

Heritage Canada Foundation 40th Anniversary Conference

in association with the
Canadian Association of Heritage Professionals



RÉGÉNÉRATION
Heritage Leads the Way

October 31 – November 2
31 octobre au 2 novembre

**Sponsorship
Opportunities
2013**

HERITAGE
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Sponsorship Opportunities
Heritage Canada Foundation's 40th Anniversary Conference
in association with the
Canadian Association of Heritage Professionals (CAHP | ACECP)

Regeneration: Heritage Leads the Way

October 31 – November 2, 2013
Fairmont Chateau Laurier
Ottawa, Ontario

Canada's heritage conservation movement has made great strides in the last 40 years. It is now being challenged to respond to the changes taking place in Canadian society, culture, and economy: from the shift to smaller government and the drive for sustainable communities, to an emphasis on new conservation strategies and legislative tools. The Heritage Canada Foundation's 40th Anniversary conference aims to capture this emerging vision for heritage and to show how it can contribute to a new age in Canada.



Partnering with the Heritage Canada Foundation (HCF) and the Canadian Association of Heritage Professionals (CAHP | ACECP) at this year's conference in Ottawa is the best way to reach a diverse group of more than 350 heritage conservation professionals, architects, municipal planners, policy-makers and volunteers from across Canada. Your organization will benefit through numerous opportunities to meet decision-makers and leaders in the sector and better associate your brand with Canada's premier heritage conservation education and networking event. Just as important, your partnership allows HCF to continue its tradition of conference excellence and its work to promote the preservation of Canada's historic places.

What You Can Expect from this Year's HCF Conference

HCF's 40th Anniversary conference will blend ample networking opportunities and well-crafted learning sessions, workshops and tours, along with special events in prestigious venues and fun social events. Get connected and inspired!

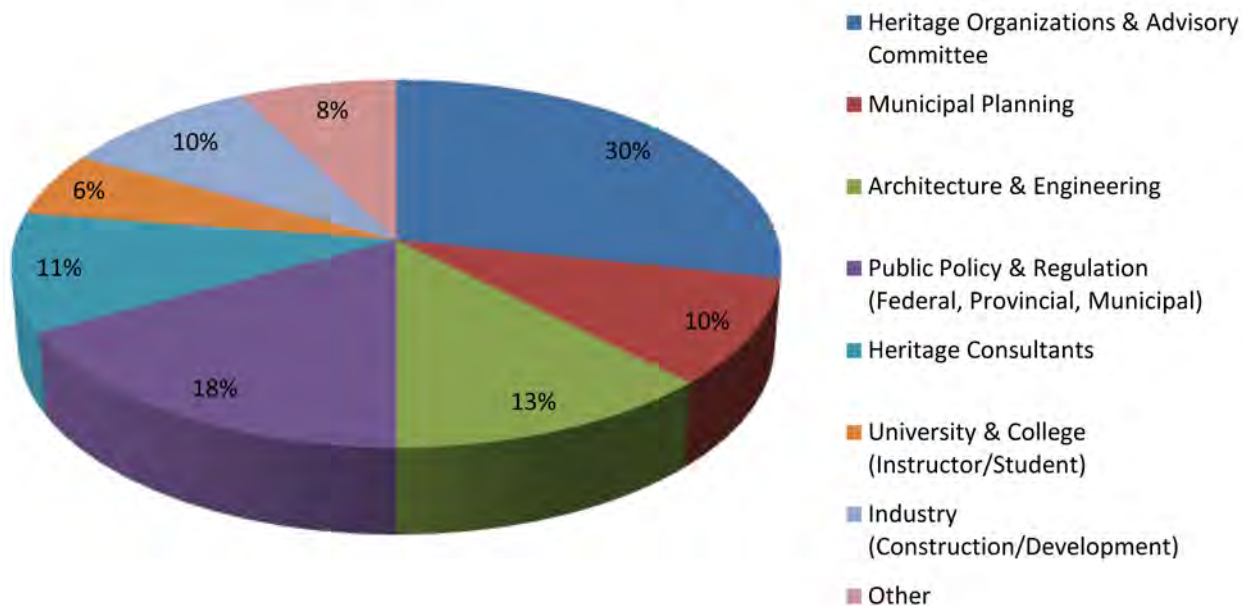
- Gain exposure to a diverse audience before, during and after the conference.
- Benefit from valuable networking and learning opportunities in heritage rehabilitation and development.
- Display and distribute your materials throughout the conference in high-traffic areas.

