

**Spring Thaw**

**Sponsorship Information Package**

**May 2, 2025**

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## **Spring Thaw Event Description**

The countdown to spring meltdown is on! May 2, 2025 this exciting construction industry social event will once again provide a great opportunity for business networking, as well as staff and client appreciation. Hosted by CANB-Moncton Northeast this event is open to all industry companies and related services from across New Brunswick and the Maritimes. ***Spring Thaw*** has become a **must attend event** for the industry.



Member tickets are only \$59 + HST with bulk ticket bonuses available.

The event will be held at the **Crowne Plaza** in the heart of beautiful Downtown Moncton. The evening's activities will run from 6:30 p.m. – 11 p.m. and will include great food and music all in a relaxed atmosphere where you can network and visit with clients, colleagues and peers.



## **CANB – Moncton Northeast Background**

The ***Construction Association of New Brunswick - Moncton Northeast*** (CANB-MN) was established in 1942 and has established itself as one of the Province's leading business associations representing the interests of construction industry members including; general contractors, trades, sub-contractors, suppliers and distributors from local, provincial and national levels. The Association's membership includes close to 400 businesses operating in the Southeast and Northeast of New Brunswick.

CANB-MN exists to serve our members by; displaying plans and information on current projects in the industry by; advocating as a collective voice on issues of concern that impact the industry, developing and promoting industry standards, providing labour relations support, offering membership benefits and discount programs, giving education opportunities and providing the necessary communication to build a stronger, cohesive industry that benefits our province and society.

Through our various social events CANB-MN also provides our members with unique opportunities within



the industry to market their services and network to their clients, partners and peers. These events allow us to offer great value to our membership services by helping companies reach their target markets within the industry through relationship development opportunities that complement their traditional marketing strategies. A few of our social activities also include fundraising activities to help support industry related charities.

## Our Cause

Founded by CANB-MN in 2008 the *Building for the Future (BFF) Fund* supports vocational programs that highlight construction trade education in high schools from Southeastern New Brunswick to Restigouche County on the North Shore. Funds are raised directly through events and activities hosted by the association and through the generous support of association members.

Since the inception of the *BFF Fund*, CANB-MN has met with high school teachers and administrators to discuss the importance of exposing students to vocational instruction in construction related fields as a pathway to their student's future career options in the trades. These discussions have identified that the biggest challenge for this type of programming in school is having adequate resources to acquire the consumables needed for class projects. To that end, CANB-MN's *BFF Fund* is committed to providing access to resources through cash grants and in-kind donations from some of our member firms.



## Sponsorship Opportunities

CANB - MN would not be able to offer all the great social events we do without the generous support of corporate sponsors like yourself. Event sponsor packages for **Spring Thaw** range from \$ 500 to \$ 3,500 as outlined below. Our sponsorship levels include valuable incentives that will give your company generous recognition and great market exposure in our multi-faceted marketing campaign directed especially towards the construction industry. These outlined recognition components are a suggested starting point and we remain open to customizing recognition packages to meet your company's unique marketing ideas and requirements.



We ask that you please take the time to review these marketing opportunities and decide where your company could best benefit from a relationship with CANB-MN. We understand that you are approached by many interesting and worthy events and community fundraisers and we appreciate your consideration in supporting our Association. Any surplus funds from any of our events are reinvested into special membership services and our designated charities.

We trust this information package will pique your company's interest and we look forward to exploring how we can work together to make our industry events stronger. Should you have any questions, please email our Event Manager, **Robert Gallant** at [socialevents@mneca.ca](mailto:socialevents@mneca.ca) or call (506) 855-8525 to arrange a telephone or in person meeting.

\*Limited sponsorship opportunities are available so early commitment is recommended.

