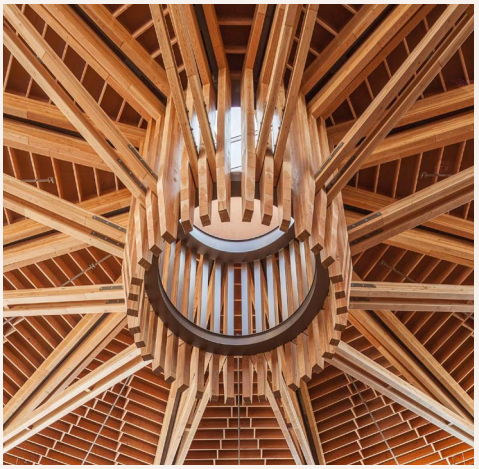
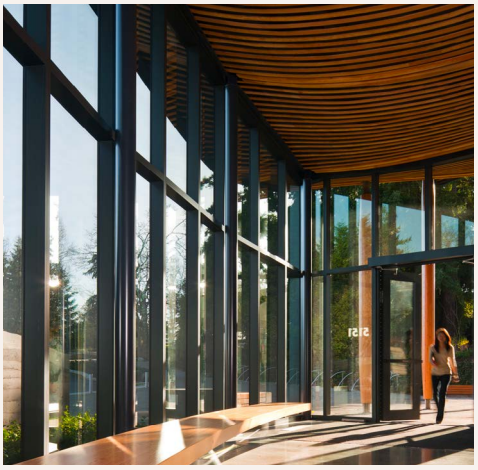
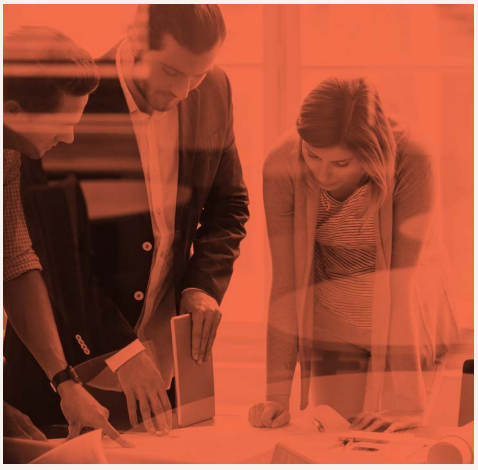
CAGBC

2027 Programming Prospectus

Building our way forward.

About the Canada Green Building Council (CAGBC)

The Canada Green Building Council (CAGBC) makes sustainability a competitive advantage. As Canada's leading green building authority, CAGBC accelerates efficient, low-carbon buildings with the solutions industry needs to protect assets and deliver value — through trusted certifications, data-driven insights, government advocacy efforts, and professional skills development.

CAGBC sponsorship offers organizations a powerful platform to demonstrate leadership, engage with industry decision makers, help shape the market, and advance better-performing buildings across Canada for generations to come.

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Your strategic advantage in sustainability

Benefits of sponsorship

CAGBC national sponsorship aligns your organization with Canada's leading voice for green building and provides targeted opportunities to demonstrate your commitment to sustainability, decarbonization, and market transformation. By supporting CAGBC's national programs, you can help shape industry conversations, improve building performance, and grow demand for low-carbon services, products, and spaces.

Your sponsorship supports programming that brings together building owners, developers, investors, policymakers and project teams to share knowledge, address challenges, and accelerate the adoption of green buildings.

Who you will reach

CAGBC reaches more than **15,000 professionals and organizations** shaping Canada's building and real estate market.

This national network spans the building sector value chain, including:

- Building owners, operators, developers, and investors
- Architects, engineers, consultants, and other professional service firms
- Construction, manufacturing, and building-product companies
- Governments, public agencies, academia, and non-profit organizations
- Finance and investment organizations empowering high-performing buildings

Each sponsorship opportunity identifies a priority audience, helping sponsors connect with the industry professionals most relevant to their objectives.

2027 Opportunities Outline

National Leadership Opportunities

CAGBC Catalyst	$10,000
National Corporate Partner	$35,000

National Programs & Events

CAGBC National Accelerators	$2,500
Regional Summits	$3,500
CAGBC National Embodied Carbon Summit	$3,500
Green Building Day on the Hill	$3,500
CAGBC Awards	$8,000
Market Partner *Exclusive Opportunity*	$10,000
CAGBC Research *Maximum of six (6) sponsors*	$25,000

Future Sponsorship Opportunities

Additional sponsorship opportunities may become available, including Regional Summits and other CAGBC events.

Register your interest with the sponsorship team and we'll notify you as new opportunities become available.

