

SPONSORSHIP OPPORTUNITIES



Building
Decarbonization

Alliance

pour la décarbonation
des bâtiments

The National Building Decarbonization Forum: **Pathways to Electrification**

Le Forum national sur la décarbonation des bâtiments : **Trajectoires vers l'électrification**

April 17-18, 2024

Contact Information:

John Purkis, Director Partnerships and Engagement
Building Decarbonization Alliance

An initiative of The Transition Accelerator
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Charitable Organization #: 868709387RR0001

You're Invited!

As a leader in the building decarbonization space, you're invited to support the inaugural edition of the National Building Decarbonization Forum. Themed around "Pathways to Electrification", it is a **two-day, in-person event** convening building industry leaders from across the building ecosystem. Participants will explore electrification as the most promising net-zero pathway and discuss actions to advance the electrification of our buildings.

We expect this event to draw between **250 and 300 attendees** from across Canada.

The Building Decarbonization Alliance is unique in that its coalition represents the **full cross-section of Canada's building ecosystem**, including stakeholders and policymakers from all orders of government. The forum will engender catalytic discussions among architects and engineers, builders, developers, equipment manufacturers, HVAC installers, academics, banking and finance leaders, utilities, leaders from civil society organizations, and Indigenous organizations.

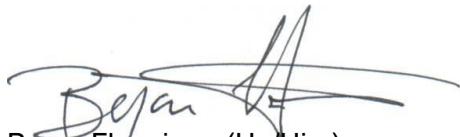
We've built on the **Transition Accelerator's track record** for convening unique, well attended events. We've created an event agenda that creates plenty of **space for dialogue, for networking**, and a slate of events around the Forum that present excellent opportunities to forge **new relationships, showcase your brand, and build business opportunities**.

We've also tailored several **sponsorship packages to address a range of budgets**, and we've included unique opportunities such as a VIP Dinner, Networking Receptions, photo opportunities as well as a Forum Participation Fund which will help underprivileged communities to travel to the conference.

Your participation as a sponsor will ensure that this year's event is a success and set a path for future annual events, and I hope you'll consider this invitation.

I encourage you to reach out to **John Purkis**, Director of Partnerships and Engagement if you'd like more information, or to discuss sponsoring this event.

Sincerely,



Bryan Flannigan (He/Him)
Executive Director, Building Decarbonization Alliance

The Building Decarbonization Alliance and the Transition Accelerator

The Building Decarbonization Alliance: The Building Decarbonization Alliance is a cross-sector coalition that works to inspire and inform industry and government leadership, accelerate market transformation, and get the building sector on track to meet its emissions reduction goals. We convene conversations, provide insightful analysis, and identify structural barriers to electrification, and then work with our partners to overcome them.

The Building Decarbonization Alliance is an initiative of the Transition Accelerator in development since 2022 and formed in early 2023. You can learn more about the Building Decarbonization Alliance at www.buildingdecarbonization.ca

The Transition Accelerator: The Transition Accelerator is a pan-Canadian organization, operating since 2019, that works with others to identify and advance viable pathways to a prosperous, competitive, and net-zero Canada in 2050. To achieve this, the Transition Accelerator harnesses existing economic, social, and technological disruptions already affecting multiple sectors and regions. You can learn more about the Transition Accelerator at www.transitionaccelerator.ca

The Transition Accelerator and its initiatives have hosted numerous small, medium, and large industry events, and are planning exciting events in 2024, including:

- 2023 Hydrogen Summit (Feb 7, 2023, Edmonton) <https://erh2.ca/summit/>
- Electrifying Canada — Shaping Canada’s Future Electricity System: Nine regional events across Canada (Spring and Fall 2023).
- Canada’s Net-Zero Forum (May 14-15, 2024, Toronto): <https://transitionaccelerator.ca/events/canadas-net-zero-forum-2024-accelerating-net-zero-pathways/>

The National Building Decarbonization Forum

The Forum format prioritizes interactive participant engagement, fostering information exchange and providing a platform for in-depth discussion and reflection on the actions that will accelerate the transition to net-zero carbon buildings around the theme “Pathways to Electrification”.

