

Heritage Canada Foundation National Summit 2012

HERITAGE
CANADA
FOUNDATION



LA FONDATION
HÉRITAGE
CANADA

Sponsorship Opportunities

**BE THERE,
PITCH IN, AND
TAKE ACTION**

**HERITAGE CONSERVATION
IN CANADA**
WHAT'S WORKING
WHAT'S NOT, AND
WHAT NEEDS TO CHANGE.

**SOLUTIONS FOR
YOUR PROPERTY,
YOUR COMMUNITY
AND YOUR COUNTRY.**

Montreal, Québec, October 11-14, 2012
Fairmont Queen Elizabeth Hotel

National Heritage Summit

Revitalizing Heritage Conservation in Canada: What's Working? And What Needs to Change?

**Heritage Canada Foundation's 39th Annual National
Conference**

**in cooperation with the Canadian Commission for
UNESCO, Canadian Association of Heritage
Professionals (CAHP|ACECP), Canadian Forum for
Public Research on Heritage, and Canada Research
Chair on Built Heritage.**

October 11 – 13, 2012

Montréal, Québec

Fairmont Queen Elizabeth Hotel

Be There, Pitch In and Take Action!

Join us in Montreal as we collectively chart the future of
Canada's heritage conservation sector.

2012 marks the 40th anniversary of the World Heritage Convention, a landmark agreement that set national benchmarks for heritage management. What better time to reflect on how far we've come as a movement, where we are now, and determine where we need to go. While economic circumstances and government priorities are changing dramatically, built, cultural and natural heritage is being embraced by increasing numbers of Canadians, many of whom do not self-identify as heritage supporters. The National Heritage Summit is an opportunity to take stock, "hit the reset button," and set priorities for putting heritage on the local, provincial and national agenda.

Summit 2012 will blend elements you've come to expect from HCF's annual national conferences – well-crafted learning sessions, ample networking opportunities and special events, street-level workshops and tours– with working sessions that build a priority action plan for the heritage sector. Get inspired and empowered. Come join this nationally important conversation and explore beautiful, historic Montreal.

Featuring Internationally Renowned Speakers

- **Aga Khan Historic Cities Programme** (Geneva, Switzerland)
- **Ros Kerslake –The Prince's Regeneration Trust** (London, UK).
- **Dr. Mark Kingwell – University of Toronto** (Toronto, Ontario)

