

Let's build our way forward, together



CAGBC

Canada
Green
Building
Council

Conseil du
Bâtiment
Durable du
Canada

2024 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.

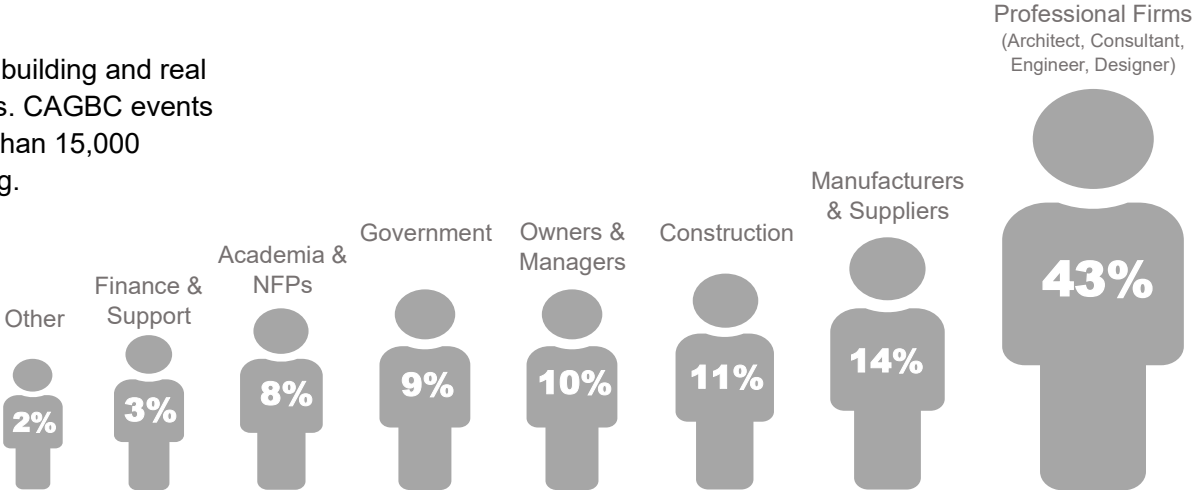
Sponsors contribute to programming that provides a platform for project teams, decision makers, and low-carbon leaders to come together, engage in value-driven conversations, learn, and inspire one another. It's a place where ideas are shared, connections are made, and green buildings are propelled forward.

Sponsor support allows CAGBC to continue to act as an advocate for green building, provide industry education, and accelerate Canada's large buildings on a path to zero-carbon.



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.



Representative percentages only based on historical membership

To reserve your corporate sponsorship package, contact the CAGBC Market Engagement Team.
Email: getinvolved@cagbc.org

2024 Sponsorship Opportunities

CONNECT. MOBILIZE. INSPIRE.

CAGBC sponsors have access to a wide range of engagement opportunities across our national programs, initiatives, and training. Through sponsorship, demonstrate your green building expertise and unlock ways to connect with the decision makers, innovators, and the next generation of green building professionals.

2024 At a Glance

CONNECT: National Programs

Building Lasting Change: Be seen where the change-makers meet, at Canada's premier green building conference.

Accelerating to Zero: Help get all of Canada's large buildings on a path to zero.

The CAGBC Awards: Help celebrate the innovators of green building.

MOBILIZE: National Leadership

National Corporate Leadership: Be front and centre supporting Canada's green building sector.

CAGBC Catalyst: 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 participation opportunities available to you throughout the year and beyond.
- » Maximize your company's influence by getting involved in key initiatives and have your voice heard.

INSPIRE: Initiative Champions

National Issue Accelerators: Be part of the solution to critical issues.

- Low-carbon Construction
- Sustainable Materials
- Sustainable Finance
- Transition Planning

Learning: Support the skills needed to advance green building.

- New Course Supporter
- Course Renewal Supporter
- Manufacturer Kickstarter Supporter
- Virtual Zero Carbon Workshop Supporter

2024 National Programs

BUILDING LASTING CHANGE 2024: *Where change-makers meet*

June 5-6 | Toronto

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 Toronto in 2024, business and technical expertise will converge over two days in a series of inspirational forums and learning sessions. At BLC, attendees will gain valuable insights to take sustainability efforts further and faster as we build our way forward to a zero-carbon future.

Many leadership opportunities exist during the conference. **For more information and for the up-to-date sponsorship prospectus, visit cagbc.org/blc.**

ACCELERATING TO ZERO 2024: *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. 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 **Decarb Dialogue Series**.
- **In-person Zero Carbon learning** events.

