



# 2022 CBN Virtual Conference Sponsorship Prospectus

Environmental, Social and Governance (ESG)  
and Brownfield Land Development

## Making the CONNECTION



**CBN CONFERENCE – APRIL 5 & 6, 2022**



# Making the CONNECTION



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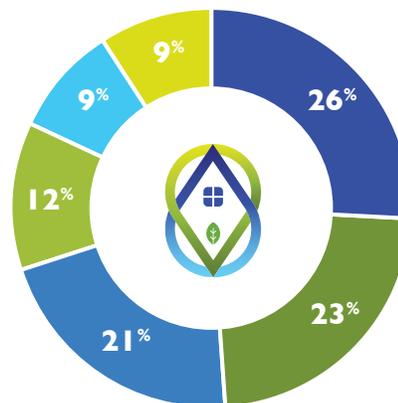
## About the Brownfields Conference

This annual conference typically attracts over 150 attendees from across Canada, made up of land developers, engineering firms, environmental cleanup companies, legal and financial experts, and municipalities. With the continuing impacts of the pandemic, this year's conference will be virtual and we are hoping to attract many more brownfield practitioners due to the convenience, lower cost, and programming.

Brownfields bring many benefits to their communities. The payback includes more housing (including affordable housing), an enhanced public realm, increased tax revenue from redeveloped properties, expanded employment lands, and expanding employment skills. This year's conference will be exploring connections between the environmental, social and governance areas and brownfield land development.

## Who Attends?

- Engineer/Manufacturer/Remediation/Contractor ◆
- Developer/Municipality/Government ◆
- Consultant ◆
- Finance/Investor/Lender/Insurance/Real Estate ◆
- Legal/Tech ◆
- Academic/Non-Profit/Media ◆



## Why Sponsor?

**Excellent Exposure:** This is a must-attend event for engineering firms, developers, realtors, environmental clean-up companies, legal, financial investors and government institutions. As a supplier or industry participant – a solution provider – this conference provides an opportunity to build and enhance your firm's reputation within this land development sector.

**Sponsorship Opportunities:** There are several options to match your interest and help us profile your company's expertise. One of the newer opportunities is the Break sponsorship that lets you showcase your project or company initiative or share an experience – entertainer or wellness presenter – to connect with attendees in a new way.

Have something else in mind? Let us know and we can customize a package that suits your needs.

**Multi-Channel Marketing:** We showcase your firm as a trusted provider of choice to brownfield industry participants through a specially designed marketing campaign including all our touch points: website, eblasts, social media channels, and of course, live at the event.



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## Categories Available:

### Presenting Sponsor | \$3,000 – 2 Available

- ◆ 2 minutes of podium time (or 1 minute on each day)
- ◆ Special mention during opening / closing remarks
- ◆ One pre-event eblast leaderboard
- ◆ Four (4) Complimentary Registrations
- ◆ Branding on Virtual Platform
- ◆ Sponsor Branding and Recognition on event collateral

### Keynote/Kickoff Sponsor | \$2,500 – 1 Available

- ◆ 30 sec podium time at start of the session
- ◆ Special mention at beginning / end of the session
- ◆ Three (3) Complimentary Registrations
- ◆ Branding on Virtual Platform
- ◆ Sponsor Branding and Recognition on event collateral

### Session/Panel Sponsor | \$2,000 – 4 Available

- ◆ 30 sec podium time at start of the session
- ◆ Special mention at beginning / end of the session
- ◆ Three (3) Complimentary Registrations
- ◆ Branding on Virtual Platform
- ◆ Sponsor Branding and Recognition on event collateral

### Pre-Show/Event | \$1,500 – 2 Available

- ◆ 30 sec podium time
- ◆ Option to provide industry-related video / break entertainment (DJ/artist) / wellness presenter
- ◆ Two (2) Complimentary Registrations
- ◆ Sponsor Branding and Recognition on event collateral

### Break Sponsor | \$750 – 4 Available

- ◆ Opportunity to share < 5 minute industry-related video
- ◆ One (1) Complimentary Registration
- ◆ Sponsor Branding and Recognition on event collateral

### HUB Award Sponsor | \$1,000 – 3 Available

- ◆ Special Recognition during the ceremony
- ◆ Select category: FOUNDATION, PILLAR or VISION (as available)
- ◆ One (1) Complimentary Registration
- ◆ Branding on all HUB Award marketing and collateral
- ◆ Sponsor Branding and Recognition on event collateral

### Friends of the CBN | \$500 – 5 Available

- ◆ One (1) Complimentary Registration
- ◆ Sponsor Branding and Recognition on event collateral

### Add on Opportunities (must be a sponsor):

- ◆ **\$500 – Registration Sponsor:** Branding on registration page and inclusion in confirmation email
- ◆ **\$500 – Dedicated Eblast:** 640 px wide provided 10 business days prior - sent to full subscriber list
- ◆ **\$200 – Eblast Leaderboard:** 640 x 90 px provided 5 business days prior
- ◆ **\$89 – Additional Tickets:** special pricing for sponsors

### What does Sponsor Branding and Recognition include?

- ◆ Your logo on the event website
- ◆ Your logo included in conference eblasts
- ◆ Your logo included in the presentation slides
- ◆ Your logo included in print collateral