

Let's build our way forward, together



CAGBC

Canada
Green
Building
Council

Conseil du
Bâtiment
Durable du
Canada

2025 **SPONSORSHIP
PROSPECTUS**

Benefits of Sponsorship

Your leadership helps build our way forward.

CAGBC Sponsors influence the direction of green building, accelerate decarbonization and grow the demand for low carbon services, products and spaces.

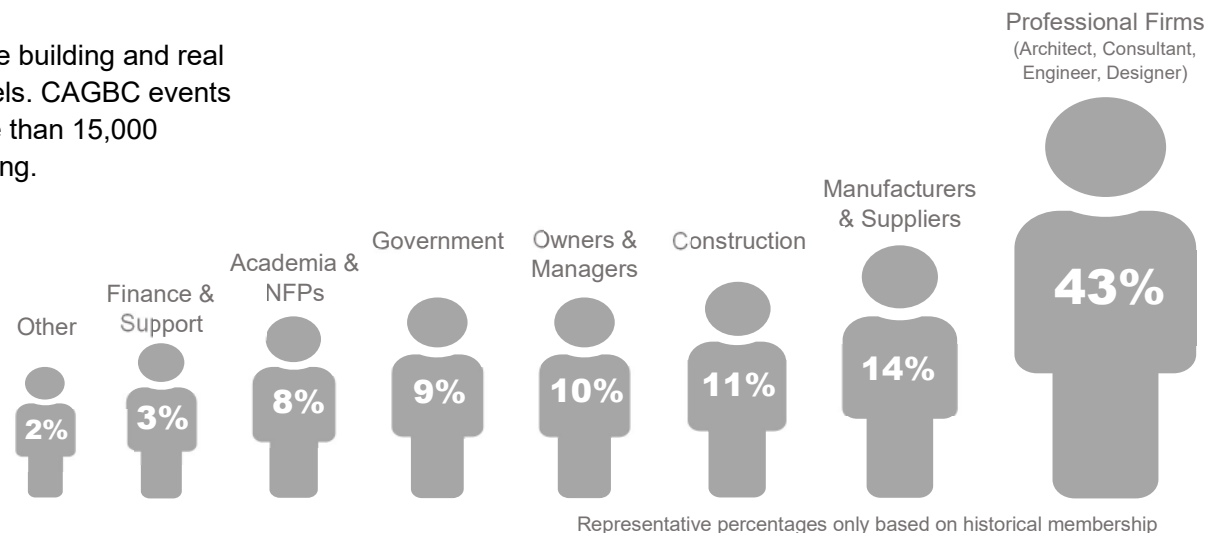
They contribute to programming that provides a platform for project teams, decision makers, and low-carbon leaders to come together, engage in value-driven conversations, learn, and inspire one another. It's a place where ideas are shared, connections are made, and green buildings are propelled forward.

Your support allows CAGBC to continue to act as an advocate, to educate the industry and to be a catalyst for Canada's buildings are on a path to decarbonization.



Who you will reach

CAGBC represents stakeholders from across the building and real estate sectors as well as governments at all levels. CAGBC events and communications reach an audience of more than 15,000 individuals involved in all aspects of green building.



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

Email: getinvolved@cagbc.org

2025 Sponsorship Opportunities

CONNECT. MOBILIZE. INSPIRE.

CAGBC sponsors have access to a wide range of engagement opportunities across a variety of national programs, initiatives, and learning. Demonstrate your green building expertise and connect with the decision makers, innovators, and the next generation of professionals mobilizing the green building sector on a path to zero.

2025 At a Glance

CONNECT: National Programs

Building Lasting Change: Canada's premier green building conference, where the changemakers meet.

Accelerating to Zero: Demonstrate your zero carbon leadership as we help Canada's buildings on the path to zero.

MOBILIZE: National Leadership

National Corporate Partner: Premier opportunities to be recognized as a green building leader and a key partner for change.

CAGBC Catalyst: Engage in CAGBC's government relations initiatives and help shape the policies that matter.