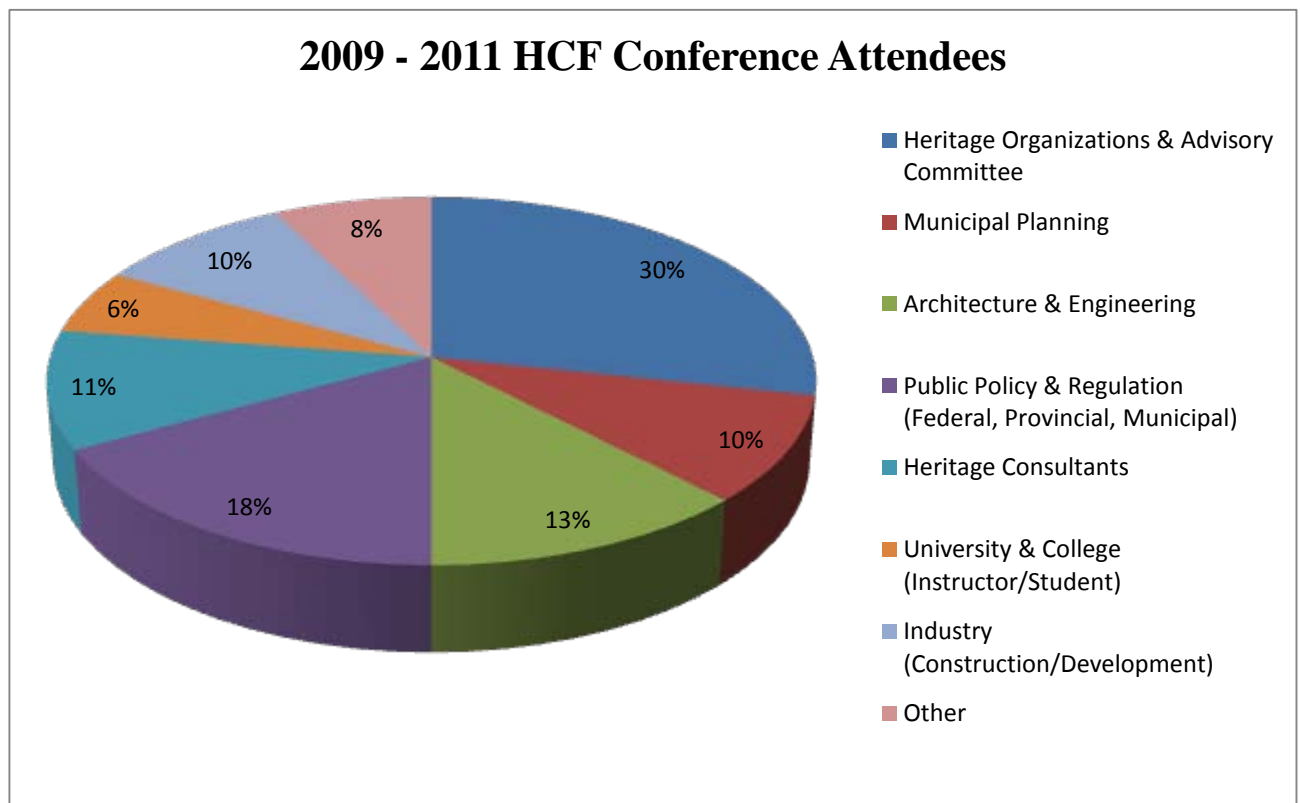


Who You Will Meet

The annual Heritage Canada Foundation conference is the premier educational and networking event for Canada's heritage conservation practitioners, administrators, and advocates.

All conference participants are committed to heritage conservation. The Conference will attract over 300 delegates from across Canada, including:

- Professionals, policy-makers, and craftspeople involved with heritage properties, land conservation, and economic development initiatives.
- Building owners and potential buyers of retrofit and renovation services.
- Active members of professional associations and advocacy organizations from across Canada.



Conference Sponsors – 2009 - 2011 HCF Annual Conferences

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Vintage Woodworks
York Heritage Properties
Zeidler

Conference and Display Table Agenda

Thursday, October 11 (Various Locations)

8:30am – 3:00pm	Special Meetings
9:00am – 12:00pm	Montreal Tours and Workshops
12:00pm – 3:00pm	Montreal Tours and Workshops
4:00pm – 6:00pm	Opening Plenary (Montreal Museum of Fine Arts)
6:00pm – 7:30pm	Opening Reception (Location TBA)

Friday, October 12 (Fairmont Queen Elizabeth Hotel)

7:00am – 8:30am	Display Table Move-In
8:00am – 8:30am	Morning Coffee (with display tables)
8:30am – 10:00am	Plenary Session
10:00am – 10:30am	Health Break (with display tables)
10:00am – 12:00noon	Featured Speakers – Plenary
12:00noon – 1:30pm	Lunch
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 – 9:00pm	HCF Awards Ceremony & Reception (Location TBA)

Saturday, October 13 (Fairmont Queen Elizabeth Hotel)

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
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 TBA)

You Should Become a Conference Sponsor

Sponsors will receive valuable profile, recognition and other benefits while contributing to the success of the conference.

- A unique, cost-effective way to connect with leaders and decision-makers from across Canada.
- Display your projects or materials throughout the entire conference in high-traffic areas.
- Gain exposure to a potential new audience before, during and after the conference.
- Benefit from valuable networking and learning opportunities in heritage rehabilitation and development.