The aim of the Forum is to offer participants and sponsoring organizations:

- Discussions with leading experts on the current state of electrification across the country
- Guidance on the context for evaluating net-zero solutions using the Transition Accelerator’s compelling, credible, and capable methodology: a simple, practical tool to focus action
- The opportunity to identify and explore solutions required for building decarbonization through electrification, resulting in a shared understanding of the rationale, transition pathways, and focus areas for building decarbonization across Canada
- Customized networking opportunities in a solutions-oriented space that may further individual professional, personal, and business goals
- A summary of the Forum, including descriptions of the barriers and identified opportunities

A preliminary Forum Agenda is presented at the end of this document. Note that this is a work in progress, and we are updating this regularly as event speakers are confirmed and session logistics are finalized.

Sponsorship

The National Building Decarbonization Forum: Pathways to Electrification Forum offers leading organizations the opportunity to:

- **Promote** your organization's products, services, and commitment to decarbonization to an audience of 250-350 leaders from industry, government, and civil society, and with the engaged and influential networks of the BDA and Transition Accelerator.
- **Enhance** your brand and exposure with potential collaborators, employees, clients, suppliers, and the investment community.
- **Network** directly with diverse decision-makers and decarbonization leaders.
- **Learn** about the “next practices” that will drive organizational performance.

Platinum Sponsor

Platinum is our most comprehensive package, distinguished by the opportunity to address the opening plenary for two to three minutes, as well as an invitation to our VIP Dinner following Day 1 of the Forum.

Platinum Sponsorship Package (1 Available) Includes 5 event passes, and 2 VIP Dinner Invitations: \$15,000	
Before the Event	<p>Social Media: Pre-event messages to 1,000s of followers on Twitter and LinkedIn and through e-mail lists</p> <p>Logo Recognition: Prominent display on conference website</p> <p>Forum Participation Fund: Your support will allow five people to attend who otherwise wouldn't be able to</p>
During the Event	<p>Speaking Opportunity: Opening Day 1 Address (2-3 mins), and we will also work with you to participate in an event panel/workshop (for a limited time)</p> <p>Verbal Recognition: During opening plenary and the beginning of relevant events</p> <p>VIP Dinner Invitations: Two invitations, Day 1 evening with key speakers TBD</p> <p>Logo Recognition: Most prominent display on video displays and signage at event</p> <p>Logo Recognition: Most prominent display on conference website page</p> <p>Display Table/Booth: Prominent display in reception area, near coffee/lunch/breakfast</p> <p>Sponsors Page: Logo inclusion in the conference web/mobile application PheedLoop</p> <p>Forum Video/Photo/Blog Opportunities: Event backdrop with VIPs.</p>
Following the Event	<p>Social Media: Post-event messages to 1,000s of followers on Twitter and LinkedIn</p> <p>Logo Recognition: Prominent display on conference website</p> <p>Forum Summary: Most prominent acknowledgement in Forum summary communications</p> <p>Forum Video: Most prominent presence in Forum summary video</p>

Gold Sponsor

Gold Sponsorship represents a significant offering, distinguished by the opportunity to introduce a speaker at the event, as well as an invitation to our VIP Dinner following Day 1 of the Forum.

Gold Sponsorship Package (5 Available) Includes 3 event passes, and 1 VIP Dinner Invitation: \$10,000	
Before the Event	Social Media: Pre-event messages to 1,000s of followers on Twitter and LinkedIn Logo Recognition: Prominent display on conference website Forum Participation Fund: Your support will allow two people to attend who otherwise wouldn't be able to
During the Event	Speaking Opportunity: Speaker introduction, and we will also work with you to participate in an event panel/workshop Verbal Recognition: During opening plenary and the beginning of relevant events VIP Dinner Invitations: One invitation, Day 1 Logo Recognition: More prominent display on video displays and signage at event Logo Recognition: More prominent display on conference website Sponsors Page: Logo inclusion in the conference web/mobile application PheedLoop Forum Video/Photo/Blog Opportunities: Event backdrop with VIPs
Following the Event	Social Media: Post-event messages to 1,000s of followers on Twitter and LinkedIn Logo Recognition: Prominent display on conference website Forum Summary: More prominent acknowledgement in Forum summary communications Forum Video: More prominent presence in Forum summary video

Silver Sponsor

Silver Sponsorship represents meaningful participation, distinguished by the opportunity to be included in event panels, as well as an invitation to our VIP Dinner following Day 1 of the Forum.

