



**2020
Sponsorship
Member Engagement
Opportunities**



Customized programs available.

For more information on 2020 Corporate Sponsorship program or Member Engagement Opportunities contact:

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2020 Corporate Sponsorship Program

Sponsorship Level	Platinum	Gold	Silver	Bronze
Sponsorship Package Cost	\$10,000	\$7,000	\$4,000	\$2,500
Annual Membership	√	√	√	√
Sponsor Ad Placements - Multi-Res News	20	12	7	3
AGM Awards Gala, Dinner and Tradeshow 300 - 350 Attendees - Tuesday, April 14, 2020				
Podium Sponsor Level Recognition	√	√	√	
Door Prize Presenter	√	√	√	
Ten Registrations	√			
Six Registrations		√		
Four Registrations			√	
Two Registrations				√
Logo Digitally Displayed - Sponsorship Level	√	√	√	√
Logo - Event Communications - Sponsorship Level	√	√	√	√
Logo - Promotional Materials - Sponsorship Level	√	√	√	√
Logo - Event Banner - Sponsorship Level	√	√	√	√
AD INSight Newsletter - Size Sponsorship Dependent	√	√	√	√
AD in Multi-Res News E-Newsletter	√	√		
Tradeshow Display Table	√	√	√	√
Total Event Value	\$5,000	\$2,850	\$2,000	\$1,500
Annual Golf Tournament 95 - 125 Attendees – Thursday, September 3, 2020 (Tentative)				
Podium Recognition – Sponsorship Level	√	√	√	
Door Prize Presenter	√	√	√	
Team Registration (4)	√			
Individual Registration - 2		√		
Hole Sponsorship	√	√	√	
Logo - Event Communications - Sponsorship level	√	√	√	√
Logo - Promotional Materials - Sponsorship Level	√	√	√	√
Logo - Event Banner -Sponsorship Level	√	√	√	√
AD in Multi-Res News E-Newsletter	√	√		
Total Event Value	\$3,000	2,100	1,200	\$600
Lunch and Learn Informational Sessions – Attendees 125 - 200 - March, June, September, November				
Podium Recognition - Sponsorship Level	√	√	√	√
Door Prize Presenter	√	√		
Complimentary Display & Two Registrations - Four	√			
Complimentary Display & Two Registrations - Two		√		
Complimentary Display & Two Registrations - One			√	
One Complimentary Registration				√
Logo Digitally Displayed During Events	√	√	√	√
Logo - Event Communications	√	√	√	√
Logo - Promotional Materials	√	√	√	√
Logo - Event Banner	√	√	√	√
AD in Multi-Res News E-Newsletter	√	√		
Total Event Value	\$3,000	\$2,500	\$1,300	\$900
Industry Exposure				
Board of Directors' Recognition	√	√	√	√
Event Podium and Digital Display Recognition	√	√	√	√
Four 3-Month IPOANS Memberships for Customers	√			
Two 3-Month IPOANS Memberships for Customers		√		
One 3-Month IPOANS Memberships for Customers			√	
New Member Alerts - 48 Hour Advance Notice	√	√	√	√
IPOANS Owner/Manager Contact List Access	√	√	√	√
Signage with Logo Displayed at Events	√	√	√	√
Logo Featured in INSight - Multi-Res News	√	√	√	√
Logo Featured in INSight – E-Bulletins	√	√	√	√
Article in INSight AGM Newsletter	√	√		
IPOANS Website - Sponsorship Recognition	√	√	√	√
Sponsor Content AD MRN – 6 Placements	√			
Sponsor Content AD MRN – 4 Placements		√		
Sponsor Content AD MRN – 2 Placements			√	
Sponsor Content AD MRN – 1 Placements				√
Total Event Value	\$3,500	\$3,000	\$2,500	\$1,500
SPONSORSHIP TOTAL VALUE	\$14,500	\$10,400	\$7,000	\$4,500