For more information and the up-to-date sponsorship prospectus, visit cagbc.org/atoz



2024 National Programs

THE CAGBC AWARDS 2024: *Celebrate the innovators of green building*

The **CAGBC Awards** annually 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 Gala Dinner and Celebration at CAGBC's annual national conference, Building Lasting Change, in Toronto on June 6, 2024.

Sponsors have the opportunity to present the Award to the deserving recipient and be featured in recorded interviews with the winners. These recordings will be made available free of charge to the entire CAGBC member community and form part of CAGBC's permanent collection of resources on the CAGBC Learning Hub.

For more information and full details about each Award, visit cagbc.org/Awards



getinvolved@cagbc.org

2024 Initiatives

ISSUE CHAMPIONS: *Tackling the critical issues to move us further*

CAGBC regularly convenes national issue accelerator groups to advance dialogue and action on critical issues related to zero-carbon buildings. These quarterly micro-communities are composed of approximately 30-40 participants and subject matter experts from across the building sector and government working together toward achievable outcomes. Take advantage of this special opportunity to support these efforts and associate your brand as a zero-carbon engagement champion.

Available Accelerator Groups in 2024: Low Carbon Construction, Sustainable Materials, Transition Planning, Sustainable Finance.

ACCELERATOR SPONSOR | \$2,000

Sponsor an accelerator group of your choice to demonstrate your leadership on a particular issue (Multiple per accelerator)

BENEFITS:

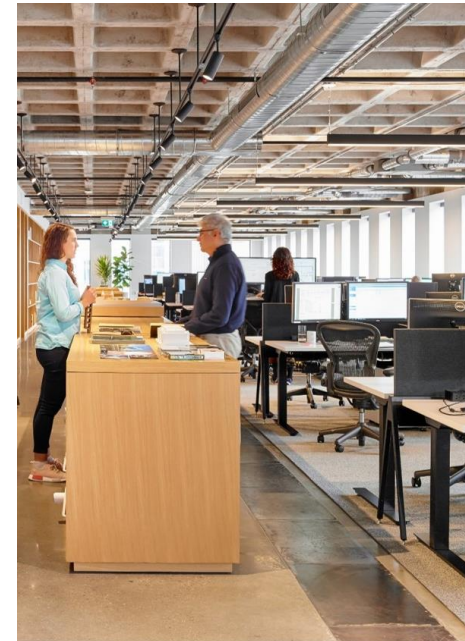
- Logo on partner slide and sponsor mention during sponsored accelerator sessions (4x per year)
- Logo on accelerator webpage
- Logo on CAGBC sponsor webpage
- Sponsor recognition in specific group related outreach / promotional activities

ACCELERATOR CHAMPION | \$6,000

Sponsor the entire series and get unparalleled exposure across the entire year. (Multiple available)

BENEFITS:

- Logo on partner slide and sponsor mention during each accelerator session (16x per year, priority logo placement)
- Priority logo placement on accelerator webpage(s)
- Logo on CAGBC sponsor webpage
- Sponsor recognition in all group-related outreach / promotional activities



2024 Initiatives

LEARNING CHAMPIONS*: *Support the skills needed to advance green building*

CAGBC is the leading green building education provider in Canada, having educated more than 45,000 building professionals, delivering more than 10,000 hours of on-demand learning annually. As a Learning Sponsor, your company will have direct exposure to all CAGBC learners, demonstrating your company's commitment to continuous learning and support for CAGBC's upskilling efforts. Please note that CAGBC's course development calendar will launch in February 2024.

Available Opportunities in 2024: New Course Sponsor, Course Renewal Sponsor, Manufacturer Kickstarter Sponsor, Online Zero Carbon Workshop Sponsor, 2024 Learning Champion (Exclusive)

NEW COURSE SPONSOR | \$5,000

*Help underwrite the cost to create a new zero-carbon on-demand course and associate your brand with core CAGBC content areas.
(Maximum 2 per course)*

BENEFITS:

- Logo on CAGBC Learn webpage and on sponsored course registration pages
- Logo on CAGBC Learning Hub for sponsored course and in rotating banner
- Logo on CAGBC sponsor webpage

COURSE RENEWAL SPONSOR | \$3,000

*Help underwrite the cost to update an existing zero carbon on-demand course and associate your brand with core CAGBC content areas.
(Maximum 3 per course)*

BENEFITS:

- Logo on CAGBC Learn webpage and on sponsored course registration pages
- Logo on CAGBC Learning Hub for sponsored course and in rotating banner
- Logo on CAGBC sponsor webpage

*** General brand awareness only. Course content to be determined by and all rights to courses and learning content remains with CAGBC.**



2024 Initiatives

LEARNING CHAMPIONS* *continued*

KICKSTARTER SPONSOR | \$2,000

Help Manufacturers understand the need for optimized EPDs and the requirements for green products and services. The Manufacturer Kickstarter will launch as an on-demand course in 2024. (Maximum 2 per course)

BENEFITS:

- Logo on CAGBC Learning webpage and on Kickstarter registration pages
- Logo on CAGBC Learning Hub and in rotating banner
- Logo on CAGBC sponsor webpage

ZERO CARBON WORKSHOP SPONSOR | \$5,000

CAGBC provides online, instructor led Zero Carbon Building Standards Workshops 10 times per year (5 in English, 5 in French). Associate your brand with CAGBC's most popular learning offering. (Maximum 3 available)

BENEFITS:

- Logo on CAGBC Learning webpage and on all 10 workshop registration pages
- Logo on presentation slides and sponsor mention in each workshop
- Logo on CAGBC sponsor webpage

CAGBC LEARNING CHAMPION | \$15,000

As our National Learning Champion, you will be supporting the development of fresh content as we build a robust online Learning Library for the green building sector. (Exclusive)

BENEFITS:

- Priority logo placement on CAGBC Learn webpage
- Priority logo placement on CAGBC Learning Hub
- Exclusive Learning Hub rotating banner item
- Logo on CAGBC sponsor webpage
- Opportunity to provide one profile piece in CAGBC Newsletter
- Logo placement in promotions related to CAGBC education

*** General brand awareness only. Course content to be determined by and all rights to courses and learning content remains with CAGBC.**

2024 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 your position as an influential leader.

CAGBC Catalyst Benefits | \$10,000

- Opportunity to participate in CAGBC's annual Day on the Hill, including logo recognition on session slides and sponsor "thank you"
- Invitations to all CAGBC VIP and advocacy initiatives and events
- 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
- Sponsor recognition at Building Lasting Change 2024
- Logo recognition in monthly CAGBC Newsletter
- Opportunity to submit one article and one complimentary ad to CAGBC's Newsletter
- Advanced selection of 2025 leadership opportunities

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



2024 National Corporate Leadership

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

Simply select from one or more of the predefined packages from **Building Lasting Change AND Accelerating to Zero**, then top up the rest of your package by supporting either CAGBC learning programs or national issue accelerators. When you reach the leader threshold, along with your sponsorship entitlements, your organization receives the following additional benefits:

STRATEGIC LEADER | \$65,000

Unparalleled access to CAGBC's full network of leaders and opportunities to work with CAGBC to shape the future of green building.

ADDITIONAL BENEFITS:

National Leader recognition on CAGBC website and in CAGBC's Annual Review

Full CAGBC Catalyst Benefits and Catalyst recognition

Access to all VIP and Advocacy initiatives and events

Logo in monthly CAGBC Newsletter

Opportunity to submit one article and one complimentary ad to CAGBC's Newsletter

Advanced selection of 2025 leadership opportunities

INNOVATION LEADER | \$45,000

Elevated access to demonstrate your expertise to CAGBC's community and your commitment to green building.

ADDITIONAL BENEFITS:

National Leader recognition on CAGBC website and in CAGBC's Annual Review

Opportunity to participate in and recognition at CAGBC's annual Day-on-the-Hill

Logo in monthly CAGBC Newsletter

Opportunity to submit one article as part of CAGBC's Newsletter

Advanced selection of 2025 leadership opportunities

SUPPORTING LEADER | \$25,000

Demonstrate your expertise to CAGBC's community and your commitment to green building.

ADDITIONAL BENEFITS:

National Leader recognition on CAGBC website

Logo in monthly CAGBC Newsletter

Opportunity to submit one article as part of CAGBC's Newsletter on a topic of your choice (issue timing and topic to be approved)

Advanced selection of 2025 leadership opportunities

2024 National Sponsorship Packages

2024 SPONSORSHIP PROSPECTUS

For more information contact the
CAGBC Market Engagement Team at
getinvolved@cagbc.org

getinvolved@cagbc.org

CAGBC | Canada Green Building Council | Conseil du Bâtiment Durable du Canada