Silver Sponsorship Package (10 Available) Includes 1 event pass, and 1 VIP Dinner Invitation: \$7,500	
Before the Event	Social Media: Pre-event messages to 1,000s of followers on Twitter and LinkedIn Logo Recognition: Prominent display on conference website Forum Participation Fund: Your support will allow one person to attend who otherwise wouldn't be able to
During the Event	Speaking Opportunity: We will work with you to participate in event panels/workshops (for a limited time) Verbal Recognition: During opening plenary and the beginning of relevant events VIP Dinner Invitations: One invitation, Day 1 evening with key speakers TBD Logo Recognition: More prominent display on video displays and signage at event Logo Recognition: More prominent display on conference website page Sponsors Page: Logo inclusion in the conference web/mobile application PheedLoop Forum Video/Photo/Blog Opportunities: Event backdrop with VIPs
Following the Event	Social Media: Post-Event Messages to 1,000s of followers on Twitter and LinkedIn Logo Recognition: Prominent display on conference website page Forum Summary: More prominent acknowledgement in Forum summary communications. Forum Video: More prominent presence in Forum summary video

Bronze Sponsor

Bronze Sponsorship allows for your participation in the event at a very accessible price point. It maintains a high level of presence in our marketing activities and logo recognition throughout the event.

Bronze Sponsorship Package (Unlimited Availability)	
Includes 1 event pass: \$2,000	
Before the Event	Logo Recognition: Prominent display on conference website
During the Event	Logo Recognition: Prominent display on video displays and signage at event Logo Recognition: Prominent display on conference website
Following the Event	Logo Recognition: Prominent display on conference website Forum Summary: Prominent acknowledgement in Forum summary communications

BDA Partner Networking Reception Sponsor

This sponsorship will highlight your organization as the exclusive sponsor of the BDA Partner Networking Reception taking place on April 16, the evening before the Forum. It is distinguished by the opportunity to address participants in a toast, and to have exclusive signage and a display at the reception.

BDA Partner Reception Sponsor (1 Available)	
Includes 1 event pass: \$7,500	
Before the Event	Social Media: Pre-event messages to 1,000s of followers on Twitter and LinkedIn Logo Recognition: More prominent display on conference website
During the Event	Speaking Opportunity: 2-3 minutes to address/toast the gathered attendees during the reception Verbal Recognition: During Day 1 opening plenary and the beginning of relevant events Logo Recognition: Most prominent display at the reception event Logo Recognition: Prominent display on conference website Display Table/Booth: Prominent display in reception area/near coffee/lunch/breakfast Sponsors Page: Sponsors Page in the conference web/mobile application PheedLoop
Following the Event	Social Media: Post-event messages to 1,000s of followers on Twitter and LinkedIn Logo Recognition: Prominent display on conference website Forum Summary: Prominent acknowledgement in Forum summary communications

Breakfast/Lunch/Coffee Break Sponsor

This sponsorship opportunity highlights your organization as the exclusive sponsor of the breakfast, lunch or coffee services taking place on either day 1 or day 2 of the forum. It is distinguished by exclusive signage in the buffet and coffee service areas, as well as verbal recognition leading up to and during lunch.

Breakfast/Lunch/Coffee Break Sponsor (2 Available – 1 for each day) Includes 1 event pass: \$5,000	
Before the Event	Social Media: Pre-event messages to 1,000s of followers on Twitter and LinkedIn Logo Recognition: More prominent display on conference website
During the Event	Speaking Opportunity: 2-3 minutes to address the gathered attendees before lunch Verbal Recognition: During opening plenary and the beginning of relevant events Logo Recognition: Most prominent display at the coffee and breakfast/lunch buffet area Logo Recognition: Prominent display on conference website Display Table/Booth: Prominent display in reception area/near coffee/lunch/breakfast Sponsors Page: Sponsors Page in the conference web/mobile application PheedLoop
Following the Event	Social Media: Post-event messages to 1,000s of followers on Twitter and LinkedIn Logo Recognition: Prominent display on conference website page Forum Summary: Prominent acknowledgement in Forum summary communications

Day 1 Cocktail Reception Sponsor

This sponsorship will highlight your organization as the exclusive sponsor of the Cocktail Reception taking place immediately following the Forum activities for the first day. It is distinguished by the opportunity to invite participants to the reception, and to have signage and a display in the reception space.

Cocktail Reception Sponsor (1 Available) Includes 1 event pass: \$7,500	
Before the Event	Social Media: Pre-event messages to 1,000s of followers on Twitter and LinkedIn Logo Recognition: More prominent display on conference website
During the Event	Speaking Opportunity: 2-3 minutes to address/toast the gathered attendees during the reception Verbal Recognition: During opening plenary and the beginning of relevant events Logo Recognition: More prominent display at the reception event Logo Recognition: Prominent display on conference website Display Table/Booth: Prominent display in reception area Sponsors Page: Sponsors Page in the conference web/mobile application PheedLoop
Following the Event	Social Media: Post-event messages to 1,000s of followers on Twitter and LinkedIn Logo Recognition: Prominent display on conference website page Forum Summary: Prominent acknowledgement in Forum summary communications

Interested?