GET STARTED

- » Choose from pre-defined packages to create the program that best suits your objectives and your budget.
- » Leverage the many participation opportunities available to you throughout the year and beyond.
- » Maximize your company's influence by getting involved and having your voice heard.

INSPIRE: National Champions

CAGBC Awards: Recognize Canada's green building leaders and innovators.

- Green Building Excellence
- Green Building Leadership

2025 National Programs

BUILDING LASTING CHANGE 2025: *Where change makers meet*

June 19-20 | Vancouver

Each year, CAGBC's annual conference, **Building Lasting Change**, attracts influential decision-makers and leaders from across Canada's building, real estate and financial sectors. Returning to Vancouver in 2025, business and technical expertise will converge over two days in a series of inspirational forums and learning sessions providing valuable insights to take our sustainability efforts further and faster as we build our way forward to a zero carbon future.

Many leadership opportunities exist across the entire two days of programming and beyond. **For more information and to view the comprehensive sponsorship prospectus, visit cagbc.org/blc**

ACCELERATING TO ZERO 2025: *Put Canada's large buildings on a 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 organization front and centre with leading decarbonization subject-matter experts.

This year, take part in:

- 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 **Accelerating to Zero Podcast Series**.



2025 Accelerating to Zero Webinar Series

Held quarterly, the **Accelerating to Zero Webinar Series** will explore strategic business considerations and innovative approaches such as adaptive reuse, technological tools for decarbonization, and asset-level transition planning. 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 | \$10,000

Participate in one session as well as have brand alignment and multi-faceted exposure throughout the series. (Exclusive Opportunity – entire webinar 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 2025 webinar recording on the CAGBC Learning Hub

SESSION SPONSOR | \$3,000

Help build 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 2025 webinar recording on the CAGBC Learning Hub



2025 Accelerating to Zero Podcast Series

Throughout 2025, CAGBC will host and record 8 expert conversations that explore current issues, innovative solutions and forward-thinking technologies shaping Canada's transition to a zero carbon built environment. Each intimate 45-60 minute "Ask the Expert" style conversation 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 part of CAGBC's permanent collection of zero carbon on-demand resources on the CAGBC Learning Hub.

SERIES SPONSOR | \$12,000

*Lead your own Podcast on a topic of your choice** as well as have brand alignment and multi-faceted exposure throughout the entire 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)

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



For more information, visit cagb.org/atoz

2025 Initiatives

THE 2025 CAGBC AWARDS: *Celebrate the innovators of green building in Canada*

The **CAGBC Awards** recognize the individuals and teams who have made a significant contribution to advancing CAGBC's mission in two categories:

- **Green Buildings** - *Showcasing the most efficient, effective and impactful buildings across the country; and*
- **Leadership** - *Recognizing the commitment, vision, creativity and passion driving individuals, teams, and organizations.*

Award winners are announced in a media release and recognized in-person at the Awards Gala Dinner during CAGBC's national conference, Building Lasting Change, in Vancouver on June 19, 2025. Sponsors have the opportunity to present the award to the deserving recipient.



GREEN BUILDING EXCELLENCE CATEGORIES

- Zero Carbon Design
- Deep Carbon Retrofit
- New Construction (Commercial or Institutional)
- Inspiring Home

GREEN BUILDING LEADERSHIP CATEGORIES

- Green Building Champion (Individual)
- Green Building Visionary (Organization)
- Emerging Green Leader (Individual)
- Government Leadership (Individual or Organization)
- The Ed Lim Technical Volunteer (Individual)

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2025 National Sponsorship Packages

SERIES SPONSOR | \$20,000

Sponsor the entire series and get unparalleled exposure across the entire program. (Exclusive Opportunity)

BENEFITS:

Pre-Conference: Priority recognition in all award communications leading up to the conference

