

Where change makers meet.



2025 SPONSORSHIP
PROSPECTUS

Benefits of Sponsorship

Actionable Decarbonization. Practical Solutions. Built for Business.

Building Lasting Change is Canada's premier green building event and the essential forum for leading real estate professionals and green building experts looking to stay ahead in a rapidly evolving market.

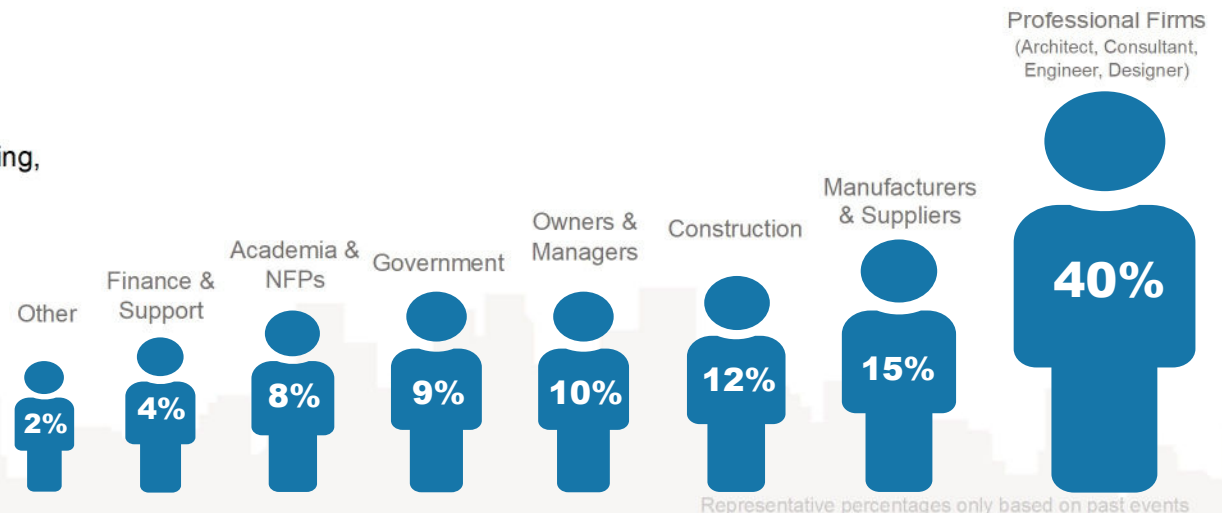
Sponsoring **Building Lasting Change 2025** positions your company alongside key industry decision-makers and leaders committed to decarbonizing Canada's buildings. Make the most of the numerous opportunities to network, collaborate, and showcase your company's dedication to sustainability.

WHAT YOU CAN EXPECT

- » Connections to high-profile industry leaders and policy makers
- » High visibility, in-person exposure
- » Speaking and engagement opportunities
- » Organized and informal networking opportunities with Canada's green building industry professionals
- » A full conference experience with inspiring keynotes, engaging forums, learning sessions and fun events

Who will be there?

CAGBC's **Building Lasting Change** conference attracts professionals from across Canada's building, real estate and finance sectors.



To reserve your corporate sponsorship package, contact the CAGBC Market Engagement Team.

Email: getinvolved@cagbc.org

2025 Sponsorship Opportunities

Premier Packages

Presenting SOLD	\$40,000
Gala Dinner & Celebration (1)	\$25,000
Day 1 Welcome Plenary SOLD	\$15,000
Day 2 Keynote SOLD	\$20,000
Lanyard SOLD	\$15,000
Networking Lounge (1)	\$20,000
Executive's Dinner SOLD	\$10,000
Welcome Reception (1)	\$12,500

Leadership Packages

National Issue Forums SOLD	\$10,000
Program Stream (6)	\$10,000
Closing Roundtable SOLD	\$10,000
Showcase Station (3)	\$5,000
Ask the Expert (6)	\$3,500

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Brand Awareness Packages

Platinum Refreshment (3)	\$7,500
Gold Refreshments (3)	\$5,000
Event Mobile App (1)	\$7,500
BLC On-Demand (1)	\$7,500
Prime (4)	\$3,000

Supporter Packages

Conference Supporter (Multiple)	\$2,500
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Note some specific sponsorship package entitlements are subject to change and will be coordinated with program and event schedules. CAGBC reserves the right to substitute entitlements with equivalent options if required due to unforeseen circumstances.

