



# SPONSORSHIP BENEFITS

- **Unique opportunity to position your products** as the preferred choice for sustainably-designed buildings.
- **Year-long visibility** with Canadian design and building professionals, product specifiers and building managers.
- **A return in benefits** of more than double your investment.

## CONTACT

- **DON GRIFFITH**, Awards Manager  
613-421-7588; dgriffith@sabmagazine.com
- **PATRICIA ABBAS**, Senior Account Manager,  
416-438-7609; pabbas@sabmagazine.com

### NATIONAL SPONSOR

Investment: \$7,500  
Benefits: \$18,000

### >>> DIRECT CONTACT WITH CUSTOMERS

#### PARTICIPATE AT VIRTUAL AWARDS EVENT

- Sponsor acknowledgement made and sponsor corporate logo displayed as a separate slide in the powerpoint presentation
- Opportunity for sponsor to make welcome greeting at the beginning of the presentation

#### ACCESS TO THE LIST OF REGISTRANTS

- The participating architects and other key design consultants for your marketing use

#### TRADE SHOW VISIBILITY

- Corporate logo in large format on Awards banner and display boards used at: the Sustainable Buildings Canada Festival, at the CAGBC National Conference, and at the Buildings Canada Show

### >>> ADVERTISING EXPOSURE

#### EXCLUSIVE WEB VISIBILITY

- Corporate logo displayed on the Awards web site for one year
- Opportunity to describe your company's role in advancing sustainable building

#### EDITORIAL COVERAGE AND SPONSOR RECOGNITION

- Company name and corporate logo in editor's message in special Awards issue [print and digital] of SABMag.

#### SPONSOR RECOGNITION

- Corporate logo in large format in full-page sponsor recognition ad in the print and digital Spring, Summer, Fall and Winter issues of SABMag, Ontario FOCUS, Atlantic FOCUS and BC FOCUS

### >>> HIGH VISIBILITY

#### CALL FOR ENTRY PROMOTION

- Corporate logo in five e-mail Call for Entry notices to design and building professionals – a total of 45,000 messages
- Corporate mention in Call for Entry notices sent to the Royal Architecture Institute of Canada and provincial architectural associations

#### VISIBILITY THROUGH CaGBC

- Description of winning projects and acknowledgement of sponsors in CaGBC newsletters beginning in June.

#### SABMAG E-NEWSLETTER ANNOUNCEMENTS

- Corporate logo in large format in Call for Entry notices in November, December, January and February SABMag e-newsletter sent to 9,000; in Awards Presentation announcement in March, April and May; and in winner profiles in all monthly e-newsletters for the rest of the year, over 100,000 in total

#### VISIBILITY THROUGH FACEBOOK

- Sponsors mentioned and linked from the SABMag Facebook page

#### EDITORIAL MENTION

- Sponsor mention and display of corporate logo in editor's note in special Summer SABMag Awards issue, print and digital versions

#### AWARDS CERTIFICATES

- Corporate logo in large format displayed on winner certificates



### CATEGORY SPONSOR

Investment: \$3,500  
Benefits: \$8,000

### >>> SPONSOR ONE OF THE AWARDS CATEGORIES AS FOLLOWS

- Residential [small],
- Residential [large],
- Commercial/Industrial [small],
- Commercial/Industrial [large],
- Institutional [small],
- Institutional [large],
- Mixed Use,
- Existing Building Upgrade and
- Interior Design

### >>> DIRECT CONTACT WITH CUSTOMERS

#### PARTICIPATE VIRTUAL AT AWARDS EVENT

- Acknowledgement of sponsors made as a group made and sponsor corporate logos displayed together on a slide in the powerpoint presentation

#### TRADE SHOW VISIBILITY

- Mention on Awards banner and display boards

### >>> ADVERTISING EXPOSURE AND HIGH VISIBILITY

- Some of the same benefits as National sponsorship but in some cases your company named but corporate logo not shown