**Presenting Sponsor: \$3,500 (one opportunity) SOLD TO: HOME DEPOT**

1. Corporate logo attached as the Presenting Sponsor to all event marketing tools including; website, social media page, registration documents, email promotions and signage at registration table.
2. Opportunity to provide welcoming remarks from main stage.
3. Recognized as Mainstage and Raffle Grand Prize Sponsor.
4. Cross-Promotional advertising rights. (e.g. Proud Sponsor of the CANB - MN Spring Thaw can be placed on corporate promotional materials).
5. Company to provide twelve job pictures and corporate logo to be projected as part of the sponsor slide show throughout the event. Each image to be seen a minimum of six times per hour.
6. Four corporate popup banners can be displayed at the event (registration table, mezzanine, Mainstage and ballroom entrance).
7. Opportunity to set up a corporate promotional booth and host an interactive activity of your choice (e.g. photo booth, taxi stand, etc).
8. Recognition of your company by the MC throughout the event.
9. Formally thanked in the event thank you follow up email, and the opportunity to attach an e-flyer to the email.
10. Twelve complimentary tickets to the event.
11. Right of first refusal for the Presenting Sponsor position for the next year (January 25 deadline).



**Diamond Sponsor: \$2,500 (two opportunities)**

1. Primary group placement of corporate logo in most forms of promotions including; website, social media page and email promotions.
2. Recognition as the event welcome centre sponsor and a raffle prize sponsor.
3. Cross-Promotional advertising rights. (e.g. Proud Sponsor of the CANB - MN Spring Thaw can be placed on corporate promotional materials).
4. Company to provide ten job pictures and corporate logo to be projected as part of the sponsor slide show throughout the event. Each image to be seen a minimum of six times per hour.
5. Two corporate popup banners can be displayed at the event (welcome centre and ballroom).
6. Opportunity to set up a corporate promotional booth and host an interactive activity of your choice (e.g. photo booth, taxi stand, etc).
7. Recognition of your company by the MC throughout the event.
8. Ten tickets to the event.
9. Exclusivity in your business category for this sponsorship level.
10. Right of first refusal option for one of the two diamond sponsorship positions for the next year (January 25 deadline).

### **Platinum Sponsor: \$1,500 (four opportunities)**

1. Primary group placement of corporate logo in most forms of promotions including; website, social media page and email promotions.
2. Recognition as a key event component (e.g. food table, entertainment) and raffle prize sponsor.
3. Cross-Promotional advertising rights. (e.g. Proud Sponsor of the CANB - MN Spring Thaw can be placed on corporate promotional materials).
4. Company to provide eight job pictures and corporate logo to be projected as part of the sponsor slide show throughout the event. Each image to be seen a minimum of six times per hour.
5. Two corporate popup banners can be displayed at the event (mezzanine and ballroom entrance).
6. Opportunity to set up a corporate promotional booth and host an interactive activity of your choice (e.g. photo booth, taxi stand, etc).
7. Recognition of your company by the MC throughout the event.
8. Eight tickets to the event.
9. Exclusivity in your business category for this sponsorship level.
10. Right of first refusal option for one of the four platinum sponsorship positions for the next year (January 25 deadline).

### **Gold Sponsor: \$1,000 (eight opportunities)**

1. Secondary group placement of corporate logo in select forms of promotions including; website, social media page and email promotions.
2. Recognition as a select event element sponsor (e.g. Corporate tent card on a refreshment item, interactive activity of your choice).
3. Cross-Promotional advertising rights. (e.g. Proud Sponsor of the CANB - MN Spring Thaw can be placed on corporate promotional materials).
4. Company to provide four job pictures and corporate logo to be projected as part of the sponsor slide show throughout the event. Each image to be seen a minimum of six times per hour.
5. Two corporate popup banners can be displayed at the event (mezzanine and ballroom entrance).
6. Recognition of your company by the MC throughout the event.
7. Four tickets to the event.
8. Right of first refusal option for one of the eight gold sponsorship positions for the next year (January 25 deadline).



### Silver Sponsor: \$500

1. Tertiary group placement of corporate logo in select forms of promotions including; website, email promotions and social media.
2. Cross-Promotional advertising rights. (e.g. Proud Sponsor of the CANB - Moncton Northeast Spring Thaw can be placed on corporate promotional materials).
3. Company to provide two job pictures and corporate logo to be projected as part of the sponsor slide show throughout the event. Each image to be seen a minimum of six times per hour.
4. One corporate popup banner can be displayed at the event (mezzanine).
5. Recognition of your company by the MC throughout the event.
6. Two tickets to the event.

