opportunity to welcome attendees	•
Opportunity to be featured in event content (e.g. moderate panel, have technology featured, etc.)	•
Recognition with link to website on Chapter website, partner websites (where applicable) and eNews	Linked L logo
Logo on signage displayed at event	L logo

GREEN BUILDING BREAKFAST (QUARTERLY)

The Green Building Breakfast Series is targeted at building owners and managers that are interested in learning more about advanced green building topics. It provides an opportunity to learn about the GTA's latest green building technologies and best practices – the things you need to know. Interact and learn with decision-makers and leaders in the field. **Expected attendance: 50-120**

SPONSOR BENEFIT	 PRESENTING \$5,000 (\$18,000 FOR SERIES)	 GOLD \$3,000	 SILVER \$1,500
Tickets to session	5 tickets	3 tickets	1 ticket
Recognition with link to website on Chapter website, partner websites (where applicable), and eNews	Linked L logo	Linked M logo	Linked S logo
Featured logo throughout the event	L logo	M logo	S logo
Podium acknowledgement	•	•	•
Speaking opportunity (2 minutes) and moderator introduction (where applicable)	•		

EARTH WEEK PARTY 2019 - APRIL

Since 2010, Green Drinks Toronto has hosted the **Earth Week Party**, a networking event for environmental leaders and professionals. For the second straight year, the 2019 Party will be in support of the CaGBC-Greater Toronto Chapter and its green building advocacy efforts in the GTA. The venue is The Rock 'n' Horse Saloon, Toronto's hottest country-rock destination. Mix, mingle, eat, drink, and celebrate for a great cause!

Expected attendance: 300+



SPONSOR BENEFIT	 GOLD \$5,000	 SILVER \$1,500	 BRONZE \$750
Tickets to Party	20 tickets	8 tickets	5 tickets
Recognition with link to sponsor website on Chapter website, partner websites (where applicable), eNews, and on signage at Party	Linked L logo	Linked M logo	Linked S logo
Opportunity to have a zip sign or banner at the Party	•	•	•
Logo recognition on the Green Drinks Canada e-newsletter (15,000+ recipients)	L logo	M logo	
Speaking opportunity on-stage at the Party	•		
Recognition at cheque ceremony at Green Drinks event in June	•		

SPRING OPEN - APRIL

Spring Open is the Greater Toronto Chapter's first major networking event of the year. Guests will gather to network and celebrate local green building achievements through the Building Blitz - rapid-fire presentations on the most innovative new building projects in the Greater Toronto Area. **Expected attendance: 100-150**

	 PRESENTING \$5,000	 GOLD \$3,000	 SILVER \$1,500
SPONSOR BENEFIT			
Tickets to session	5 tickets	3 tickets	1 ticket
Recognition with link to website on Chapter website, partner websites (where applicable), and eNews	Linked L logo	Linked M logo	Linked S logo
Featured logo throughout the event	L logo	M logo	S logo
Podium acknowledgement	•	•	•
Speaking opportunity (2 minutes) and moderator introduction (where applicable)	•		

POST-SECONDARY SUMMIT - JUNE

Our summits are intensive one-day events that allow participants to take deep dives into specific green building topics in the Greater Toronto Area. This year's Summit will explore how post-secondary institutions are leading the way in demonstrating green building excellence, and how these building projects are being connected to academic research, curriculum development and job opportunities for students. **Expected attendance: 75-125**

	 PRESENTING \$5,000 (2 available)	 GOLD \$3,000	 SILVER \$1,500
SPONSOR BENEFIT			
Tickets to session	5 tickets	3 tickets	1 ticket
Recognition with link to website on Chapter website, partner websites (where applicable), and eNews	Linked L logo	Linked M logo	Linked S logo
Featured logo throughout the event	L logo	M logo	S logo
Podium acknowledgement	•	•	•
Opportunity to introduce the morning or afternoon session	•		

DRIVE FOR CHANGE GOLF TOURNAMENT - SEPTEMBER

The fourth annual Drive for Change golf tournament will take place at Rattlesnake Point Golf Club. The event at this beautiful ClubLink course features a hot breakfast, BBQ lunch, golfing competitions, and great raffle prizes! With attendee growth in its first three years, we expect this year's event to sell out. **Expected attendance: 144**

SPONSOR BENEFIT	 PLATINUM \$5,000	 HOT BREAKFAST \$3,000	 LUNCH \$3,000	 19TH HOLE \$2,000
Complimentary golf registrations + discounts	4	2 + foursome discount	2 + foursome discount	1 + foursome discount
Recognition with link to website on Chapter website, tournament website, partner websites (where applicable), and eNews	Linked L logo	Linked M logo	Linked M logo	Linked M logo
Signage at registration, meal and prize tables	L logo	M logo	M logo	M logo
Banner at registration table	•			
Speaking opportunity at lunch (2-3 minutes)	•			
Dedicated signage at breakfast or lunch		•	•	

SPONSOR BENEFIT	 SNACK CART \$2,000	 LONGEST DRIVE \$2,000	 CLOSEST TO THE PIN \$2,000	 PUTTING CONTEST \$1,000	 LEED HOLES \$750 (+\$500 FOR TABLE/TENT*)
Complimentary Golf Registrations + Discounts	1 + foursome discount	1 + foursome discount	1 + foursome discount	1 + foursome discount	Foursome discount
Recognition with link to website on Chapter website, partner websites (where applicable), and eNews	Linked M logo	Linked M logo	Linked M logo	Linked S logo	Linked S logo
Signage at registration, meal and prize tables	M logo	M logo	M logo	S logo	S logo
Signage at sponsored hole					• *plus table/tent provided by sponsor

CaGBC ONTARIO AWARD NIGHT - NOVEMBER

The CaGBC Ontario Awards Night gala brings together more than 250 industry leaders and supporters in Toronto to celebrate our Green Building Excellence and Leadership Award Winners. The Green Building Excellence Awards recognize outstanding new projects and programs in Ontario which go above and beyond the normal scope of sustainable best practices. The Leadership Awards distinguish individuals that are advancing the green building industry in Ontario through innovation at the corporate, academic, and government levels. **2019 marks the Awards Night's tenth year! Expected attendance: 250-300**

SPONSOR BENEFIT	 PRESENTING \$15,000	 KEYNOTE \$7,500	 GOLD \$7,500	 RECEPTION \$5,000	 SILVER \$3,500
On-stage opportunities	Speaking opportunity (5 min)	Introduction of Keynote Speaker	Presentation of an award		
Featured acknowledgement in dinner program	•				
Logo recognition on Chapter website, partner websites (where applicable), eNews and email correspondence (logo and link), and on screen throughout evening	XL logo	L logo	L logo	L logo	M logo
Tickets to event	10 tickets	4 tickets	4 tickets	4 tickets	2 tickets
Logo featured prominently at opening reception				•	
Feature 2 page article in SABMag's Toronto FOCUS	•				

PLEASE DIRECT ANY INQUIRIES TO:

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