If you are interested in sponsorship opportunities for this inaugural event please contact John Purkis, Director Partnerships and Engagement: jpurkis@transitionaccelerator.ca.

2023 National Building Decarbonization Forum: Alliance Partner Sponsorship at a Glance

Package	Platinum Sponsor Package	Gold Sponsor Package	Silver Sponsor Package	Bronze Sponsor Package	BDA Networking Reception Sponsor Wednesday	Breakfast/Lunch & Coffee Sponsor	Cocktail Reception Sponsor Tuesday
Number Available	1	5	10	Unlimited	1	2	1
Price	\$15,000	\$10,000	\$5,000	\$2,000	\$7,500	\$5,000	\$7,500
Forum Sponsor Passes Included	6	3	2	1	2	2	2
Forum Participation Fund A portion of your sponsorship will provide up to a \$1,000 in travel reimbursements to help underserved communities attend	5	2	1				
Speaking Opportunity We will also work with you to participate in event panels/workshops	Opening Day 1 Address (2-3 mins)	Speaker & Topic Introductions (2-3 mins)			At Reception (2-3 mins)	Before Lunch (2-3 mins)	Before Reception (2-3 mins)
Verbal Recognition During opening plenary and the beginning of relevant events	✓	✓	✓		✓	✓	✓
VIP Dinner Invitations Day 1 Evening w/ Speakers and VIPs	2	1	1				
Logo Recognition On video displays and signage at event	Most Prominent	More Prominent	More Prominent	Prominent	Most Prominent (At Reception)	Most Prominent (At Breaks)	Most Prominent (At Reception)
Logo Recognition Conference website, event backdrop photo booth	Most Prominent	More Prominent	More Prominent	Prominent	Prominent	Prominent	Prominent
Display Table/Booth In reception area/near coffee/lunch/breakfast	✓				✓ (At Reception)	✓	✓ (At Reception)
Sponsors Page Logo inclusion in the conference web/mobile application PheedLoop	✓	✓	✓		✓	✓	✓
Social Media Pre and Post Event Messages to 1,000s of followers on Twitter and LinkedIn	✓	✓	✓		✓	✓	✓
Forum Summary Acknowledgement in Forum summary communications	Most Prominent	More Prominent	More Prominent	Prominent	Prominent	Prominent	Prominent
Forum Video Presence in Forum summary Video	Most Prominent	More Prominent	More Prominent				

Preliminary Forum Agenda

Session topics are being finalized, but provisionally include:

	Day Zero	Day One	Day Two
AM		<ul style="list-style-type: none"> • Breakfast and Registration • Introductions and Opening Remarks • Welcome to the BDA! 	<ul style="list-style-type: none"> • Breakfast and Registration • Reflections and Opening Remarks • Keynote Speaker (TBD)
		<ul style="list-style-type: none"> • Systems Change: The Pathways Approach • Networking • Building Decarbonization Alliance 101 • Why is electrification the best pathway to achieve net zero and what challenges do we need to overcome to make it happen. <p>Networking</p>	<p>Sequential Breakouts A panel of experts share insights to set the stage for participant discussion on key topics:</p> <p>A. New Housing Supply: How to Build It Right for the Future B. Peak Demand: How to Increase and Accelerate Load Flexibility C. Financing the Transition: Mobilizing Capital</p> <p>Networking</p>
PM	<p>Networking reception will be held in the evening.</p>	<p>Concurrent Breakout Session</p> <p>A. Decarbonizing the Narrative: The Importance of Narratives in Market Transformation B. Policy Framework: Multi-Level Government Actions for Building Decarbonization</p>	<p>Sequential Breakouts A panel of experts share insights to set the stage for participant discussion on key topics</p> <p>A. Building the Future: Skilled Labour Supply and Decarbonization B. Housing: Equity, Affordability, and Decarbonization C. Neighbourhoods: Community Scale Deployment and District Energy</p>
		<ul style="list-style-type: none"> • Closing Reflections • Networking Reception • VIP Dinner for Speakers & Sponsors 	<p>Closing Remarks</p>