2020 Sponsorship Opportunities
AGM Awards Gala, Dinner, and Tradeshow

Attendance | 300 - 350

Presenting | \$5,000

- Podium recognition
- Signage in dining room
- Ten complementary Registrations - \$1,000 value
- Three-minute podium address
- Digital screen display [30 IPR]
- Logo - Program - front page
- Logo - In all event communications
- 6ft Display space w/table
- On stage door prize presentation
- Ten free Sponsored Ad placements INSight Multi-Res News - \$2,400 value

Tradeshow | \$2,000

- Podium recognition
- Signage in tradeshow area
- Three complimentary registrations - \$300 value
- Logo - program - back page
- Logo - In all Event Communications
- 6ft Display space w/table
- On stage door prize presentation
- Five free Sponsored Ad placements INSight Multi-Res News - \$1,350 value

Gold | \$3,000

- Podium recognition
- Four complementary registrations - \$400 value
- Logo – Program
- Logo - Digital screen display [15 IPR]
- Logo - In all event communications
- 6ft Display space w/table
- On stage door prize presentation
- Eight free Sponsored Ad placements INSight Multi-Res News - \$2,160 value

Silver | \$1,500

- Podium recognition
- Three complementary registrations - \$300 value
- Logo – Program
- Logo - Digital screen display - [3IPR]
- Logo - In all event communications
- 6ft Display space w/table
- On stage door prize presentation
- Three free Sponsored Ad placements INSight Multi-Res News - \$900 value

Bronze | \$900

- Two complementary registrations - \$200 value
- Logo – Program
- Logo - Digital screen display [3 IPR]
- Logo - In all event communications
- 6ft Display space w/table
- One free Sponsored Ad placements INSight Multi-Res News - \$300 value

2020 Sponsorship Opportunities
Annual Golf Tournament

Attendance | 95 - 125

Presenting | \$3,000

- Podium recognition
- Three-minute podium address
- Signage in dining room
- Display at choice hole location
- Complementary team registration - \$600 value
- Logo in all personalized promotional e-mail blasts up to the event - 600 industry decision-makers & Influencers
- Logo in INSight Multi-Res News Promotional Ad placements
- Logo - In all event communications
- On stage door prize presentation
- Thank you, Ad placement in INSight Multi-Res News
- Five free Sponsored Ad placements INSight Multi-Res News -\$1,350 value

Hole | \$500

- Convert hole to a promotional area, meet & greet, contest
- Signage provided with name and logo
- Prize presenter - On stage
- Thank you, Ad placement in INSight Multi-Res News
- One free Sponsored Ad placements INSight Multi-Res News - \$300 value

Lunch | \$500

- Podium recognition
- Signage provided with name and logo
- On stage door prize presentation
- Thank you, Ad placement in INSight Multi-Res News
- One free Sponsored Ad placements INSight Multi-Res News - \$300 value

Reception | \$500

- Podium recognition
- Signage provided with name and logo
- Logo - In all event communications
- On stage door prize presentation
- Thank you, Ad placement in INSight Multi-Res News
- One free Sponsored Ad placements INSight Multi-Res News -\$300 value

Putting | \$700

- Putting contest
- Charity - Adsum's Extreme Weather Program
- Signage provided with name and logo
- Logo - In all event communications
- Thank you, Ad placement in INSight Multi-Res News
- Two free Sponsored Ad placements INSight Multi-Res News - \$600 value

2020 Sponsorship Opportunities
Premium Lunch and Learn Event Session

Attendance | 175 - 250

Presenting | \$1,800

- Podium recognition
- Three-minute podium address
- Signage in dining room
- Six complementary registrations
- Logo - Digital screen display
- Logo - In all event communications
- Dining room display space w/table
- Door Prize Presenter - On Stage
- Informational & Educational Materials Handouts
- Swag Handout
- Thank you, Ad placement in INSight Multi-Res News
- Three free Sponsored Ad placements INSight Multi-Res News - \$900 Value

Lunch | \$900

- Podium recognition
- Signage in tradeshow area
- Digital screen display
- Logo in all event communications
- Four complimentary registrations
- Dining room display space w/table
- On stage door prize presentation
- Informational & Educational Materials handouts
- Thank you, Ad placement in INSight Multi-Res News
- Two free Sponsored Ad placements INSight Multi-Res News - \$600 value
- Swag Handout