At Building Lasting Change: Company announced as Series sponsor at the conference Gala • Opportunity to address Gala attendees and introduce Awards Program • Prime sponsor recognition in the Gala program, on signage and on-screen during Gala • All Sponsor employees acknowledged as sponsors in the online conference platform • Access to a Sponsor portal and listing in the online conference platform • Company recognition on post-Gala communications

Post-Conference: Priority recognition in media release announcing winners • Company acknowledged as Series Sponsor in all recorded interview sessions with Green Building Excellence Award winners • Logo on all Ask the Expert articles with Green Building Leadership Award winners • Logo on CAGBC Sponsor webpage • Logo on sponsored award recording download page

TICKETS: 2 full *Building Lasting Change 2025* conference registrations

AWARD SPONSOR | \$8,000

Sponsor an award and support the innovators advancing green building (Exclusive Opportunity per award)

BENEFITS:

Pre-Conference: Company recognition in sponsored award communications leading up to the conference

At Building Lasting Change: Company announced as award sponsor at the conference Gala • Opportunity to present physical award to winner and have photo taken with winner • Company listed as sponsor in the Gala program, on signage and on-screen during Gala • All Sponsor employees acknowledged as sponsors in the online conference platform • Access to a Sponsor portal and listing in the online conference platform

Post-Conference: Company recognized as award sponsor in media release announcing winners • Participate in recorded session exploring the winning project (Excellence Awards) **or** Contribute to an Ask the Expert interview with the winning person/organization, circulated to CAGBC members (Leadership Awards) • Logo on CAGBC Sponsor webpage

TICKETS: 1 full *Building Lasting Change 2025* conference registration

2025 CAGBC Catalyst *

A network of leaders at the forefront of change.

CAGBC offers a premium annual sponsorship level to provide a platform for the innovators and sustainability champions shaping Canada's green building sector. CAGBC Catalysts have unique opportunities to leverage collective market intelligence, learn from subject matter and policy experts, and drive actions that will contribute to achieving Canada's decarbonization commitments.

Influence. Take part in exclusive VIP briefings and discussions that drive change, inform policy development and enable growth at the highest levels, including participating in CAGBC's annual **Day on the Hill** with leading federal government representatives.

Access. Receive advance access to key market intelligence that can influence your strategic solutions and impact outcomes.

Recognition. Benefit from enhanced presence and profile amongst your peers with resources and tools designed to showcase their position as an influential leader.

CAGBC Catalyst Benefits | \$10,000

- Guaranteed invite to participate in CAGBC's annual Day on the Hill including logo recognition on select slides and sponsor "thank you"
- Invitations to all CAGBC VIP events and relevant advocacy initiatives as they occur
- Advance access to CAGBC policy briefings / forums, research and market intelligence
- CAGBC Catalyst logo for promotional use
- Catalyst recognition on CAGBC website and in CAGBC's Annual Review
- Logo recognition in monthly CAGBC eNewsletter
- Opportunity to submit one article and one complimentary ad to CAGBC's eNewsletter
- Advanced selection of 2026 sponsorship opportunities

*** Executive level participation only. Acceptance to Catalyst level sponsorship is subject to approval by CAGBC.**



2025 National Corporate Partner

CAGBC's **National Corporate Partners** show their support and commitment to the work of CAGBC with an elevated presence across all major programming and initiatives. By doing so, they get unparalleled access and exposure to CAGBC's network of experts, business leaders and policymakers.

CAGBC National Corporate Leader Benefits | \$35,000

- All CAGBC Catalyst Sponsor Benefits
- Budget of \$10,000 to be applied towards your choice of Building Lasting Change 2025 sponsorship packages (selection of a premier package exceeding the budget will require additional investment)
- National Corporate Partner recognition on all CAGBC market updates, research reports and industry primers (excludes sole-funded projects)
- National Partner recognition on CAGBC website and in CAGBC's Annual Review
- Prime placement of Corporate Logo in monthly CAGBC Newsletter
- Opportunity to submit one article and three complimentary ads to CAGBC's eNewsletter
- Advanced selection of 2026 leadership opportunities

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