

All of Canada's  
large buildings  
on a path to  
**ZERO**

*ACCELERATING*  
*TO* **ZERO** 

**CAGBC**

Canada  
Green  
Building  
Council

Conseil du  
Bâtiment  
Durable du  
Canada

**2024** **SPONSORSHIP  
PROSPECTUS**

## Benefits of Sponsorship

It's time for Canada's large buildings to be on the path to zero.

**Accelerating to Zero** is a multi-format program that empowers decision-makers and implementers to start realizing their decarbonization journeys today.

This year's series continues to explore critical issues needed to support buildings in this journey and integrates critical knowledge and practices to facilitate more effective transition planning.

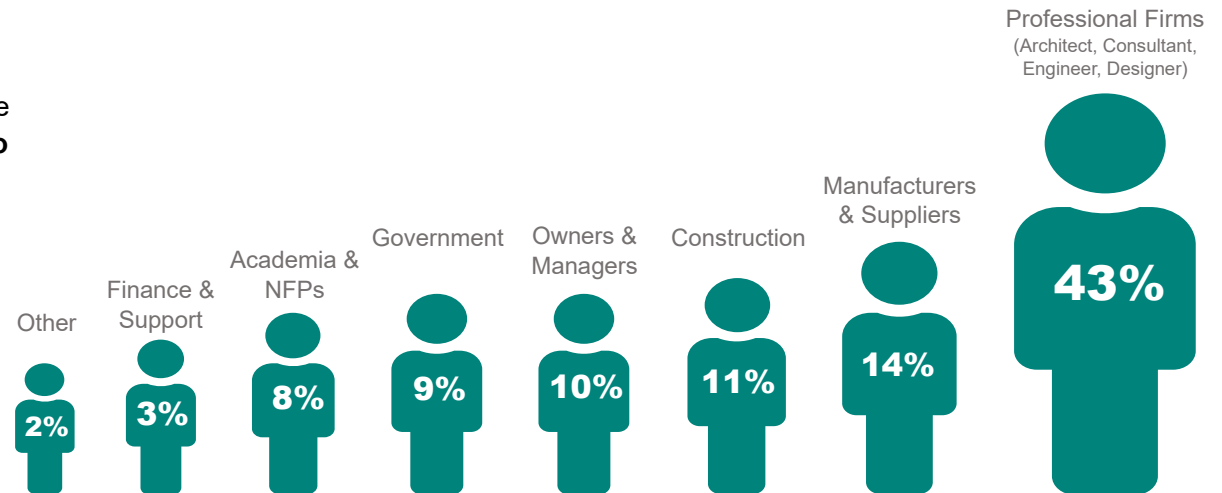
Supporting **Accelerating to Zero** puts your company front and center as we navigate the path to zero.

### WHAT YOU CAN EXPECT

- » Strategic dialogues around transition planning as part of the quarterly **Accelerating to Zero Webinar Series**.
- » Intimate 'Ask the Expert' style on-demand interviews as part of the **Decarb Dialogue Series**.
- » **In-person** Zero Carbon learning events
- » Engagement with Canada's leading decarbonization subject matter experts.

## Who you will reach

CAGBC represents stakeholders from across the building and real estate sectors. **Accelerating to Zero** events and communications are made available to an audience of more than 15,000 individuals involved in green building.



Representative percentages only based on historical membership

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

Email: [getinvolved@cagbc.org](mailto:getinvolved@cagbc.org)

# 2024 Transition Planning Webinar Series

Held quarterly, the **Accelerating to Zero Webinar Series** will explore strategic business considerations through dialogues on factors such as processes, resilience, finance and workforce requirements to ensure they are well understood amongst all transition planning stakeholders. Each webinar is interactive and will be recorded as part of CAGBC's permanent collection of zero carbon on-demand resources on the CAGBC Learning Hub.

Webinar Series sponsors can align their brands with either the entire series or a specific session to demonstrate that they are at the forefront as a leading innovator for zero carbon solutions.