Desert & Drinks | \$500

- Podium recognition
- Signage in tradeshow area
- Logo digital screen display
- Logo in all event communications
- Four complimentary registrations
- Dining room display space w/table
- On stage door prize presentation
- Informational & Educational Materials Handout
- Swag Handouts
- One free Sponsored Ad placements INSight Multi-Res News - \$300 value

Exhibitor | \$400

- Signage in Tradeshow Area
- Logo digital Screen Display
- Logo in all Event Communications
- Four Complimentary Registrations
- 4/6ft Display Space w/Table
- On stage door prize presentation
- Informational & Educational Materials Handout
- Swag Handout
- Thank you, Ad placement in INSight Multi-Res News
- One free Sponsored Ad placements INSight Multi-Res News - \$300 value

**2020 Sponsorship Opportunities
Lunch and Learn Informational Session**

Attendance | 125 - 200

Presenting | \$800

- Podium Recognition
- Three Minute Podium Address
- Signage in dining room
- 6 Complementary Registrations
- Logo - Digital screen display
- Logo - In all event communications
- 4ft Display space w/table
- On stage door prize presentation
- Informational & Educational Materials handouts
- Swag handout
- Thank you, Ad placement in INSight Multi-Res News
- Two free Sponsored Ad placements INSight Multi-Res News - \$600 value

Lunch | \$600

- Podium recognition
- Signage in tradeshow area
- Logo - Digital screen display
- Logo in all event communications
- Four complimentary registrations
- 4ft Display space w/table
- On stage door prize presentation
- Informational & Educational Materials Handouts
- Swag Handout
- Thank you, Ad placement in INSight Multi-Res News
- One free Sponsored Ad placements INSight Multi-Res News - \$300 value

Exhibitor | \$400

- Logo - Digital screen display
- Logo in all event communications
- Four complimentary registrations
- 4ft Display space w/table
- On stage door prize presentation
- Informational & Educational Materials handouts
- Swag handout
- Thank you, Ad placement in INSight Multi-Res News
- One free Sponsored Ad placements INSight Multi-Res News - \$300 value

2020 Engagement Opportunities
Workshops - Seminars

Attendance | 50 - 100

Fee | \$850

IPOANS | Services Provided

- Assistance in venue selection
- Personalized e-mail promotional blasts up to the event - 600 Industry decision-makers & influencers
- Registration tracking – Personalized e-reminders to non-registrants
- Registration tracking updates
- Weekly INSight Multi-Res News Ad placements up to the Event
- Event notification signature in all email communication
- Two free Sponsored Ad placements - INSight Multi-Res News - \$600 value

IPOANS reserves right to charge attendees a registration fee to cover costs for venue, food, beverage and incidental expenses incurred by IPOANS.

2020 Member Engagement Opportunities
Personalized Promotional E-Blasts
Sponsored AD Placement Multi-Res News

IPOANS' personalized Promotional E-Blasts and Sponsored Multi-Res News AD Placement programs are designed to provide Supplier members direct access to 600 industry decision-makers and influencers managing 45,000 apartment units in Nova Scotia.

The programs deliver an opportunity to increase brand awareness amongst Multi-Unit Residential Industry decision-makers and influencers by:

- Creating customizing supply and/or service programs
- Creating exclusive pricing and promotional programs
- Creating an opportunity to move Surplus and End of Line Inventories
- Allowing rapid introduction of new products and services
- Allowing increased educational opportunities for products and services
- Notifying members of special events and promotions
- Tapping into IPOANS membership growth among small operators

Benefits:

- Reach the right industry professional
- Personalization demonstrates customer appreciation
- Drives website traffic & social media engagement
- Campaigns cost effective
- 48-hour distribution execution

Pricing					
Frequency	1-5	6-9	10-20	21-30	31+
Cost Per Email:	\$0.50	\$0.45	\$0.40	\$0.35	\$0.30
Reach:	600 per mailing				