Event format and schedule may be subject to change based on planning, coordination and logistics considerations.

PLUS: All sponsorship packages include the brand awareness and recognition benefits set out on Page 11.

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2025 Premier Packages

PRESENTING | \$40,000

Define your organization as a green building champion. As Presenting Sponsor, you are our Honourary Conference Chair, and address attendees at the opening and closing sessions. Our Presenting Sponsor has prime visibility in all major sessions and is front and center in all aspects of the conference.

(Exclusive Opportunity)

SPECIAL BENEFITS: Opportunity for company representative to be the Honourary Conference Chair • Opportunity to welcome delegates at the Day 1 Welcome Plenary and thank delegates following the Closing Roundtable • Opportunity to submit 150-word article and photo of Honourary Chair in May 2025 CAGBC Newsletter • Opportunity for one (1) registered attendee to sit at a VIP table at the Gala Dinner • Opportunity to provide a one (1) minute video to be presented to attendees at a designated time during the conference • Company recognition as Presenting Sponsor at each conference session and major events • Presenting Sponsor recognition on all attendee name badges

TICKETS: 4 full conference registrations • 4 additional Gala tickets

GALA DINNER AND CELEBRATION | \$25,000

Align yourselves with BLC's flagship social event on the evening of June 19. Join all attendees to celebrate the leaders in the green building industry while discussing what you learned during the Forums of Day 1. The Gala Dinner is a perfect occasion to spend time with the "who's who" of green building in Canada.

(Exclusive Opportunity)

SPECIAL BENEFITS: Address attendees at the Gala Dinner • Company announced as sponsor at the Dinner • Opportunity for one (1) registered attendee to sit at a VIP table at the Gala Dinner • Logo on the Gala program, menu and on static display on screen throughout the Gala • Opportunity to provide a one (1) minute video to be presented to attendees at a designated time during the conference

TICKETS: 3 full conference registrations • 3 additional Gala tickets

PLUS: All sponsorship packages include the brand awareness and recognition benefits set out on Page 11.

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2025 Premier Packages

DAY 1 WELCOME PLENARY | \$15,000

Set the stage for the entire conference and one of the most impactful sessions of the week. As our sponsor, you will greet attendees and introduce opening speakers, and other esteemed guests.

(Exclusive Opportunity)

SPECIAL BENEFITS: Opportunity to address attendees and introduce the Opening speakers and guests • Company announcement as sponsor at Opening session • Opportunity for one (1) registered attendee to sit at a VIP table at the Gala Dinner • Opportunity to provide a one (1) minute corporate video to be presented to attendees at a designated time during the conference

TICKETS: 2 full conference registrations • 2 additional Gala tickets

DAY 2 KEYNOTE | \$20,000

Set the tone for a full day of learning. Keynote sponsor will introduce our keynote speaker at the plenary session to inspire and challenge attendees.

(Exclusive Opportunity)

SPECIAL BENEFITS: Address attendees at the plenary session and introduce the keynote speaker • Company announcement as sponsor at the Keynote session • Opportunity for one (1) registered attendee to sit at a VIP table at the Gala Dinner • Opportunity to provide a one (1) minute corporate video to be presented to attendees at a designated time during the conference

TICKETS: 3 full conference registrations • 2 additional Gala tickets



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2025 Premier Packages

LANYARD | \$15,000

Catch every attendee's attention! This opportunity is unique as your brand becomes a prominent visual part of the conference on every attendee's badge lanyard. (Exclusive Opportunity)

SPECIAL BENEFITS: Logo displayed prominently on each attendee badge lanyard (artwork to be confirmed with sponsor) • Opportunity to provide a one (1) minute video to be presented to attendees at a designated time

TICKETS: 2 full conference registrations • 2 additional Gala tickets

EXECUTIVE'S DINNER | \$10,000

Host a private dinner with senior executives at the forefront of the green building industry. A unique opportunity to connect with thought leaders during an evening of insightful conversations, fine dining, and unparalleled networking opportunities. (Exclusive Opportunity)

SPECIAL BENEFITS: In-person creation of a guest list with CAGBC • Host and welcome attendees to a private dinner on June 18 • Sponsor thank you at the dinner by CAGBC President & CEO, Thomas Queller • Opportunity to provide a one (1) minute video to be presented during the conference at a designated time

TICKETS: 2 full conference registrations • 2 additional Dinner invites

PLUS: All sponsorship packages include the brand awareness and recognition benefits set out on Page 11.