2027 National Leadership Opportunities

CAGBC Catalyst

$10,000

CAGBC offers a premium sponsorship for the innovators and sustainability champions shaping Canada's green building sector. CAGBC Catalysts have unique opportunities to leverage CAGBC-exclusive market intelligence, learn from subject matter and policy experts, and drive actions that will advance verified building performance, high-performance housing, and the transition of Canada's existing building stock.

Influence

Take part in exclusive VIP briefings and discussions that drive change, unlock asset value, and inform policy development, including participating in CAGBC's annual Green Building Day on the Hill event with federal government representatives.

Access

Receive advanced access to key market intelligence that can influence your strategies and impact outcomes.

Recognition

Benefit from enhanced presence and profile amongst your peers with resources and tools designed to showcase your brand.

CAGBC Catalyst Benefits

- Guaranteed invite to participate in CAGBC's annual Green Building Day on the Hill, where CAGBC and industry leaders meet with federal policymakers to discuss key building-sector priorities and help inform CAGBC's policy positions. Includes logo recognition on select slides and sponsor "thank you".
- Invitations to all CAGBC VIP events and relevant advocacy initiatives.
- Early access to CAGBC policy briefings, research and market intelligence.
- CAGBC Catalyst logo for promotional use.
- Catalyst recognition on CAGBC website and in CAGBC's Annual Review.
- Logo recognition in CAGBC monthly Newsletter.
- 1 full conference pass to Building Lasting Change 2027.
- 1 free registration to all CAGBC Regional Summits.
- Opportunity to submit one article and one complimentary ad to one CAGBC Newsletter.
- Advanced selection of 2028 sponsorship opportunities.

See how CAGBC is influencing policy and delivering market intelligence:

Building Better Value: How Build Canada Homes Can Drive Long-Term Housing Performance

Unlocking the Value of Green Building: CAGBC's Policy Guide

2027 National Leadership Opportunities

National Corporate Partner

$35,000

Build a year-round partnership with CAGBC around your organization's priorities.

Designed for organizations seeking a deeper, more strategic relationship with CAGBC, the National Corporate Partner program **builds on the Catalyst sponsorship package**, adding deeper engagement, customization and year-round activation.

CAGBC's National Corporate Partners engage in an annual partnership focused on advancing building performance and accelerating market transformation. Partners benefit from engagements with CAGBC's executive leadership and tailored opportunities that align your business objectives with CAGBC priorities, including operational efficiency and the business value of sustainability. Throughout the year, CAGBC and National Corporate Partners work together to engage priority audiences, build strategic connections, demonstrate market leadership, and advance measurable progress in building performance and market adoption.

CAGBC National Corporate Partner Benefits

All CAGBC Catalyst Sponsor benefits, plus:

- Strategic partnership planning. Align your objectives, priority audiences and engagement opportunities with CAGBC.
- Customized year-round activation. Build a tailored plan across relevant CAGBC programs, events and communications.
- $10,000 Building Lasting Change allocation. Apply toward your choice of 2027 sponsorship and activation opportunities.
- Expanded national profile. Gain recognition across CAGBC market updates, research reports and industry primers.
- Ongoing industry visibility. Receive recognition at all CAGBC Accelerator sessions.
- Corporate recognition. Be featured on CAGBC's website and in the Annual Review.
- Enhanced communications visibility. Receive prime logo placement in CAGBC's Newsletter and Technical Bulletin.
- Thought leadership and promotion. Contribute one article a year and receive three complimentary Newsletter ads.
- Partnership performance review. Receive a year-end summary of activation, audience reach and opportunities ahead.
- Priority access for 2028. Get advance selection of leadership opportunities aligned with your objectives.

2027 National Programs & Events

CAGBC National Accelerators

$2,500

CAGBC's National Accelerators are targeted groups of industry leaders, subject matter experts, and key decision-makers brought together to advance high-performance buildings by exploring opportunities or addressing barriers. Each Accelerator focuses on a defined market issue, convening the expertise and perspectives needed to develop practical solutions, share best practices, and accelerate action.

In 2027, opportunities include the **Building Efficiency Technologies Accelerator (BETA)**, **Zero Carbon Transition Planning Accelerator**, and **Sustainable Finance Accelerator**. Sponsors may align their expertise with a relevant Accelerator to demonstrate leadership, and engage with priority audiences, while CAGBC retains oversight of programming, participation, content, and final outputs.

These Accelerators will translate industry experience into actionable guidance documents, resources, and market insights that support more informed decision-making among our members and the broader market..

Sponsorship Includes

- Logo on welcome slides and thank you to your company during accelerator sessions (3-4× per year).
- Logo on CAGBC's Accelerator webpage.
- Logo on CAGBC's Sponsor webpage.
- Sponsor recognition in specific group-related outreach and promotional activities.







