



SPONSOR BENEFITS

Effective November 1, 2024

The CHBA Net Zero Council (NZN) supports innovation in our industry with the goal of creating a *market advantage* for CHBA builder and renovator members who choose to pursue it. This will not only help to meet the housing aspirations of Canadians but renew Canadian world leadership in high performance housing.

Sponsors of the Council share a commitment to innovation and high-performance housing solutions. As well, Sponsors bring significant knowledge or capabilities to the Council in specialized areas important to the advancement of Net Zero housing.

If Net Zero housing and the leadership provided by the Council are a strategic fit for your company, CHBA invites you to become a Council sponsor. This is an opportunity to visibly demonstrate commitment to, and support for the industry's advancement of innovation in high-performance housing across Canada. Sponsorship will deliver full recognition for your company as a business leader investing in the future of our industry. Sponsorship will also ensure that the Council maximizes its impact, to the benefit of your organization and others seeking to accelerate the deployment of Net Zero housing.

FUNDING

CHBA's Net Zero Council is self-funded and generates operating revenue through Membership and Sponsorship fees. In addition, project-specific funding is pursued based on the key priorities, and additional revenue generating opportunities are explored.

MEMBER FEES AND SPONSOR LEVELS

Position	Annual Fee	# of Positions
Management Committee Members	\$250	10
Sponsor Members - Gold	\$25,000	1
Sponsor Members - Silver	\$15,000	7
Sponsor Members - Bronze	\$5,000	17
Builder/Renovator Members	\$250	27
Academia Members	\$2,500	3
	Total	65

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Sponsors of the Council will be amongst the nation's leaders in high performance housing, working in alignment with a nationally recognized organization that has been the voice of Canada's residential construction industry since 1943. Being a NZC sponsor offers a range of benefits.

\$5,000 Bronze sponsors will receive:

- NZC membership and all benefits of membership:
 - Council membership provides a unique opportunity to shape the future of housing innovation in Canada – members will help set the agenda that will move our industry forward in the exciting area of Net Zero housing. (Members have the opportunity to vote on new opportunities at the bi-annual NZC meetings.)
 - Through involvement in the Council, members will earn recognition as industry leaders in an important area of emerging housing technology.
 - All Council members will be recognized through the NZC Member Directory on the Council's webpage, and through the various activities of the Council of interest to both the industry and the public.

- Builder and renovator members of the Council will gain unique insight into advancements in the “Net Zero Space” – and be in a leading position to apply and adapt these developments in their own projects.
- Manufacturer and supplier members of the Council will benefit from the information sharing that will underpin the Council’s work, providing them with critical intelligence on emerging technology needs and opportunities.
- Members will help lead activities to identify barriers and solutions, transfer knowledge, shape policy, and accelerate action in support of Net Zero housing. The Council will benefit from access to CHBA’s significant government relations capacity to ensure that government-related barriers are addressed.
- Your company logo featured on the Council’s webpage www.chba.ca/nzc and a linked logo on the NZC Members & Sponsors webpage, www.chba.ca/net-zero-council-sponsors-and-members (prominence will reflect level of support).
- Your company logo on the monthly NZC newsletter, the Net Zero News, and other official NZC communications and promotional materials as applicable (prominence will reflect level of support).
- An invitation to provide Net Zero relevant content to the monthly NZC newsletter, the Net Zero News.
- Discounted advertising opportunities in the monthly NZC newsletter, the Net Zero News, amount reflective of sponsorship level, available on a first-come-first-served basis. (Limit 2 ads per issue = 24 spots available each year.)

Level	Price	Quantity
NZC Gold Sponsor	\$150 each	2 ads/year max.
NZC Silver Sponsor	\$200 each	2 ads/year max.
NZC Bronze Sponsor	\$250 each	2 ads/year max.
NZC Member	\$500 each	1 ad/year max.
CHBA Member	\$750 each	1 ad/year max.

- The opportunity to provide a pre-recorded video (up to 15-minutes long) focused on your company’s Net Zero *solutions*, which will be posted on our Net Zero Solutions webpage (www.chba.ca/net-zero-solutions) and remain accessible by all CHBA Members *during the sponsorship period (Nov 1 to Oct 31)*. This opportunity is open to all CHBA members at \$600 + tax per video per year. Net Zero Council sponsor members receive their first video as part of their sponsorship with additional videos available at a discounted rate of \$500 + tax per year. The Net Zero Solutions video library will be promoted via social media and in the monthly NZC newsletter, the Net Zero News.

In addition to the Bronze sponsor benefits, \$15,000 Silver sponsors will also receive:

- An invitation to be included in a group (all Silver & Gold Sponsors) Net Zero feature article in the CHBA national magazine, *Building Excellence*, focused on case study solutions. (400 word maximum for each sponsor.)
- A 500-word article (ghost written by you) on LinkedIn showcasing your products/services using an educational approach. It can include links to resources including your website and Net Zero solution video(s) and it will also be promoted in the Net Zero News. *(The articles we’ve posted so far perform much better than our regular social media posts. We usually aim for a 2% engagement rate or more on our LinkedIn posts, but the articles garner a whopping 11.73% engagement rate on average and have over 2,600 impressions.)*
- A custom video interview promoting your organization and your involvement with the Council, produced by our communications team, posted on our NZC Member & Sponsor webpage, www.chba.ca/net-zero-council-sponsors-and-members, and shared via social media.
- A cruiser table at the bi-annual Net Zero Council meeting afternoon networking hour, to facilitate targeted networking opportunities.
- A sponsor ROI Report of what we delivered for you, at the end of the fiscal year.

In addition to the Silver sponsor benefits, the \$25,000 Gold sponsor will also receive:

- Named sponsorship of the Net Zero Solutions video series delivered through the CHBA website, with up to 3 videos per fiscal year, pinned to the top of the Net Zero solutions video series webpage.
- Prime location of cruiser table at the bi-annual Net Zero Council meeting afternoon networking hour, to facilitate targeted networking opportunities.
- Your company logo featured as a main sponsor in all NZC activities, including prominence on all official NZC communications and promotional materials, including the monthly NZC newsletter, the Net Zero News.
- An invitation to provide news/product announcements via the CHBA Net Zero LinkedIn account.

FOR MORE INFORMATION CONTACT

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