



**PASSIVE
BUILDINGS
CANADA**

HIGH PERFORMANCE DESIGN MEETS BOOTS ON THE GROUND

SPONSORSHIP

High Performance Design Meets Boots on the Ground is a networking event, a trade show, and a presenter showcase all rolled into one great evening. Each three(+) hour event features two hours of networking amongst the integrated mini-trade show with food and drink along with three 20 minute presentations with a target to have at least one by a designer and one by a builder.

Started in Toronto, these dynamic events have now been held in Calgary AB, Edmonton AB, Guelph ON, Halifax ON, Hamilton ON, Kitchener ON, Muskoka ON, Toronto ON, and Winnipeg, NS. We will be returning to all of these locations and adding more including Sudbury ON in 2024.

The audience you've been looking for

"Boots on the Ground" events are invite-only ensuring that designers, builders, architects and others in the high performance design and construction field are in attendance to learn and share with each other. **This is an audience that is already interested and invested in high performance buildings and products.**

Brand exposure

Sponsors have the opportunity to be recognized and promoted pre-event, during the event and after the event to our extensive network of

Depending on the package, sponsor recognition includes, social media recognition (Twitter - 4500 followers, Facebook 2K followers, Linked-in 1000 followers), sponsor logos on banners at event and on screen during event that runs throughout the event (excepting during presentations), verbal acknowledgement by the MC, a product table for the "mini-trade show" (exclusive to sponsors), logos in [our professionally filmed videos of the presentations](#) (Youtube subscribers 2000), thanks in newsletter (1200 subscribers).

See the sponsorship packages below!



Sponsorship packages

Bronze sponsorship - \$400

- 1 guaranteed admission
- Logo listed as a bronze sponsor on banner at event
- Logo listed as a bronze sponsor on screen

Silver sponsorship - \$825

- 2 guaranteed admissions
- Logo listed as a silver sponsor on event banners
- Logo listed as a silver sponsor on screen
- ½ table for mini-trade show
- At least one verbal acknowledgement/thank you from the MC
- Logo included in the event videos

Gold sponsorship - \$2000

- 4 guaranteed admissions
- Logo listing as gold sponsor on event banners
- Logo listing as gold sponsor on screen
- 1 full table and prime location for mini-trade show
- Three verbal acknowledgements/thanks from MC
- Logo included in the professional video productions of the event

Platinum sponsor - \$3000

- 10 guaranteed admissions
- Prime logo listing on event banners
- Prime logo listing on screen
- Maximum space (up to two tables) and choice of location for trade show
- Three verbal acknowledgements/thanks from MC
- Social media thanks 3x on twitter, facebook, linked-in
- Thanks in national newsletter

We offer a 10% discount for booking four or more events!



FAQ

1. Where are the upcoming events?

2024: Kitchener (Feb), Halifax (March), Toronto (April & Oct), Sudbury (May), Winnipeg (September, to be confirmed), Dates subject to change.

2. As a sponsor can I present at BOG?

Programming for this event is independent of sponsorship. We accept expressions of interest to present from across the high performance industry, including from sponsors. However, presentations cannot act as a promotion for a specific product or service. Our mini-trade show is the perfect place to promote your company!

3. How many people attend?

Usually we have between 60-100 folks at events. We find this a great size for networking.

4. How are sponsorship payments handled?

PBC will issue your company an invoice and can accept electronic or cheque payments. We offer a 10% discount for booking four or more events at once. Note, sponsorships must be paid at least two weeks prior to the event. A 10% late fee will be assessed for late payment. Late payments for multi-event bookings will result in losing the 10% bulk discount.

Sponsor!

Ready to get your brand featured at *Boots on the Ground*? [Fill in this form](#) or contact: treasurer@passivebuilding.ca