NETWORKING LOUNGE | \$20,000

Give attendees a casual and comfortable place to kick back and connect in the main conference gathering space for the duration of the conference. (Exclusive Opportunity)

SPECIAL BENEFITS: Premium lounge furniture and fixtures including bottomless coffee station • Opportunity to brand the space • Opportunity to provide a one (1) minute corporate video to be presented to attendees at a designated time during the conference

TICKETS: 3 full conference registrations • 2 representative passes (Lounge access only. Includes food and refreshments.)

WELCOME RECEPTION | \$12,500

Give attendees the chance to meet, mingle and get re-acquainted in an engaging and fun environment as the excitement builds for the start of the conference. (Exclusive Opportunity)

SPECIAL OPPORTUNITIES: Opportunity to address attendees at the start of the reception • Company announced as sponsor at the reception • Opportunity to provide a one (1) minute corporate video to be presented to attendees at a designated time during the conference

TICKETS: 2 full conference registrations • 2 additional Reception Tickets

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2025 Leadership Packages

NATIONAL INDUSTRY FORUMS | \$10,000

Align your organization with policy makers, experts and business leaders who are moving critical green building issues forward. Receive brand alignment at all six (6) Forums with the opportunity to deliver welcome remarks at one Forum of your choice.

(6 available)

SPECIAL BENEFITS: Company announced as sponsor at all conference Forums • Logo displayed on screen and Forum signage • High visibility during the event promotion campaign and throughout the conference • Opportunity to deliver welcome remarks at one Forum of your choosing

TICKETS: 1 full conference registration • 2 additional Forum passes (Forum participation only. Includes access to the Welcome Plenary on June 19)

PROGRAM STREAM | \$10,000

Align your company with the conference's main attraction – learning. Sponsor either the Technical or Business Stream and get recognition throughout the entire day as well as address attendees at one stream session.

(6 available – 3 Business Stream & 3 Technical Stream)

SPECIAL BENEFITS: Sponsor recognition in all Stream sessions • Address attendees in one stream session (session to be determined with CAGBC upon program completion) • Company announced as sponsor and logo displayed throughout all stream sessions

TICKETS: 2 full conference registrations

PLUS: All sponsorship packages include the brand awareness and recognition benefits set out on Page 11.

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2025 Leadership Packages

CLOSING ROUNDTABLE | \$10,000

The Closing Roundtable is the finale for attendees as they wrap up their conference experience. Have the last word on the conference during one of the most impactful sessions of the week.

(Exclusive Opportunity)

SPECIAL BENEFITS: Opportunity to address attendees and introduce the closing speakers and guests • Company announced as sponsor at the session • Opportunity for one (1) registered attendee to sit at a VIP table at the Gala Dinner

TICKETS: 2 full conference registrations



SHOWCASE STATION | \$5,000

Put your business front and centre for the duration of the conference with a table display in the main networking and attendee gathering space. (3 available)

SPECIAL BENEFITS: Dedicated display table and two (2) chairs for up to two (2) representatives • Opportunity to display collateral (including pull up banners and tabletop displays) • Company listed as part of the program

TICKETS: 1 full conference registration • 2 representative passes (Lounge access only. Includes food and refreshments.)

ASK THE EXPERT | \$3,500

Demonstrate your expertise at a dedicated table during the Day Two lunch and networking time. Host an exclusive dialogue on a green building issue of your choice. (6 available)

SPECIAL BENEFITS: Dedicated table and signage to identify the topic and your company • Topic listed in conference program and in pre-conference notifications to allow attendees to plan their participation • Company and subject matter expertise listed as part of the conference program

TICKETS: 1 full conference registrations

PLUS: All sponsorship packages include the brand awareness and recognition benefits set out on Page 11.

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2025 Brand Awareness Packages

PLATINUM REFRESHMENT | \$7,500

Helps fuel attendees throughout the conference with extensive exposure at all lunches, breakfasts, and attendee breaks. Your organization will be announced during all refreshment breaks and your logo will appear in a premium position above Gold Refreshment sponsors on signage at all food stations.

