



GREATER TORONTO CHAPTER

SPONSORSHIP PROSPECTUS 2020

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 2019 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):
73,000 pageviews
26,000 users.

35 Events and Workshops
hosted in 2019

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

Targeted emails to 3,500 green building professionals in GTA

Social media followers:
Twitter: 3,300+
Facebook: 800+
LinkedIn: 2,400

2020 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 \$25,000	 GOLD \$10,000	 SILVER \$5,000	 BRONZE \$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 each other Chapter event (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.

GREEN BUILDING BREAKFAST (BIANNUAL)

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	 SUPPORTING \$1,500
Tickets to session	5 tickets	2 tickets
Recognition with link to website on Chapter website, partner websites (where applicable), and eNews	Linked L logo	Linked M logo
Featured logo throughout the event	L logo	M logo
Podium acknowledgement	•	•
Opportunity to supply collateral at registration desk	•	•
Speaking opportunity (2 minutes) during opening remarks	•	
Opportunity to help shape programming and present or participate in panel discussion	•	

*Exclusive



SOLUTION SPOTLIGHTS

Solution spotlights are events that focus on deep dives into specific topics. Past 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	PRESENTING* \$5,000	SUPPORTING \$2,500
Tickets to event	8 tickets	3 tickets
Recognition with link to website on Chapter website, partner websites (where applicable) and eNews	Linked L logo	Linked M logo
Logo on signage displayed at event	L logo	M logo
Opportunity to be featured in event content (e.g. moderate panel, have technology featured, etc.)	•	
Opportunity to welcome attendees	•	

*Exclusive

EARTH WEEK PARTY 2020 - APRIL

Since 2010, Green Drinks Toronto has hosted the **Earth Week Party**, a networking event for environmental leaders and professionals. Mix, mingle, eat, drink, and celebrate in support of the CaGBC-Greater Toronto Chapter and its green building advocacy efforts in the GTA. **Expected attendance: 300+**

SPONSOR BENEFIT	GOLD \$2,500	SILVER \$1,500	BRONZE \$750
Tickets to Party	15 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 (2,000+ recipients)	L logo	M logo	
Recognition at cheque ceremony at Green Drinks event in June	•		

SPRING OPEN - MARCH/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: 120-150**

SPONSOR BENEFIT	 PRESENTING \$5,000	 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)	•		

POST-SECONDARY SUMMIT - MAY

The Post-Secondary Summit is an intensive one-day workshop that provides a deep dive into the challenges and opportunities in green building for post-secondary institutions. The summit will focus on green building design excellence, and demonstrating how green building projects can spur academic research, curriculum development and job opportunities for students. **Expected attendance: 50-100**

SPONSOR BENEFIT	 PRESENTING* \$5,000	 GOLD \$2,500	 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	•	•	•
Opportunity to introduce the morning or afternoon session	•		

*Exclusive

DRIVE FOR CHANGE GOLF TOURNAMENT - SEPTEMBER

The fifth annual Drive for Change golf tournament will take place at the legendary Glen Abbey 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 four years, last year's tournament sold out. **Expected attendance: 144**

SPONSOR BENEFIT	PLATINUM \$5,000	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, lunch, or 19th hole		•	•	•

SPONSOR BENEFIT	SNACK CART \$2,000	LONGEST DRIVE \$2,000	CLOSEST TO THE PIN \$2,000	CLOSEST TO THE LINE \$2,000	PUTTING CONTEST \$1,500	LEED HOLES* \$750
Complimentary Golf Registrations + Discounts	1 + foursome discount	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 M logo	Linked S logo	Linked S logo
Signage at registration, meal and prize tables	M logo	M logo	M logo	M logo	S logo	S logo
Signage on cart or at sponsored contest/hole	•	•	•	•	•	•*

*+\$500 for table/tent, provided by the sponsor

CaGBC ONTARIO AWARDS 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. **Expected attendance: 250-300**

SPONSOR BENEFIT	 PRESENTING \$10,000	 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:

Jeff Ranson

Regional Director, Greater Toronto Chapter

Phone: 416-847-8957

Email: jranson@cagbc.org

