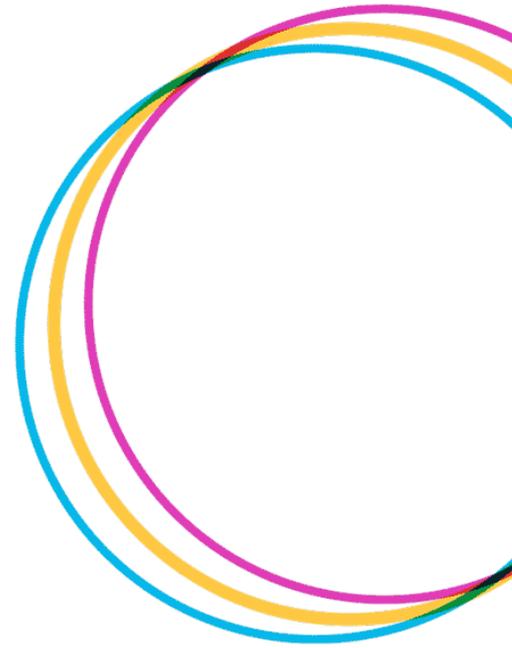


KEYS TO BROWNFIELD SUCCESS

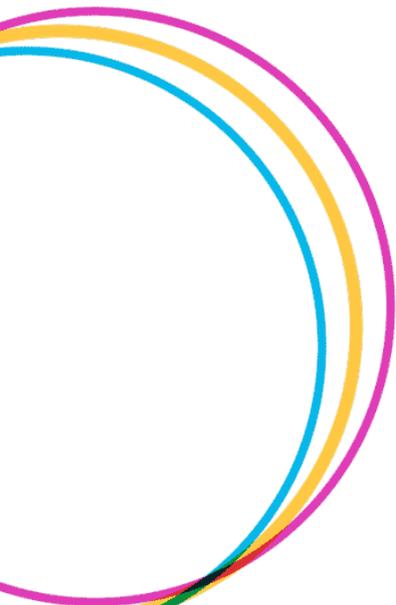
INTERSECTION
OF

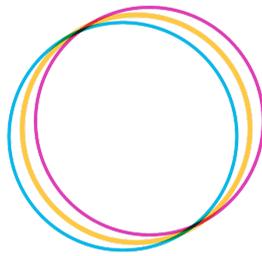
**PLANNING,
DEVELOPMENT &
FINANCE**



SPONSORSHIP PROSPECTUS

CBN VIRTUAL CONFERENCE
JUNE 15-16, 2021



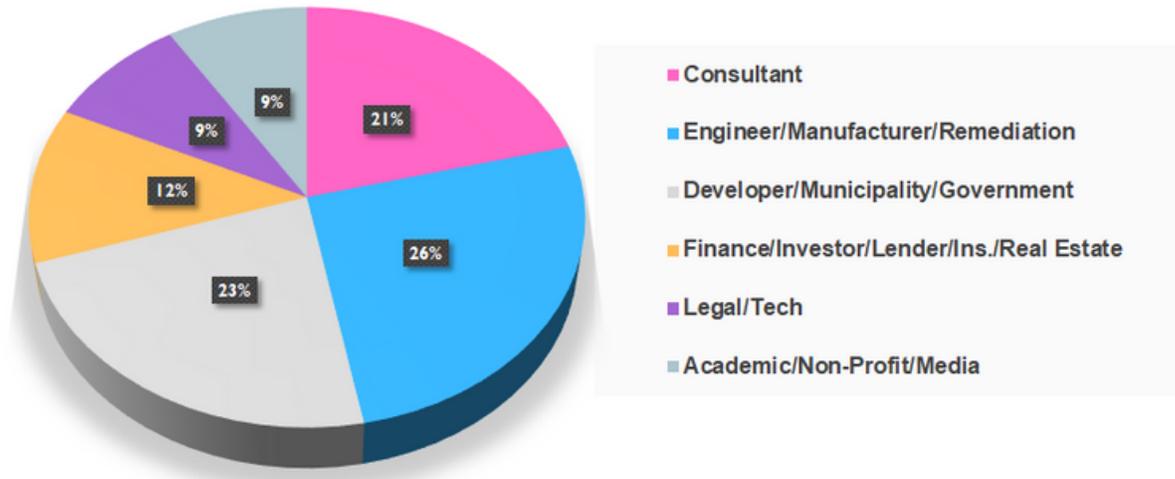


About the Brownfields Conference

This annual conference typically attracts over 100 attendees from across Canada made up of land developers, engineering firms, environmental cleanup companies, legal and financial experts. With the impacts of the pandemic, this year's conference is going virtual and hoping to attract many more practitioners due to the convenience, lower cost, and niche networking.

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. At this year's conference, we'll be exploring the advanced relationship between planning, development and finance through case studies and engaging sessions.

Who Attends?



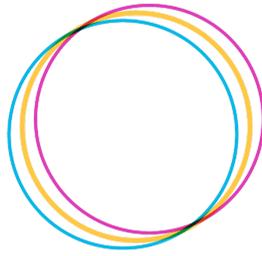
Why Sponsor?

Excellent Exposure: This is a must-attend event for engineering firms, developers, environmental cleanup companies, legal, financial, and government. As a supplier or industry participant, this conference provides an opportunity to build and enhance your firm's reputation within this development sector.

Networking: It's never been more important to start a conversation and network face to face. That's why we selected a virtual platform that allows for one-on-one speed meetings. At the end of the meeting, you can exchange electronic business cards/contact details at the touch of a button.

New Sponsorship Opportunities: Take your brand to the next level with the new Swag Package sponsorship that goes direct to attendees' homes. Or try our Break sponsorship that lets you select an entertainer or wellness presenter to connect with attendees in a new way. Plus don't miss our new menu of "Add on" opportunities to mix and match what works for your organization. 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 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.



SPONSORSHIP OPTIONS

Presenting Sponsor | \$3000 - 1 Available

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

Kickoff Sponsor | \$2,000 - 1 Available

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

Session Sponsor | \$2000 - 3 Available

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

What does Sponsor Branding and Recognition include?

- Your logo on the event website
- Your logo included in conference e-blasts
- Your logo included in the presentation slides
- Your logo included on print collateral

Attendee Swag Package | \$2500 - 4 Available

- Unique opportunity to bring your brand to attendees
- Special Recognition during opening remarks
- Two (2) Complimentary Registrations
- Sponsor Branding and Recognition on event collateral

- Earphones
- Celebratory Mocktail
- Customize your own
- Plant Kit
- Afternoon Snack

Break Sponsor | \$1500 - 2 Available

- 30 sec podium time prior to the break
- Option to provide break entertainment (DJ/artist) / wellness presenter
- Two (2) Complimentary Registration to the Virtual Conference
- Sponsor Branding and Recognition on event collateral

HUB Award Sponsor | \$1000 - 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

Breakout Session Sponsor | \$750 - 4 Available

- Opportunity to facilitate networking breakout room
- One (1) Complimentary Registration
- Sponsor Branding and Recognition on event collateral

Friends of the CBN | \$500 - 5 Available

- One (1) Complimentary Registration to the Virtual Conference
- Sponsor Branding and Recognition on event collateral

Add on Opportunities (must be a sponsor):

Registration Sponsor | \$500

- Branding on registration page and inclusion in confirmation email

Dedicated Eblast | \$500

- 640 px wide provided 10 business days prior - sent to full subscriber list

Virtual Booth | \$250

- Virtual booth live at the event

Eblast Leaderboard | \$200

- 640 x 90 px provided 5 business days prior

Additional Tickets | \$59

- special pricing for sponsors