

# CANADIAN GREEN BUILDING AWARDS 2013

THE NATIONAL PROGRAM BROUGHT TO YOU BY  
SUSTAINABLE ARCHITECTURE & BUILDING MAGAZINE  
AND THE CANADA GREEN BUILDING COUNCIL

**SABMag**  
SUSTAINABLE ARCHITECTURE & BUILDING MAGAZINE



## new partnership in 2013

**A new partnership** between Sustainable Architecture & Building Magazine [SABMag] and the Canada Green Building Council [CaGBC] will give the Awards and our sponsors even more visibility.

## become a sponsor and receive

**Year-long visibility** with Canadian design and building professionals, product specifiers and building managers.

**Unique opportunity to position your products** as the preferred choice for sustainably-designed buildings.

**A return in benefits** of more than double your investment!

# sponsorship benefits

## direct contact with customers

**A special CaGBC and SABMag Awards presentation at CaGBC National Conference in Vancouver, June 4, 2013**

- Awards presentation ceremony part of the official Conference Welcome reception with participation and acknowledgement of sponsors.

### List of registrants

- Exclusive access to the list of professionals participating to the Awards for your own marketing use.

### Trade show visibility

- Sponsor logos on the Awards banner used at trade shows throughout the year including at the CaGBC National Conference.
- Sponsor logos on winning project display boards used at CaGBC National Conference, IDEX show, and in a one-month exhibit at the Architectural Institute of British Columbia.

 **These promotional activities estimated at \$7,500**



## advertising exposure

### Call for Entry promotion

- Your corporate logo on five e-mail Call for Entry notices sent to design and building professionals. A total of over 50,000 messages!

### Awards web site

- Exclusive sponsor visibility on the Canadian Green Building Awards web site for one year.

### Editorial coverage

- Announcement of winners in the March/April issue of SABMag with acknowledgement of sponsors, and logo display.

### Sponsor Recognition Editorial

- Published in the July/Aug issue of SABMag.

### YouTube videos

- Sponsor logos on YouTube videos of jury discussing Awards winning projects.

 **These promotional activities estimated at \$6,500**

## high visibility

### Visibility through CaGBC

- Special page on the CaGBC web site to publicise the Awards throughout 2013, along with sponsor logos.
- A news item in the Feb. CaGBC e-news to publicise Call for Entry, including acknowledgement of sponsors.
- A news item in the April CaGBC e-news to publicise the winning projects, including acknowledgement of sponsors.

### SABMag e-News announcements

- Special e-mail broadcast of results along with sponsor logos; followed-up by two e-News items in the Mar/Apr and May/June e-News.

### Editorial mention

- Mention of sponsors and logo display on the editorial page of the the Special May/June Awards issue of SABMag with bonus distribution by the CaGBC at its conference.

### Awards certificates

- Your logo on framed awards certifications given out at the CaGBC Conference in a special ceremony.

 **These promotional activities estimated at \$9,000**



**your sponsor investment of \$10,000**

**delivers benefits of over \$22,000** [estimated value]

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