

# Sponsorship Opportunities



Photo: Tourism PEI/Jack Leclair

Heritage Canada The National Trust  
Conference 2014

## Heritage Builds Resilience

in association with the Canadian Association of  
Heritage Professionals (CAHP|ACECP) and in  
collaboration with PEI Museum and Heritage  
Foundation

**October 2 – 4, 2014**

Confederation Centre of the Arts  
Charlottetown, Prince Edward Island



HERITAGE CANADA  
NATIONAL TRUST



HÉRITAGE CANADA  
FIDUCIE NATIONALE

## Heritage Builds Resilience

### Sponsorship Opportunities



#### 2014 Conference Theme

Heritage builds resilience by rooting identity and sense of place, acting as a catalyst for economic and social regeneration, inspiring imaginative new development, and ensuring sustainability through the reuse of existing infrastructure and the ability to recover from natural disaster or neglect. Inspired by the 150th anniversary of the historic Charlottetown Conference, Heritage Canada The National Trust Conference 2014 will explore how heritage builds resilient Canadian communities that can adapt creatively and collaboratively to change.

#### Resilience (noun):

1. *the ability of a substance or object to spring back into shape; elasticity;*
2. *the capacity to recover quickly from difficulties; toughness.*

#### Why Your Participation Makes Sense

Partnering with Heritage Canada The National Trust (HCNT) and the Canadian Association of Heritage Professionals (CAHP |ACECP) at this year's conference in Charlottetown 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 HCNT to continue its tradition of conference excellence and its work to promote the preservation of Canada's historic places.

## What You Can Expect

Heritage Canada The National Trust Conference 2014 will blend ample networking opportunities with well-crafted learning sessions, workshops and tours, along with special events in prestigious venues and lively social activities. 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. Conference 2014 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.

## Attendee Profile

Here is the demographic breakdown of the 420 attendees at Conference 2013 in Ottawa:

- 31% Heritage Professionals, Industry, Practitioners;
- 24% Government Officials (Federal, Provincial, Territorial, Municipal);
- 28% Heritage Organizations, Committees and Volunteers;
- 18% University/College Instructors and Students.

# 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 HCNT's national magazine, *Héritage* (\$1,200 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) prominently featured on HCNT 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 (\$1,200 value);
- One (1) one-year membership in HCNT in the Business category (\$150 value);
- Two (2) one-year subscriber memberships with CAHP | ACECP (\$100 value).

### Standard package, but customization is available.

# Sponsorship Opportunities

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 HCNT's national magazine, H<sup>er</sup>itage (\$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 the conference;
- Your organization's linked logo (graduated sizing) prominently featured on HCNT 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 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 (\$1,200 value);
- One (1) one-year membership in HCNT in the Business category (\$150 value);
- Two (2) one-year subscriber memberships with CAHP | ACECP (\$100 value).

**Standard package, but customization is available.**

# Sponsorship Opportunities

**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 HCNT 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 (1) one-year membership in HCNT in the Business category (\$150 value);
- Two (2) one-year subscriber memberships with CAHP | ACECP (\$100 value).

# Sponsorship Opportunities

**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 linked logo (graduated sizing) on HCNT 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 registration for a member of your organization (\$400 value);
- One (1) one-year membership in HCNT at the Individual level (\$40 value);
- One (1) one-year subscriber memberships with CAHP | ACECP (\$50 value).

# Sponsorship Opportunities

## Friend of the Conference

\$500



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

- Your organization's linked logo (graduated sizing) on HCNT 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 (1) one-year membership in HCNT at the Individual level (\$40 value);
- One (1) one-year subscriber membership with CAHP | ACECP (\$50 value).

**For more information about sponsorship opportunities, please contact:**

**Chris Wiebe**  
Conference Coordinator,  
Heritage Canada The National  
Trust

(613) 237-1066 ext. 227  
[cwiebe@heritagecanada.org](mailto:cwiebe@heritagecanada.org)



# Conference and Display Table Agenda

## Thursday, Friday and Saturday

### Thursday, October 2

Various Locations

**8:30 a.m. – 4 p.m.**

Special Meetings

**9 a.m. – 12 p.m.**

Tours and Workshops

**12 p.m. – 4 p.m.**

Tours and Workshops

**7:30 p.m. – 9 p.m.**

Opening Keynote

Confederation Centre of the Arts

**9 p.m. – 10:30 p.m.**

Opening Reception

Confederation Centre of the Arts

### Friday, October 3

Confederation Centre of the Arts

**7 a.m. – 8:30 a.m.**

Display Table Move-In

**8 a.m. – 8:30 a.m.**

Morning Coffee

(with display tables)

**8:30 a.m. – 10 a.m.**

Welcome and Keynote

Plenary Session

**10 a.m. – 10:30 a.m.**

Health Break

(with display tables)

**10:30 a.m. – 12 p.m.**

Featured Speakers – Plenary

Session

**12 p.m. – 1:30 p.m.**

Lunch

**1:30 p.m. – 3 p.m.**

Concurrent Sessions & Field

Sessions

**3 p.m. – 3:30 p.m.**

Health Break

(with display tables)