2027 National Programs & Events

CAGBC Regional Summits

$3,500

CAGBC is hosting two in-person Regional Summits in 2027.

The Green Buildings Business Summit in Toronto will help owners, developers, investors, and advisers assess how building performance, certification, and verified outcomes can support portfolio strategy, operating efficiency, asset quality, risk management, and investment decisions.

The Building Performance Summit in Montréal will bring together owners, managers, investors, and consultants to explore how mandatory energy and emissions reporting can become a pathway to better building performance, credible verification, and informed capital planning. Discussions will distinguish the roles of disclosure, measured performance, verification, labels, and certification in supporting better decisions for existing buildings.

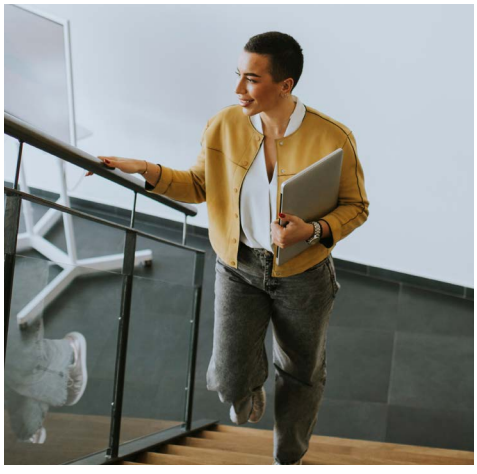
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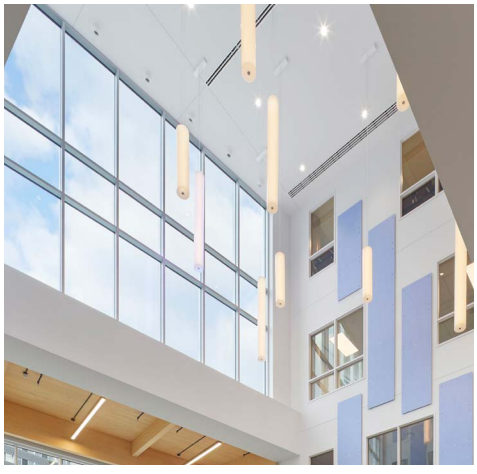
At your choice of Summit:

- Two (2) passes to the Summit.
- Thank you to your company in opening remarks.
- Logo on sponsor slide.
- Sponsor-hosted table/networking area.
- Slide showcasing your greatest LEED or ZCB project highlight in rotation during breaks.
- Logo in CAGBC event communications.

Interested in both? Upgrade your package to include both Summits for $6,000.







2027 National Programs & Events

CAGBC National Embodied Carbon Summit

$3,500

Expanding on the success of the previous National Embodied Carbon Summits, CAGBC will host the fourth iteration in Vancouver in 2027, bringing together Canada's green building sector.

This one-day event will see Canada's leading embodied carbon experts explore solutions for advancing the embodied carbon agenda nationally with actionable next steps. The Summit will include facilitated discussion and ideation exercises, drawing on the group's deep cross-industry representation.

Sponsorship Includes

- One guaranteed invitation to attend the Summit for your organization.
- Your company will be named on an emailed agenda to approximately 80 participants.
- Thank you to your organization in opening remarks, with logo on sponsor slide at the in-person event.
- Logo (or name mentioned) in CAGBC post-event communications related to the Summit (e.g., CAGBC website/bulletin news article(s), post-event summaries to attendees).

Green Building Day on the Hill 2027

$3,500

CAGBC's annual Green Building Day on the Hill brings together public servants, Parliamentarians and industry leaders to exchange insights and discuss the policies and opportunities shaping Canada's green building sector. Senior representatives from major political parties and leaders from across the building industry will participate, representing diverse voices and perspectives. Sponsorship helps make this important event possible, providing visibility and recognition for your brand.

Sponsorship Includes

- Two (2) invitations to Green Building Day on the Hill 2027.
- One invitation to the VIP dinner following the event.
- Thank you to your company in opening remarks.
- Logo on sponsor slide.
- Slide showcasing your greatest decarbonization highlight, in a rotating presentation at the reception.
- Logo in CAGBC post-event communications.

Sponsorship does not influence CAGBC's policy positions, advocacy priorities, or direct engagements with government. CAGBC maintains full independence in these activities, ensuring its policy and advocacy work continues to reflect its mandate and the broader interests of Canada's green building sector.

2027 National Programs & Events

CAGBC Award Sponsor

$8,000

The CAGBC Awards recognize the individuals, teams and projects 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 (Categories include Zero Carbon Design, Deep Carbon Retrofit, New Construction and Inspiring Home).

