



SUSTAINABLE  
BUILDINGS  
CANADA

## GREEN BUILDING FESTIVAL SPONSORSHIP PROSPECTUS

Dear Sustainable Building colleague:

On October 11th, the 2018 Green Building Festival will take place at the Toronto Eaton Centre Downtown Marriott, Toronto.

As in previous years, Green Building Festival will draw an anticipated 400 sustainable building professionals to enjoy a full day of presentations by international experts on cutting-edge projects and inspiring case studies.

This year, programming addresses the theme “Healthy Buildings, Healthy Planet”. From indoor environmental quality standards to net zero projects, from material choices to biophilic cities, the 2018 Green Building Festival will examine how we can *build* healthy environments while *maintaining* a healthy environment.

The following Festival sponsorship prospectus features a range of marketing and sales opportunities for your company to reach and engage hundreds of quality leads: sustainable building experts, leading-edge opinion leaders and decision-makers from across the country.

Several sponsorships for 2018 have already been snapped up by incumbent sponsors who have been pleased with the Festival's ROI, so let's talk about opportunities while they last!

Thank you for your anticipated interest and support.

Sarah Jones

GBF18 Sponsorship Coordinator

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647 884-7079



[www.gb18.com](http://www.gb18.com)



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## **GOLD SPONSORS \$10,000 (1 available)**

### ONSITE BENEFITS

- FIVE Festival passes
- Sponsor Representative introduces a keynote speaker (3-5 minutes)
- Sponsor logo projected during sessions whenever presentations are not ongoing during conference proceedings
- Full page ad in Festival Program Guide
- Booth or 6' table (provided) exhibit space
- "Sponsored by" logo on the printed agenda and onsite signage
- Additional signage front of house

### PRE-EVENT BENEFITS

- Logo and company profile on Festival website
- TWO feature e-blasts, sent to the SBC network (over 4,500 industry contacts)
- Participation in the Festival's Social Media strategy
  - o Twitter (6 tweets)
  - o Facebook (2 posts)
  - o LinkedIn (1 posts)

### POST-EVENT

- Sponsorship credit in post Conference Communications



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## SILVER SPONSORS \$5,000 (4 available)

### ONSITE BENEFITS

- THREE Festival passes
- Sponsor Representative opens session and introduces speakers (2-5 minutes)
- Sponsor logo projected during session whenever presentations are not ongoing
- HALF page ad in Festival Program Guide
- “Sponsored by” logo on the printed agenda and onsite signage
- Corporate literature distributed at event on Sponsor Table

### PRE-EVENT BENEFITS

- Logo and company profile on Festival website
- One feature e-blast, sent to the SBC network (over 4,500 industry contacts)
- Participation in the Festival’s Social Media strategy
  - o Twitter (3 tweets)
  - o Facebook (1 post)
  - o LinkedIn (1 post)

### POST-EVENT

- Sponsorship credit in post Conference Communications



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## **BRONZE SPONSORS \$2,500 (2 available)**

### ONSITE BENEFITS

- TWO Festival passes
- Sponsor logo projected during session whenever presentations are not ongoing
- QUARTER page ad in Festival Program Guide
- “Sponsored by” logo on the printed agenda and onsite signage
- Additional signage outside programming hall before session
- One piece of corporate literature distributed at event on Sponsor Table
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### PRE-EVENT BENEFITS

- Logo and company profile on Festival website
- One feature e-blast sent to the SBC network (over 4,500 industry contacts)
- Participation in the Festival’s Social Media strategy
  - o Twitter (3 tweets)
  - o Facebook (1 post)

### POST-EVENT

- Sponsorship credit in post Conference Communications



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## **NETWORKING LUNCH SPONSOR: \$5,000 (1 available)**

### ONSITE BENEFITS

- TWO Festival passes
- Sponsor Representative gives a 5 minute lunch introduction
- Sponsor logo projected 30 minutes during lunch
- Quarter-page ad in Festival Program Guide
- Display materials on sponsors table
- “Sponsored by” logo on the printed agenda and onsite signage
- Additional signage near the refreshments table during lunch

### PRE-EVENT BENEFITS

- Logo and company profile on Festival website
- Logo and website included in e-blasts sent to the SBC network (over 4,500 industry contacts)
- Participation in the Festival’s Social Media strategy
  - o Twitter (3 tweets)
  - o Facebook (1 post)

### POST-EVENT

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## **NETWORKING RECEPTION SPONSOR: \$3,500 (1 available)**

*in partnership with Sustainable Buildings Canada*

### ONSITE BENEFITS

- TWO Festival passes
- Sponsor Representative gives a 5 minute reception introduction
- Sponsor logo projected 10 minutes as reception starts
- Quarter-page ad in Festival Program Guide
- Display materials on sponsors table
- “Sponsored by” logo on the printed agenda and onsite signage
- Additional signage near the refreshments table during reception

### PRE-EVENT BENEFITS

- Logo and company profile on Festival website
- Logo and website included in e-blasts sent to the SBC network (over 4,500 industry contacts)
- Participation in the Festival’s Social Media strategy
  - o Twitter (3 tweets)
  - o Facebook (1 post)

### POST-EVENT

- Sponsorship credit in post Conference Communications



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## **REFRESHMENTS SPONSORS \$1,500 (2 available)**

(Continental Breakfast / Afternoon Coffee Break)

### ONSITE BENEFITS

- ONE Festival pass
- Sponsor logo projected 15 minutes during sponsored break
- Logo and website URL in Festival Program Guide
- Display materials on sponsors table
- “Sponsored by” logo on the printed agenda and onsite signage
- Additional signage near the refreshments table during sponsored break

### PRE-EVENT BENEFITS

- Logo and website link on Festival website
- Logo and website included in e-blasts sent to the SBC network (over 4,500 industry contacts)
- Participation in the Festival’s Social Media strategy
  - o Twitter (1 mention)
  - o Facebook (1 mention)

## **CUSTOM SPONSORSHIPS**

Please contact [GBF@sbcCanada.org](mailto:GBF@sbcCanada.org) to discuss how your organization can benefit from customized Green Building Festival sponsorship support.



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