



**2021**  
**Corporate Sponsorship Program**  
**Virtual Events**



**The Investment Properties Owners Association of Nova Scotia  
2021  
Gold Sponsorship Program**

<b>Gold Sponsorship</b>	<b>\$7,000 – All Inclusive including Membership</b>
<b>Brand Exposure</b>	<p><b>E-Communications subscriber base consists of 850 Members, Non-Members, Not-For-Profit Housing Organizations. E-Communications are shared widely, receiving up to 1,600 shares.</b></p> <ul style="list-style-type: none"> <li>• Company logo receives premium placement, in weekly e-newsletter, Multi-Res-News.</li> <li>• Multi-Res News's sponsor with company logo appearing in Mast on a five-week rotation.</li> <li>• Bi-Monthly Multi-Res News Sponsored Content Ad</li> <li>• Unlimited Educational or promotional materials inserted in Multi-Res News or E-Blasts. E-Blasts are personalized and sent directly to 850 subscribers inboxes.</li> <li>• Company logo, premium placement in all event communications and e-bulletins. High viewership and widely shared e-bulletins sent when breaking industry news occurs.</li> </ul>
<b>Live Stream Event</b>	<p><b>The Live Stream Event, scheduled for October 2021, streams live IPOANS President's State of the Industry Address, Keynote Speaker Address, Recognizes Residential Property Management and Maintenance Course graduates, Innovation and Excellence Awards Gala.</b></p> <ul style="list-style-type: none"> <li>• Company Logo placement before and during the ceremonies.</li> <li>• Company Logo placement in all event communications</li> <li>• Virtual Tradeshow Space</li> <li>• Prize draw participation (sponsor supplied prize)</li> <li>• Board recognition as valued partners.</li> </ul>
<b>Webinars</b>	<p><b>Webinars target desired market segments or decision-makers. Maximum one hour in length, held 12:00 pm AST to 1:00 pm AST</b></p> <ul style="list-style-type: none"> <li>• Six webinars annually.</li> <li>• IPOANS promotes webinars using IPOANS Multi-Res News, E-Blasts, in Corporate e-mail signatures to members, non-members, and partner industry associations.</li> <li>• Sponsors can provide their webinar delivery platform or utilize IPOANS' MS Teams platform.</li> </ul>
<b>Virtual Panel Discussions</b>	<p><b>Virtual Panel Discussions (VPD) brings together industry experts from industry or government sectors that influence Nova Scotia's Apartment Rental Industry.</b></p> <ul style="list-style-type: none"> <li>• One customized industry specific VPD event where a sponsor can design, assemble panellists, utilize their in-house delivery platform.</li> <li>• Lead sponsor for one VPD event annually – Premium Logo placement.</li> <li>• Logo displayed in all VPD events and event communications.</li> <li>• Board recognition as valued partners.</li> </ul>
<b>Virtual Town Halls</b>	<p><b>Virtual Town Halls (VTH) a moderated event where member openly discuss topics impacting Nova Scotia's Apartment Rental Industry</b></p> <ul style="list-style-type: none"> <li>• Company logo, premium placement in all VTH events and event communications.</li> <li>• Board recognition as valued partners.</li> </ul>
<b>Virtual Focus Groups</b>	<p><b>Virtual Focus Groups (VFG) allow sponsors to tapped into industry decision-makers for insight and perception on brand acceptance, performance, and industry trends.</b></p> <p><b>Contact: Kevin Russell E: kevin@ipoans.ca T: 902.789.0946.</b></p>

**The Investment Properties Owners Association of Nova Scotia  
2021  
Silver Sponsorship Program**

**Silver Sponsorship | \$4,000 – All Inclusive including Membership**

**Brand Exposure | E-Communications subscriber base consists of 850 Members, Non-Members, Not-For-Profit Housing Organizations. E-Communications are shared widely, receiving up to 1,600 shares.**

- Company logo receives, placement in weekly e-newsletter, Multi-Res-News.
- Bi-Monthly Multi-Res News Sponsored Content Ad
- Educational or promotional materials inserted in Multi-Res News or E-Blasts.  
E-Blasts are personalized and sent directly to 850 subscribers inboxes.
- Company logo, placement in all event communications and e-bulletins. High viewership and widely shared e-bulletins sent when breaking industry news occurs.

**Live Stream Event | The Live Stream Event, scheduled for October 2021, streams live IPOANS President's State of the Industry Address, Keynote Speaker Address, Recognizes Residential Property Management and Maintenance Course graduates, Innovation and Excellence Awards Gala.**

- Company Logo placement before and during the ceremonies.
- Company Logo placement in all event communications
- Virtual Tradeshow Space
- Prize draw participation (sponsor supplied prize)
- Board recognition as valued partners.

**Webinars | Webinars target desired market segments or decision-makers. Maximum one hour in length, held 12:00 pm AST to 1:00 pm AST**

- Three webinars annually.
- IPOANS promotes webinars using IPOANS Multi-Res News, E-Blasts, in Corporate e-mail signatures to members, non-members, and partner industry associations.
- Sponsors can provide use their webinar delivery platform or utilize IPOANS' MS Teams platform.