Who You Will Meet

All conference participants are committed to heritage conservation. The Conference will attract over 350 delegates from across Canada, including:

- Professionals, policy-makers, and craftspeople involved with heritage properties, land conservation, and economic development initiatives.
- Architects, engineers, and construction firms participating in CAHP | ACECP.
- Building owners and potential buyers of retrofit and renovation services.
- Active members of professional associations and advocacy organizations from across Canada

2009 - 2012 HCF Conference Attendees



Past Conference Sponsors (2009 - 2012)

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Telus
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Vintage Woodworks
Woodcliffe Landmark Properties
York Heritage Properties
Zeidler

Sponsorship Opportunities

Platinum Sponsor **\$10,000 and above**

In recognition of your generous support we will offer the following opportunities:

- Opportunity to address delegates from the podium during a plenary session.
- Appreciation of your organization's sponsorship will be announced at all plenary sessions.
- A full-page, four-colour advertisement in HCF's national magazine, Heritage (\$1200 value).
- Full-page advertisement (black and white) in conference program.
- Inclusion of your organization's name and logo on all conference communiqués and press releases.
- Social media posts (Facebook and Twitter) acknowledging your sponsorship before, during and after the conference.
- Your organization's linked logo (graduated sizing) on HCF and CAHP | ACECP websites
- Your organization's logo (graduated sizing) featured on screens at all sessions and room entrances.
- Your organization's logo (graduated sizing) on conference program.
- Inclusion of a negotiable quantity and type of materials in delegate kits.
- Full display table in priority location of high-traffic lunch and break area.
- Three (3) complimentary conference registrations for members of your organization (\$1200 value).
- One-year membership in HCF at the Organization level (\$150 value).
- 2 one-year subscriber memberships with CAHP | ACECP (\$100 value).

Standard package listed above, but customization is available.

Gold Sponsor \$5,000

In recognition of your generous support we will offer the following opportunities:

- Appreciation of your organization's sponsorship will be announced at all plenary sessions.
- A half-page, four-colour advertisement in HCF's national magazine, Heritage (\$620 value).
- Half-page advertisement (black and white) in conference program.
- Inclusion of your organization's name and logo on all conference communiqués and press releases.
- Social media posts (Facebook and Twitter) acknowledging your sponsorship before and during and the conference.
- Your organization's linked logo (graduated sizing) on HCF and CAHP | ACECP websites
- Your organization's logo (graduated sizing) featured on screens at all sessions and room entrances.
- Your organization's logo (graduated sizing) on conference program.
- Inclusion of a brochure or promotional item in the delegate kits.
- Full display table in high-traffic lunch and break area.
- Three (3) complimentary conference registrations for members of your organization (\$1200 value).
- One-year membership in HCF at the Organization level (\$150 value).
- 2 one-year subscriber memberships with CAHP | ACECP (\$100 value).

Standard package listed above, but customization is available.



Silver Sponsor **\$2,500**

In recognition of your generous support we will offer the following opportunities:

- Appreciation of your organization's sponsorship will be announced at all plenary sessions.
- Quarter-page advertisement (black and white) in conference program.
- Inclusion of your organization's name and logo on all conference communiqués and press releases.
- Social media posts (Facebook and Twitter) acknowledging your sponsorship during the conference.
- Your organization's linked logo (graduated sizing) on HCF and CAHP | ACECP websites
- Your organization's logo (graduated sizing) featured on screens at all sessions and room entrances.
- Your organization's logo (graduated sizing) on conference program.
- Inclusion of one (1) brochure in the delegate kits, ideally sized 8.5 X 11 or smaller.
- Shared display table in high-traffic lunch and break area.
- Two (2) complimentary conference registrations for members of your organization (\$800 value).
- One-year membership in HCF at the Organization level (\$150 value).
- 2 one-year subscriber memberships with CAHP | ACECP (\$100 value).

Bronze Sponsor **\$1,000**

In recognition of your generous support we will offer the following opportunities:

- Appreciation of your organization's sponsorship will be announced at a plenary session.
- Your organization's logo (graduated sizing) on HCF and CAHP | ACECP websites
- Your organization's logo (graduated sizing) featured on screens at all sessions and room entrances.
- Your organization's logo (graduated sizing) on conference program.
- Inclusion of one (1) brochure in the delegate kits, ideally sized 8.5 X 11 or smaller.
- Opportunity to place your brochure on the Bronze Sponsor display table.
- One (1) complimentary conference registrations for a member of your organization (\$400 value).
- One-year membership in HCF at the Individual level (\$40 value).
- One-year subscriber memberships with CAHP | ACECP (\$50 value).

