

## 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  
225 Superior Ave SW, Calgary, AB T3C2J1  
jpurkis@transitionaccelerator.ca

Charitable Organization #: 868709387RR001

## 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.

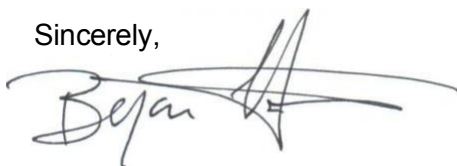
We've built on the **Transition Accelerator's track record** for convening unique, well attended events. We've created an event agenda that creates plenty of **space for dialogue, for networking**, and a slate of events around the Forum that present excellent opportunities to forge **new relationships, 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 ([jpurkis@transitionaccelerator.ca](mailto:jpurkis@transitionaccelerator.ca)) 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](http://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](http://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”.

A full event schedule and our current list of confirmed speakers can be found at the end of this document.

## Forum format:



**Discussions with leading experts** on the current state of electrification



**Networking opportunities** in a solutions-oriented space



**Simple, practical tools** for evaluating net-zero solutions



**Shared understandings** of the transition pathways and key focus areas for building decarbonization



**A post-event summary** capturing the insights and observations from the two-day Forum

## Forum focus areas:



**Systems Change:**  
The Pathways Approach



**The Decarbonization Narrative:**  
Putting the Right Narratives to Work in the Building Ecosystem



**Decarbonization Policies:**  
Prioritizing and Supporting Government Actions



**New Housing Supply:**  
How to Build It Right for the Future?



**Financing the Transition:**  
Mobilizing Capital



**Developing the Market:**  
Labour, Equipment, and Service Supply for Decarbonization



**Reducing Peak Demand Impacts:**  
How to Increase and Accelerate Load Flexibility



**Neighbourhood-Scale Decarbonization:**  
Thermal Energy Networks and Planning Frameworks



**Housing:** Equity, Affordability, and Decarbonization

# 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.

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

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

| <b>Silver Sponsorship Package (10 Available)</b><br>Includes 2 event passes, and 1 VIP Dinner Invitation: \$5,000 |  |
|---|--|
| <b>Before the Event</b>   | <b>Social Media:</b> Pre-event messages to 1,000s of followers on Twitter and LinkedIn<br><b>Logo Recognition:</b> Prominent display on conference website<br><b>Forum Participation Fund:</b> Your support will allow one person to attend who otherwise wouldn't be able to  |
| <b>During the Event</b>   | <b>Speaking Opportunity:</b> We will work with you to participate in event panels/workshops (for a limited time)<br><b>Verbal Recognition:</b> During opening plenary and the beginning of relevant events<br><b>VIP Dinner Invitations:</b> One invitation, Day 1 evening with key speakers TBD<br><b>Logo Recognition:</b> More prominent display on video displays and signage at event<br><b>Logo Recognition:</b> More prominent display on conference website page<br><b>Sponsors Page:</b> Logo inclusion in the conference web/mobile application PheedLoop<br><b>Forum Video/Photo/Blog Opportunities:</b> Event backdrop with VIPs |
| <b>Following the Event</b>  | <b>Social Media:</b> Post-Event Messages to 1,000s of followers on Twitter and LinkedIn<br><b>Logo Recognition:</b> Prominent display on conference website page<br><b>Forum Summary:</b> More prominent acknowledgement in Forum summary communications.<br><b>Forum Video:</b> 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)<br>Includes 1 event pass: \$2,000 |   |
|---|---|
| <b>Before the Event</b>   | <b>Logo Recognition:</b> Prominent display on conference website  |
| <b>During the Event</b>   | <b>Logo Recognition:</b> Prominent display on video displays and signage at event<br><b>Logo Recognition:</b> Prominent display on conference website |
| <b>Following the Event</b>  | <b>Logo Recognition:</b> Prominent display on conference website<br><b>Forum Summary:</b> 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)<br>Includes 2 event passes: \$7,500 |  |
|---|--|
| <b>Before the Event</b>   | <b>Social Media:</b> Pre-event messages to 1,000s of followers on Twitter and LinkedIn<br><b>Logo Recognition:</b> More prominent display on conference website  |
| <b>During the Event</b>   | <b>Speaking Opportunity:</b> 2-3 minutes to address/toast the gathered attendees during the reception<br><b>Verbal Recognition:</b> During Day 1 opening plenary and the beginning of relevant events<br><b>Logo Recognition:</b> Most prominent display at the reception event<br><b>Logo Recognition:</b> Prominent display on conference website<br><b>Display Table/Booth:</b> Prominent display in reception area/near coffee/lunch/breakfast<br><b>Sponsors Page:</b> Sponsors Page in the conference web/mobile application PheedLoop |
| <b>Following the Event</b>  | <b>Social Media:</b> Post-event messages to 1,000s of followers on Twitter and LinkedIn<br><b>Logo Recognition:</b> Prominent display on conference website<br><b>Forum Summary:</b> 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)<br>Includes 2 event passes: \$5,000 |   |
|---|---|
| <b>Before the Event</b>   | <b>Social Media:</b> Pre-event messages to 1,000s of followers on Twitter and LinkedIn<br><b>Logo Recognition:</b> More prominent display on conference website   |