## SERIES SPONSOR | \$8,000

*Participate in one session as well as have brand alignment and multi-faceted exposure throughout the series. (Exclusive Opportunity – entire series)*

**BENEFITS:** Welcome comments to attendees at each webinar (4) • Participate in one session (present and/or panel seat) • Series sponsor recognition on all webinar communications, slides and registration pages • Logo on CAGBC Sponsor webpage • Logo on Accelerating to Zero webpage (Level recognition)

**TICKETS:** 4 complimentary access codes to each 2024 webinar recording on the CAGBC Learning Hub

## SESSION SPONSOR | \$3,000

*Help build out a session to demonstrate your expertise to CAGBC's community. (2 per Session)*

**BENEFITS:** Participate on a panel in a session of your choice • Session sponsor recognition at sponsored event • Logo on sponsored session communications, slides and registration page • Logo on CAGBC Sponsor webpage • Logo on Accelerating to Zero webpage

**TICKETS:** 2 complimentary access codes to the sponsored 2024 webinar recording on the CAGBC Learning Hub



# 2024 Decarb Dialogues

Throughout 2024, CAGBC will host 8 sessions that explore the burning issues, innovative solutions and forward-thinking technologies shaping Canada’s path to zero. Each intimate 45-60 minute “Ask the Expert” style interview will focus on a particular decarbonization related topic with one of Canada’s foremost subject matter experts. Sessions will be pre-recorded and made available to CAGBC’s entire green building community as well as form part of CAGBC’s permanent collection of zero carbon on-demand resources on the CAGBC Learning Hub.

Decarb Dialogue sponsors can select\*\* a topic and expert of their choice to demonstrate their leadership in the journey toward decarbonization.

## SERIES SPONSOR | \$12,000

*Lead your own Decarb Dialogue on a topic of your choice\*\* as well as have brand alignment and multi-faceted exposure throughout the series. (Exclusive Opportunity – entire series 8 sessions)*

**BENEFITS:** Company announced as sponsor at each session (8) • Co-develop with CAGBC and be topic expert in one dialogue • Series sponsor recognition on all series communications and session slides • Logo on CAGBC Sponsor webpage • Logo on Accelerating to Zero webpage (Level recognition)

**TICKETS:** 4 complimentary access codes to each 2024 Decarb Dialogue recording on the CAGBC Learning Hub

## SESSION SPONSOR | \$3,000

*Take the spotlight as an expert on a decarbonization topic of your choice\*\*. Highlight new trends, showcase project successes, curate a panel of experts and more.*

**BENEFITS:** Company announced as sponsor • Co-develop with CAGBC and be topic expert in one dialogue • Session sponsor recognition on session communications and session slides • Logo on CAGBC Sponsor webpage • Logo on Accelerating to Zero webpage

**TICKETS:** 4 complimentary access codes to the sponsored Decarb Dialogue recording on the CAGBC Learning Hub



*\*\* Topic selection to be approved in conjunction with CAGBC*

# 2024 Premier Packages

Do you want to position your organization as a NORTH STAR for others on the path to zero? Take advantage of these unique offerings for 2024 and associate yourself with either the **entire Accelerating to Zero program** or with CAGBC's **in-person learning and networking** program. Both opportunities will help CAGBC to further drive the adoption of Zero Carbon building principles and skills, and put the built environment on the path to a Zero Carbon future.

### TITLE PARTNER | \$20,000

*Associate your organization with the entire Accelerating to Zero program and get unparalleled access to all programming, brand alignment and multi-faceted exposure throughout both Webinar and Decarb Dialogue series, access to recordings and a workshop registration. (Exclusive Opportunity – entire program)*

**BENEFITS:** Company announced as sponsor at each session (12)  
• Co-develop with CAGBC and be topic expert in one dialogue • Partner recognition on all program communications, session slides and registration pages • Logo on CAGBC Sponsor webpage • Logo on Accelerating to Zero webpage (Title sponsor recognition) • “Concierge” service to assist staff with attendance at sessions

**TICKETS:** 4 complimentary access codes to all program recordings on the CAGBC Learning Hub • 1 complimentary registration to a Zero Carbon Building workshop and 2 complimentary registrations to each networking reception

### IN-PERSON WORKSHOP PARTNER | \$6,000

*Support others as they upgrade their decarbonization skills and get access to a broader green building network at organized events. In-person Zero Carbon Building Standards workshops are held 3 times per year and include a certified building tour for participants and a broader networking reception. (2 available)*

**BENEFITS:** Company announced as sponsor at each workshop session • Partner recognition on workshop communications, session slides and registration pages • Logo on CAGBC Sponsor webpage • Logo on Accelerating to Zero webpage • Opportunity to place a pull-up banner at each networking reception

**TICKETS:** 4 complimentary registrations to each networking reception

# 2024 SPONSORSHIP PROSPECTUS

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