All Sponsors Will Receive These Benefits

- * Your organization's logo (graduated sizing) featured at the entrance to the main plenary hall and on the overhead screen at all sessions (except Iron Sponsor).
- * Appreciation of your organization's sponsorship announced at a plenary session (except Iron Sponsor).
- * Inclusion of your brochure(s) in the delegate bags (except Iron Sponsor).
- * Your organization's logo (graduated sizing) on conference program.
- * Your organization's logo (graduated sizing) on www.heritagecanada.org and www.caphc.ca with a link to your website.
- * One-year membership in HCF (Organization or Individual).
- * One-year subscriber membership in CAHP.

Additional Benefits

Platinum Sponsor - \$10,000 and above

- * **Will customize an optimal benefit package.**

Gold Sponsor - \$5,000

- * **Three** (3) complimentary conference registrations, including all ticketed events, for members of your organization (\$1350 value).
- * A **half-page**, four-colour advertisement in the Heritage Canada Foundation's national magazine, *Hēritage* (\$620 value).
- * Display table in high-traffic lunch and break area.
- * **Half-page** advertisement (black and white) in conference program.
- * Appreciation of your organization's sponsorship will be announced at **all** plenary sessions.
- * Inclusion of your organization's name and logo on all conference communiqués.

- * Inclusion of up to **two** (2) brochures in the delegate bags, ideally sized at 8.5 X 11 or smaller.
- * One-year membership in HCF at the Organization level (\$125 value).
- * 2 one-year subscriber memberships with CAHP (\$100 value).

Silver Sponsor - \$ 2,500

- * **Two** (2) complimentary conference registrations, including all ticketed events, for a member of your organization (\$900 value).
- * Display table in high-traffic lunch and break area (shared).
- * A **quarter-page** advertisement (black and white) in conference program.
- * Appreciation of your organization's sponsorship will be announced at **all** plenary sessions.
- * Inclusion of up to **two** (2) brochures in the delegate bags, ideally sized at 8.5 X 11 or smaller.
- * One-year membership in HCF at the Organization level (\$125 value).
- * 2 one-year subscriber memberships with CAHP (\$100 value).

Bronze Sponsor - \$1,000

- * **One** (1) complimentary conference registration, including all ticketed events, for a member of your organization (\$450 value).
- * Appreciation of your organization's sponsorship will be announced at a plenary session.
- * Inclusion of a brochure in the delegate bags, ideally sized at 8.5 X 11 or smaller.
- * One-year membership in HCF at the Individual level (\$35 value).
- * One-year subscriber membership with CAHP (\$50 value).

Iron Sponsor - \$500

- * Opportunity to place your brochure on the Iron Sponsor display table.
- * One-year membership in HCF at the Individual level (\$35 value).
- * One-year subscriber membership with CAHP (\$50 value).

Summary of Conference Benefits

	Platinum	Gold	Silver	Bronze	Iron
Cost	\$10,000	\$5,000	\$2,500	\$1,000	\$500
Complimentary conference registration(s)	Negotiable	3	2	1	
Opportunity to Address Delegates	Negotiable				
Colour ad in <i>Heritage</i> magazine	Full-page	Half-page			
Logo conference communiqués	Yes	Yes			
Individual Display Table in public area	Yes	Yes	Yes (shared)		
Ad in Conference Program (graduated sizing)	1- page	½ - page	¼ - page		
Brochure(s) in delegate kits	Negotiable	2	2	1	
Logo on Screensaver at all sessions and at plenary meeting 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 and link on HCF, CAHP, and conference websites (graduated sizing)	Yes	Yes	Yes	Yes	Yes
One-year membership in HCF	Organization level	Organization level	Organization level	Individual level	Individual level
One-year CAHP 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

National Heritage Summit
Fairmont Queen Elizabeth Hotel
Montréal, Québec
October 11 – 13, 2012

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**
- ☐ **Iron Sponsor**

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