| <b>During the Event</b>   | <b>Speaking Opportunity:</b> 2-3 minutes to address the gathered attendees before lunch<br><b>Verbal Recognition:</b> During opening plenary and the beginning of relevant events<br><b>Logo Recognition:</b> Most prominent display at the coffee and breakfast/lunch buffet area<br><b>Logo Recognition:</b> Prominent display on conference website<br><b>Display Table/Booth:</b> Prominent display in reception area/near coffee/lunch/breakfast<br><b>Sponsors Page:</b> Sponsors Page in the conference web/mobile application PheedLoop |
| <b>Following the Event</b>  | <b>Social Media:</b> Post-event messages to 1,000s of followers on Twitter and LinkedIn<br><b>Logo Recognition:</b> Prominent display on conference website page<br><b>Forum Summary:</b> 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)<br>Includes 2 event pass: \$7,500 |  |
|--|--|
| <b>Before the Event</b>  | <b>Social Media:</b> Pre-event messages to 1,000s of followers on Twitter and LinkedIn<br><b>Logo Recognition:</b> More prominent display on conference website  |
| <b>During the Event</b>  | <b>Speaking Opportunity:</b> 2-3 minutes to address/toast the gathered attendees during the reception<br><b>Verbal Recognition:</b> During opening plenary and the beginning of relevant events<br><b>Logo Recognition:</b> More prominent display at the reception event<br><b>Logo Recognition:</b> Prominent display on conference website<br><b>Display Table/Booth:</b> Prominent display in reception area<br><b>Sponsors Page:</b> Sponsors Page in the conference web/mobile application PheedLoop |
| <b>Following the Event</b>   | <b>Social Media:</b> Post-event messages to 1,000s of followers on Twitter and LinkedIn<br><b>Logo Recognition:</b> Prominent display on conference website page<br><b>Forum Summary:</b> 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](mailto: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 |
|--|----------------------------------|--|------------------------|------------------------|--|----------------------------------|------------------------------------|
| <b>Number Available</b>  | 1                                | 5  | 10                     | Unlimited              | 1  | 2                                | 1                                  |
| <b>Price</b>   | \$15,000                         | \$10,000                                 | \$5,000                | \$2,000                | \$7,500                                    | \$5,000                          | \$7,500                            |
| <b>Forum Sponsor Passes Included</b>   | 5                                | 3  | 2                      | 1                      | 2  | 2                                | 2                                  |
| <b>Forum Participation Fund</b> A portion of your sponsorship will provide up to a \$1,000 in travel reimbursements to help underserved communities attend | 5                                | 2  | 1                      |                        |  |                                  |                                    |
| <b>Speaking Opportunity</b><br>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)        |
| <b>Verbal Recognition</b><br>During opening plenary and the beginning of relevant events   | ✓                                | ✓  | ✓                      |                        | ✓  | ✓                                | ✓                                  |
| <b>VIP Dinner Invitations</b><br>Day 1 Evening w/ Speakers and VIPs  | 2                                | 1  | 1                      |                        |  |                                  |                                    |
| <b>Logo Recognition</b><br>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)      |
| <b>Logo Recognition</b><br>Conference website, event backdrop photo booth  | Most Prominent                   | More Prominent                           | More Prominent         | Prominent              | Prominent                                  | Prominent                        | Prominent                          |
| <b>Display Table/Booth</b><br>In reception area/near coffee/lunch/breakfast  | ✓                                |  |                        |                        | ✓<br>(At Reception)                        | ✓                                | ✓<br>(At Reception)                |
| <b>Sponsors Page</b><br>Logo inclusion in the conference web/mobile application PheedLoop  | ✓                                | ✓  | ✓                      |                        | ✓  | ✓                                | ✓                                  |
| <b>Social Media</b><br>Pre and Post Event Messages to 1,000s of followers on Twitter and LinkedIn  | ✓                                | ✓  | ✓                      |                        | ✓  | ✓                                | ✓                                  |
| <b>Forum Summary</b><br>Acknowledgement in Forum summary communications  | Most Prominent                   | More Prominent                           | More Prominent         | Prominent              | Prominent                                  | Prominent                        | Prominent                          |
| <b>Forum Video</b><br>Presence in Forum summary Video  | Most Prominent                   | More Prominent                           | More Prominent         |                        |  |                                  |                                    |