**Virtual Panel Discussions | Virtual Panel Discussions (VPD) brings together industry experts from industry or government sectors that influence Nova Scotia's Apartment Rental Industry.**

- One customized industry specific VPD event where a sponsor can design, assemble panellists, utilize their in-house delivery platform.
- Logo displayed in all VPD events and event communications.
- Board recognition as valued partners.

**Virtual Town Halls | Virtual Town Halls (VTH) a moderated event where member openly discuss topics impacting Nova Scotia's Apartment Rental Industry**

- Company logo, placement in all VTH events and event communications.
- Board recognition as valued partners.

**Virtual Focus Groups | Virtual Focus Groups (VFG) allow sponsors to tapped into industry decision-makers for insight and perception on brand acceptance, performance, and industry trends.**

**Contact:** Kevin Russell E: kevin@ipoans.ca T: 902.789.0946.

**The Investment Properties Owners Association of Nova Scotia  
2021  
Silver Sponsorship Program**

**Bronze Sponsorship | \$2,500 – All Inclusive including Membership**

**Brand Exposure | E-Communications subscriber base consists of 850 Members, Non-Members, Not-For-Profit Housing Organizations. E-Communications are shared widely, receiving up to 1,600 shares.**

- Company logo receives, placement in weekly e-newsletter, Multi-Res-News.
- Monthly Multi-Res News Sponsored Content Ad
- Educational or promotional materials inserted in Multi-Res News or E-Blasts.  
E-Blasts are personalized and sent directly to 850 subscribers inboxes.
- Company logo, placement in all event communications and e-bulletins. High viewership and widely shared e-bulletins sent when breaking industry news occurs.

**Live Stream Event | The Live Stream Event, scheduled for October 2021, streams live IPOANS President's State of the Industry Address, Keynote Speaker Address, Recognizes Residential Property Management and Maintenance Course graduates, Innovation and Excellence Awards Gala.**

- Company Logo placement before and during the ceremonies.
- Company Logo placement in all event communications
- Prized draw participation (sponsor supplied prize)
- Virtual Tradeshow Spce
- Board recognition as valued partners.

**Webinars | Webinars target desired market segments or decision-makers. Maximum one hour in length, held 12:00 pm AST to 1:00 pm AST**

- One webinar annually.
- IPOANS promotes webinars using IPOANS Multi-Res News, E-Blasts, in Corporate e-mail signatures to members, non-members, and partner industry associations.
- Sponsors can provide use their webinar delivery platform or utilize IPOANS' MS Teams platform.

**Virtual Panel Discussions | Virtual Panel Discussions (VPD) brings together industry experts from industry or government sectors that influence Nova Scotia's Apartment Rental Industry.**

- Logo displayed in all VPD events and event communications.
- Board recognition as valued partners.

**Virtual Town Halls | Virtual Town Halls (VTH) a moderated event where member openly discuss topics impacting Nova Scotia's Apartment Rental Industry**

- Company logo, placement in all VTH events and event communications.
- Board recognition as valued partners.

**Virtual Focus Groups | Virtual Focus Groups (VFG) allow sponsors to tapped into industry decision-makers for insight and perception on brand acceptance, performance, and industry trends.**

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**The Investment Properties Owners Association of Nova Scotia  
2021  
Virtual Panel Discussions & Town Halls Under Consideration**

**Virtual Panel  
Discussions**

**Virtual Panel Discussions (VPD) brings together industry experts from industry or government sectors that influence Nova Scotia's Apartment Rental Industry.**

- **Executive Roundtable** – Leading Multi-Unit Residential Executives providing insight on operating in Nova Scotia.
- **Proptech** – How Proptech Companies are impacting the industry.
- **Mortgage Financing** – Multi-Unit Residential mortgage financing options available in the marketplace.
- **Carbon Taxes (CT) – Clean Fuel Standard (CFS) Regulations** – What are carbon taxes and CFS Regulations? How are CT and CFS regulations impacting or going to impact operations?
- **Insurance** – Reasons behind rising insurance premiums – Options available to reduce premiums.
- **Operations** – Managing Capital Expenditures, Preventative Maintenance Contracts.
- **Small Landlord Roundtable** – What it like to be a small landlord in today's residential rental market? What are the secrets to be a successful small landlord?
- **Government Policy Amendments** – Needed amendments RTA, Bylaw Compliance.

**Virtual Town Halls**

**Virtual Town Halls (VTH) a moderated event where member openly discuss topics impacting Nova Scotia's Apartment Rental Industry**

- Residential Tenancies Act - Representatives from Service Nova Scotia and Internal Communications, Legal firms and IPOANS to take RTA questions.
- "What's on Your Mind" - From the CEO to Resident Managers have an opportunity to ask industry experts industry questions bothering them.

*Advocacy • Education • Membership Services*