Friend of the Conference **\$500**

In recognition of your generous support we will offer the following opportunities:

- Your organization's logo (graduated sizing) on HCF and CAHP | ACECP websites
- Your organization's logo (graduated sizing) on conference program.
- Opportunity to place your brochure on the Friend of the Conference display table.
- One-year membership in HCF at the Individual level (\$40 value).
- One-year subscriber membership with CAHP | ACECP (\$50 value).



Conference and Display Table Agenda

Thursday, October 31 (Various Locations)

8:30am – 3:00pm	Special Meetings
9:00am – 12:00pm	Ottawa Tours and Workshops
12:00pm – 3:00pm	Ottawa Tours and Workshops CAHP ACECP Annual General Meeting (Chateau Laurier)
4:00pm – 6:00pm	Opening Plenary (Delegation of Ismaili Imamet, TBC)
6:00pm – 7:30pm	Opening Reception (Delegation of Ismaili Imamet, TBC)

Friday, November 1 (Fairmont Chateau Laurier)

7:00am – 8:30am	Display Table Move-In
8:00am – 8:30am	Morning Coffee (with display tables)
8:30am – 10:00am	Welcome and Keynote Plenary Session
10:00am – 10:30am	Health Break (with display tables)
10:30am – 12:00noon	Featured Speakers – Plenary Session
12:00noon – 1:30pm	Lunch (buffet served in display area)
1:30pm – 3:00pm	Concurrent Sessions & Field Sessions
3:00pm – 3:30pm	Health Break (with display tables)
3:30pm – 5:00pm	Concurrent Sessions & Field Sessions
6:30pm – 7:30pm	HCF Awards Ceremony & Reception (Rideau Hall, TBC) CAHP ACECP Awards Ceremony (Location, TBC)

Saturday, November 2 (Fairmont Chateau Laurier)

8:00am – 8:30am	Morning Coffee (with display tables)
8:30am – 10:00am	Plenary Session – Featured Speaker
10:00am – 10:30am	Health Break (with display tables)
10:30am – 12:00noon	Concurrent Sessions & Field Sessions
12:00noon – 1:30pm	Lunch (buffet served in display area)
1:30pm – 3:00pm	Concurrent Sessions & Field Sessions
3:00pm – 3:30pm	Health Break (with display tables)
3:30pm – 5:00pm	Closing Plenary
5:00pm – 6:00pm	HCF AGM
5:30pm – 6:30pm	Display Table Move-Out
8:00pm – 10:00pm	Closing Party (Location TBC)

Summary of Conference Benefits

	Platinum	Gold	Silver	Bronze	Friend
Cost	\$10,000 and above	\$5,000	\$2,500	\$1,000	\$500
Opportunity to address delegates	Yes				
Complimentary conference registration(s)	3	3	2	1	
Colour ad in Heritage magazine	Full-page	Half-page			
Logo on conference communiqués	Yes	Yes			
Individual display table in public area	Yes, priority location	Yes	Yes (shared)		
Ad in conference program (graduated sizing)	1-page	1/2-page	1/4-page		
Social Media Posts	before, during and after the conference	before and during the conference	during the conference		
Brochure(s) in delegates bags	Negotiable	Brochure or promo item	Brochure		
Logo on screensaver at all sessions and at plenary room entrance (graduated sizing)	Yes	Yes	Yes	Yes	
Verbal acknowledgement at plenary session(s)	All	All	All	A plenary session	
Logo on conference program (graduated sizing)	Yes	Yes	Yes	Yes	Yes
Logo on HCF, CAHP ACECP websites (graduated sizing)	Yes Linked	Yes Linked	Yes Linked	Yes Not linked	Yes Not linked
One-year membership in HCF	Organization level	Organization level	Organization level	Individual level	Individual level
One-year CAHP ACECP subscriber membership	2	2	2	1	1

For more information about sponsorship opportunities, please contact:

Chris Wiebe, Conference Coordinator, Heritage Canada Foundation
Tel. 613-237-1066 ext. 227; Email: cwiebe@heritagecanada.org

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Conference Sponsorship Request Form

Heritage Canada Foundation Annual Conference
Fairmont Chateau Laurier
Ottawa, Ontario
October 31 – November 2, 2013

Organization/Firm: _____

Contact Name and Position: _____

Address: _____

Telephone: _____ Fax: _____

Email: _____ Website: _____

Please indicate the level of sponsorship you are interested in:

- Platinum Sponsor
- Gold Sponsor
- Silver Sponsor
- Bronze Sponsor
- Friend of the Conference

Sponsorship cheques can be made payable to Heritage Canada Foundation and sent to:

Heritage Canada Foundation
Attn: Conference Sponsorship
190 Bronson Avenue
Ottawa, Ontario
K1R 6H4

Tel: 613-237-1066
Fax: 613-237-5987