## Preliminary Forum Agenda

|    | Day Zero  | Day One   | Day Two   |
|----|---|---|---|
| AM |   | <ul style="list-style-type: none"> <li>• <b>Breakfast and Registration</b></li> <li>• <b>Introductions and Opening Remarks</b></li> <li>• <b>Keynote Presentation (Paul Wells)</b></li> <li>• <b>Systems Change: The Pathways Approach</b></li> </ul>   | <ul style="list-style-type: none"> <li>• <b>Breakfast and Registration</b></li> <li>• <b>Reflections and Opening Remarks</b></li> <li>• <b>Keynote Speaker (Monica Pohlmann)</b></li> <li>• <b>Networking Break</b></li> </ul> <p><b>Breakout Conversations:</b></p> <p><b>3A. New Housing Supply:</b> How to Build It Right for the Future?</p> <p><b>3B. Reducing Peak Demand Impacts:</b> How to Increase and Accelerate Load Flexibility</p> <p><b>3C. Developing the Market:</b> Labour, Equipment, and Service Supply for Decarbonization</p> |
|    |   | <b>Lunch Break</b>  | <b>Lunch Break</b>  |
| PM | <p><b>Networking reception</b> will be held in the evening.</p> | <p><b>Breakout Conversations</b> (A panel of experts share insights to set the stage for participant discussion on key topics)</p> <p><b>1. The Decarbonization Narrative:</b> Putting the Right Narratives to Work in the Building Ecosystem</p> <p><b>Networking Break</b></p> <p><b>Breakout Conversations</b></p> <p><b>2. Decarbonization Policies:</b> Prioritizing and Supporting Government Actions</p> | <p><b>Breakout Conversations:</b></p> <p><b>4A. Financing the Transition:</b> Mobilizing Capital</p> <p><b>4B. Housing:</b> Equity, Affordability, and Decarbonization</p> <p><b>4C. Neighbourhood-Scale Decarbonization:</b> Thermal Energy Networks and Planning Frameworks for Achieving Scale</p>   |
|    |   |   | <b>Closing Remarks</b>  |
|    |   | <ul style="list-style-type: none"> <li>• <b>Networking Reception</b></li> <li>• <b>VIP Dinner for Speakers &amp; Sponsors</b></li> </ul>  |   |

## Speakers, Panelists and Facilitators

Forum Participants will benefit from over 40 engaging speakers and breakout session panelist-facilitators. So far, we have the following individuals, and we will be updating [the event website](#) as more speakers are added.

|                                   |  |  |
|-----------------------------------|--|--|
| Paul Wells, Journalist            | Monica Polhmann, Reos Partners                   | Lana Goldberg, Stand.Earth             |
| Dr. James Meadowcroft, Carleton   | Ian McVey, Durham                                | Leslie Malone, Dunsky Energy + Climate |
| James Glave, Bright Future Studio | Corey Diamond, Efficiency Canada                 | Steven Pacifico, Toronto 2030          |
| Martin Luymes, HRAI               | Shaimaa Yassin, IRPP                             | Tim Weber, Diverso Energy              |
| Jeff Ranson, Northcrest Dev.      | Julia McNally, Toronto Hydro                     | Tom Berkhout, BC Hydro                 |
| Francois Boulanger, Dusky         | Scott Huffmaster, Trane                          | Betsey Agar, Pembina Institute         |
| Laurina Strickwerda, CaGBC        | Victor Hyman, Climate Care                       | Heather McDiarmid, HMC                 |
| Josh Lewis, Nerva Energy          | Aaron Berg, CIB                                  | James Burrow, BMO                      |
| Julia Langer, TAF                 | Abhilash Kantamneni, Efficiency Canada           | Yasmin Abraham, Kambo Energy           |
| Trent Berry, Reshape              | Ania Camargo, BDC                                | Christian Felske, Edmonton             |
| Sachi Gibson, CCI                 | Mike Moffatt, Task Force for Climate and Housing |  |