**3:30 p.m. – 5 p.m.**

Concurrent Sessions & Field

Sessions

**6:30 p.m. – 7:30 p.m.**

HCNT and CAHP | ACECP

Awards Ceremony and Reception

(Locations: TBC)

### Saturday, October 4

Confederation Centre of the Arts

**8 a.m. – 8:30 a.m.**

Morning Coffee

(with display tables)

**8:30 a.m. – 10 a.m.**

Plenary Session – Featured

Speaker

**10 a.m. – 10:30 a.m.**

Health Break

(with display tables)

**10:30 a.m. – 12 p.m.**

Concurrent Sessions and Field

Sessions

**12 p.m. – 1:30 p.m.**

Lunch (buffet served in display

area)

**1:30 p.m. – 3 p.m.**

Concurrent Sessions and

Field Sessions

**3 p.m. – 3:30 p.m.**

Health Break

(with display tables)

**3:30 p.m. – 5 p.m.**

Closing Plenary

**5 p.m. – 6 p.m.**

HCNT AGM

**5:30 p.m. – 6:30 p.m.**

Display Table Move-Out

**8 p.m. – 10 p.m.**

Closing Party

(Location TBC)

# 2013 Conference Sponsors

## Platinum Sponsor - \$10,000

RJW-Gem Campbell Stonemasons Inc.

## Gold Sponsors - \$5,000

Carleton University  
City of Ottawa  
Department of Canadian Heritage  
Parks Canada  
Taylor Hazell Architects Ltd.

## Silver Sponsors - \$2,500

Algonquin College Perth Campus  
Andrex Holdings Ltd.  
Bull Wealth Management Group  
Cintec Reinforcement Systems  
Clifford Group  
Conservation Solutions Inc.  
Daubois Inc.  
DFS Inc. Architecture and Design  
EllisDon Corporation  
E.R.A. Architects Inc.  
Fournier Gersovitz Moss Drolet  
et Associés Architectes  
John G. Cooke and Associates Ltd.  
Consulting Engineers  
King Packaged Materials Company  
Limen Group Ltd.  
Norton Rose Fullbright Canada LLP  
Pembroke Private Wealth Management  
RESCA Advanced Cleaning Technologies Inc.  
Robertson Martin Architects Inc.  
Shaws of Darwen Canada  
Smith & Barber Sculpture Atelier Inc.  
Tacoma Engineers Inc.

## Bronze Sponsors - \$1,000

Architectural Conservation Services  
Athabasca University  
Atwill-Morin  
Barry Padolsky Associates Inc. Architects  
Denys Builds Designs Renovations  
Donald Luxton & Associates Inc.  
DTAH  
Edwards Heritage Consulting  
Empire Restoration Canada  
G.F. Duffus & Company Ltd. Architects  
Golder Associates Ltd.  
Heritage Grade Architectural  
Restoration Services  
Heritage Mill Historical  
Architectural Woodwork  
JD Strachan Construction Services Ltd.  
Lari Construction  
Lobo Consulting Services Inc.  
Municipal World - Canada's  
Municipal Magazine  
Ojdrovic Engineering Inc.  
Oxford Properties Group  
PCL Constructors Canada Inc.  
Roof Tile Management Inc.  
University of Victoria Continuing Studies  
+VG Architects - The Ventin Group Ltd.  
Vintage Brick Ltd.  
Woodcliffe Landmark Properties

## Friends of the Conference - \$500

Applied Roof Technology Ltd.  
Bytown Museum  
Dalton Engineering and Construction Ltd.  
Hydro Ottawa  
QV Investors Inc.  
Shoalts Engineering  
Triasima Inc.

## Summary of Conference Benefits

	<b>Platinum</b>	<b>Gold</b>	<b>Silver</b>	<b>Bronze</b>	<b>Friend</b>
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 Héritage magazine	Full page	Half page	---	---	---
Logo on conference communiqués	Yes	Yes	Yes	---	---
Individual display table in public area	Yes, priority location	Yes	Half table	---	---
Ad in conference program	One page	Half page	Quarter page	---	---
Social media posts	Before, during, after conference	Before, during conference	During conference	---	---
Brochure(s) in delegates bags	Negotiable	Brochure or promo item	Brochure	Brochure	---
Logo on screensaver at all sessions and at plenary room entrance	Yes	Yes	Yes	Yes	---
Verbal acknowledgement at plenary session(s)	All	All	All	A plenary session	---
Logo on conference program	Yes	Yes	Yes	Yes	Yes
Logo on HCNT, CAHP   ACECP websites	Yes, prominent	Yes, prominent	Yes	Yes	Yes
One-year membership in HCNT	Business category	Business category	Business category	Individual category	Individual category
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 The National Trust

(613) 237-1066 ext. 227  
cwiebe@heritagecanada.org

# Conference Sponsorship Request Form

## Heritage Canada The National Trust Conference 2014 Confederation Centre of the Arts, Charlottetown, PEI October 2 – October 4, 2014

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 The National Trust and sent to:

**Heritage Canada The National Trust**  
Attn: Conference Sponsorship  
190 Bronson Avenue  
Ottawa, Ontario  
K1R 6H4  
Tel: 613-237-1066  
Fax: 613-237-5987



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