Leadership

Recognizing the commitment, vision, creativity and passion driving individuals, teams, and organizations (Categories include Green Building Champion, Green Building Visionary, Emerging Green Leader, and Government Leadership).

Sponsorship Includes

Pre-Conference

- Company recognition in sponsored award communications leading up to the conference.

At Building Lasting Change

- One (1) full Building Lasting Change 2027 registration.
- Company announced as award sponsor at the conference Gala.
- Opportunity to announce and present a physical award to award 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 (Green Building 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.

2027 National Programs & Events

Market Partner

$10,000

Exclusive Opportunity

CAGBC's Market Partner will support a national effort to accelerate the adoption of high-performance practices and verified building performance. Through strategic initiatives and events planned for the Toronto and Montréal markets, as well as national Accelerator programming, this exclusive Partner engages priority audiences, including building owners, developers, investors, design and construction professionals, and other market leaders driving adoption.

The partnership includes recognition and activation opportunities across relevant programming, with opportunities to contribute expertise and engage participants. Panel participation is subject to expertise and program relevance, with CAGBC retaining editorial control over all programming and content.

Expand your engagement beyond an individual Regional Summit. Gain exposure across CAGBC's market engagement activities in 2027 by becoming the exclusive Market Partner and position your organization as a green building leader.

Sponsorship Includes

- All Regional Summit benefits across CAGBC-led Regional Summits in 2027 (minimum of 2), plus:
- Market Partner recognition and opportunity to welcome attendees at all CAGBC-led Regional Summits throughout 2027, including:
  - CAGBC Green Business Summit – Toronto, February 2027
  - CAGBC Building Performance Summit – Montréal, November 2027
- Opportunity to participate on a panel at choice of Regional Summit*
- Market Partner recognition at all CAGBC Accelerator sessions
- Corporate logo included on CAGBC's Sponsor webpage

Top up this opportunity with a BLC 2027 Conference Supporter package for only $2,000.

*Conditional on relevant subject matter expertise.

2027 National Programs & Events

CAGBC Research Sponsor

$25,000

Build on Evidence: High-Performance Housing Insights Series (2027)
Maximum of six (6) sponsors (investment of $25,000 per sponsor)

Help shape a national housing insights initiative exploring the business case for high-performance housing. Through a series of case studies, stakeholder engagement activities, and knowledge-sharing opportunities, the initiative will examine how housing performance influences affordability, operating costs, resilience, investment decisions, and long-term community outcomes.

Sponsors will help inform priority themes and ensure the initiative reflects emerging market challenges and opportunities, while supporting the development and dissemination of practical insights for governments, developers, housing providers, investors, and industry leaders.

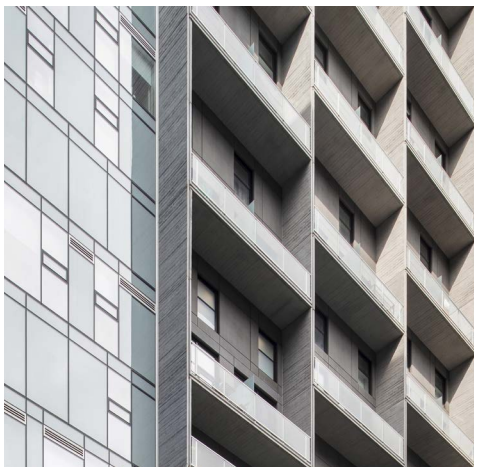
The initiative may also explore broader economic impacts, including opportunities to support local businesses, Indigenous participation, workforce development, and innovation within Canada's housing sector.

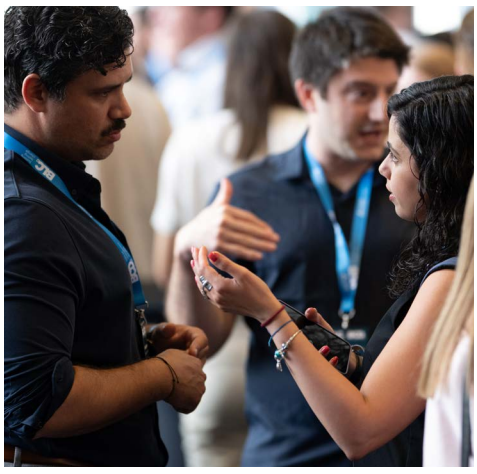
Sponsorship Includes

- Opportunity to inform research questions in collaboration with CAGBC.
- Share knowledge, insights and contribute experience.
- Logo included on the acknowledgment page of the research.
- Sponsor acknowledgment in report communications.
- Logo present during stakeholder engagement activities.

Looking to add Building Lasting Change to your corporate sponsorship? Check out the 2027 BLC prospectus.







For more information, contact the
CAGBC Market Engagement Team
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CAGBC

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