(3 available)

SPECIAL BENEFITS: Premium signage at all food stations • Company announced as sponsor with logo in premium position on screen during breakfasts, lunches, and breaks • Opportunity to provide a one (1) minute corporate video to be presented to attendees at a designated time

TICKETS: 1 full conference registration

MOBILE EVENT APP | \$7,500

Be visible to all attendees as they plan their events, learn about sessions, and explore speakers and sponsors.

(Exclusive Opportunity)

SPECIAL BENEFITS: Logo featured on the menu of the Mobile App

TICKETS: 1 full conference registration

GOLD REFRESHMENT | \$5,000

Help fuel attendees throughout the conference with exposure at lunches, breakfasts, and attendee breaks. Your logo will appear on signage at all food stations ensuring exposure to every hungry attendee, sponsor, presenter, and invited guest.

(3 available)

SPECIAL BENEFITS: Signage at all food stations • Company logo on screen during breakfasts, lunches, and breaks • Opportunity to provide a one (1) minute corporate video to be presented to attendees at a designated time

TICKETS: 1 full conference registration

BLC ON-DEMAND | \$7,500

Power the post-conference on-demand experience. Your brand will appear on the On-Demand session recording download page for all to see after the conference until BLC 2026.

(Exclusive Opportunity)

SPECIAL OPPORTUNITIES: Logo featured on the on-demand session recording download page

TICKETS: 1 full conference registration

PLUS: All sponsorship packages include the brand awareness and recognition benefits set out on Page 11.

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2025 Supporter Packages

PRIME PLACEMENT | \$3,000

Be visible throughout the venue at our many prime brand placement opportunities including standalone water, coffee and charging stations (4 available)

SPECIAL OPPORTUNITIES: Logo featured throughout the venue at all water, coffee and charging stations

TICKETS: 1 full conference registration

CONFERENCE SUPPORTER | \$2,500

*Associate your brand with Canada's most influential green building conference.
(Multiple available)*

SPECIAL BENEFITS: Logo featured on recognition signage and on screen at the venue

TICKETS: 1 full conference registration



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2025 Other Sponsorship Benefits

All **Building Lasting Change 2025** sponsors will be entitled to the following benefits according to their sponsored package and sponsorship level. Priority for brand positioning will be determined by sponsorship level.

Brand Positioning	<ul style="list-style-type: none"> » Logo on appropriate sponsor recognition signage according to sponsored package and sponsor level » Logo on screen in static position during sponsored session(s) (where appropriate) » Logo on "Thank You to Sponsors" signage displayed prominently at the venue according to sponsor level » Logo on loop displayed on screen in plenary rooms according to sponsor level » Use of the Building Lasting Change 2025 Sponsor banner for sponsor social media use 	Online Conference Platform Recognition	<ul style="list-style-type: none"> » Recognition on the mobile event app » Logo on appropriate conference platform program and session pages according to sponsored package and sponsor level » Recognition and logo placement in the "Sponsors Section" of the conference platform » Access to a dedicated Sponsor portal in the conference platform » All Sponsor employees acknowledged as sponsors in their online conference profile
Conference Promotions	<ul style="list-style-type: none"> » Recognition in select CAGBC social promotions relating to sponsored package » Recognition in select email promotions, communications and notifications to attendees » Recognition in CAGBC Newsletter according to selected package and sponsor level 	CAGBC Website Recognition	<ul style="list-style-type: none"> » Logo placement on sponsor pages on CAGBC website according to sponsored package and sponsor level

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Past Sponsors

Previous **Building Lasting Change** sponsors include:



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2025 SPONSORSHIP PROSPECTUS



Canada
Green
Building
Council

Conseil du
Bâtiment
Durable du
Canada



June 18-20, 2025 - Vancouver

Conference Program:

JW Marriott Parq

Awards Gala Dinner:

JW Marriott Parq – June 19

Welcome Reception:

JW Marriott Parq – June 18 (late afternoon)

CAGBC Annual General Meeting:

JW Marriott Parq – June 18 (late afternoon)

For more information contact the

CAGBC Market Engagement Team at

getinvolved@cagbc.org