



Real Property
Institute of Canada
Institut des biens
immobiliers du Canada

**REAL
PROPERTY
INSTITUTE
OF CANADA**
SPONSORSHIP



INTRODUCTION

RPIC MEMBERS ARE RESPONSIBLE FOR THE MANAGEMENT OF...

40,800,000+
HECTARES OF LAND AREA

20,000+
OWNED AND LEASED
PROPERTIES

24,500,000+
SQUARE METERS OF
FLOOR SPACE

30,500+
BUILDINGS IN CANADA

These real property specialists represent virtually every department within the federal public sector, the private sector as well as other levels of government. This makes the National Workshop an ideal opportunity for both specialists and non-specialists to explore a variety of current issues that impact the federal government's management of issues.

RPIC has met recent challenges by not only taking content online, but along the way, we have made changes that we believe will benefit our community and deliver value to our members and sponsors. These benefits include reaching a wider, global audience, minimizing our ecological footprint by reducing transportation, and allowing for stronger connections as it grants more opportunity to network in a larger forum.

It is the goal of the RPIC to develop and foster a high professional standard of real property management within the Federal Public Sector, and to provide a forum for information exchange and continuous improvement.

RPIC HAS MANY VIRTUAL OFFERINGS THAT PRESENT SPONSORSHIP OPPORTUNITIES, INCLUDING:

ANNUAL SPONSORSHIPS

- Presence across all RPIC branded events.
- Live, Hybrid, Virtual events.

PROFESSIONAL DEVELOPMENT

- Presence at specific PD events.
- Over 200 attendees came and saw our PD sessions in 2019.
- Those who were involved came from fields such as Technology, Energy, and Legal and everything in between.

NATIONAL WORKSHOP

- Presence at specific workshop events.
- 850 attendees in 2019.
- Deputy Directors, CEOs and Engineers amongst others were present.

LUNCH AND LEARN / INFORMATION WEBINARS

- These sessions are a maximum one hour and offer free attendance to the RPIC community.
- Open to the public and FREE to attend.
- Four sessions have been hosted so far, which live on for 6 months
- Public sector to host select webinars!

COMBINED SPONSORSHIP

YEARLY, WORKSHOP AND EVENT

RPIC is committed to our partners and finding the right presence and return on investment. Combining sponsorship offerings can result in increased presence and savings; as you read through the following, think of where your organization can have the greatest impact and presence.

Please talk to us about your goals and we can present a custom sponsorship package that is right for you.

OVERALL (YEARLY) SPONSORSHIP OPPORTUNITIES

PUBLIC SECTOR PARTNERSHIPS APRIL 1 TO MARCH 31 (GC FISCAL YEAR)

SUSTAINING PARTNER - \$25,000*

- Title partner on all RPIC events, including webinars, lunch and learn, workshops and professional development sessions
- Logo featured prominently on the RPIC website, events pages and communication
- Logo showcased prominently on virtual platforms to ensure the highest level of recognition with attendees
- Logo featured prominently on all post-event content

SUPPORTING PARTNER - \$10,000

- Partner listing on all RPIC workshops and professional development sessions
- Logo featured prominently on the RPIC workshops and professional development event pages

PRIVATE SECTOR SPONSORSHIPS JAN 1 TO DEC 31 (RPIC FISCAL YEAR)

SUSTAINING PARTNER (3 AVAILABLE) - \$25,000*

- Title sponsor on all RPIC events, workshops and professional development sessions
- Logo featured prominently on the RPIC website and events pages
- Brand showcased prominently on virtual platforms to ensure your brand has the highest level of touch with attendees
- Logo featured prominently on all post-event content

SUPPORTING PARTNER (5 AVAILABLE) - \$10,000

- Sponsor on all RPIC events, workshops and professional development sessions
- Brand showcased on virtual platforms to ensure your brand has a high level of touch with attendees
- Logo featured on some post-event content

* This sponsor will receive category exclusivity.

NATIONAL WORKSHOP SPONSORSHIP OPPORTUNITIES

The 2020 RPIC Real Property National Workshop (RPNW) theme is **ONE GC: THE ART OF INTEGRATION**. The three streams being presented are as follows:

Stream 1:

The Art of the Changing Workplace: Where is Your New Workplace?

Stream 2:

The Art of Forward-Looking Policies and Programs: Predicting the Future

Changing how we do business: three important changes to federal real property policy

Stream 3:

The Art of Building Technology and Infrastructure Sustainability: Making Our Portfolio Smarter
Smart Buildings: Solutions for Digital Transformation

Outlined below, you will see that the virtual platform offers a number of opportunities to sponsor content and interact with attendees. Additionally it allows content to be seen and shared after the live event is over, expanding the reach of your sponsorship. All event registrants will be able to access video content on the virtual event platform landing page until September 2021.

Below you will find many sponsorship opportunities that offer the brand recognition mentioned above. RPIC wants to work with our sponsors to ensure all the benefits positively impact your company and attract new clientele.

PRESENTING SPONSOR (3 AVAILABLE) - \$15,000*

- Title Recognition as one of the Presenting Sponsor of the 2020 RPIC National Workshop
- Comped Exhibitor Booth
- Home Page Carousel
- Branded Push Notifications
- Banner showcased in the menu bar where attendees navigate to different parts of the platform
- Logo featured on the landing page where people log into the event
- Banner featured in the virtual "Lobby"
- Portal Header Sponsor Logo
- Portal Header Sponsor Carousel
- Exhibit Booth Included
- Verbal thank you
- Complimentary Exhibit Lead Retrieval + Live Video Booth
- Opening & Closing Remarks pre-roll videos (*Produced video to be provided by sponsor. Alternatively a high res logo can be provided and used as the splash screen in advance of the workshop beginning.*)
- Inclusion in gamification, where codes will be hidden within exhibit booths
- Email Communication Footer Image (All Communications)
- Registration Flow (ticket and PDG logos)
- Logo on landing page for all post-event content
- Logo included in post-event survey
- 5 tickets to the National Workshop

** This sponsor will receive category exclusivity.*

PLATFORM SPONSOR (1 AVAILABLE) - \$10,000

- Home Page Carousel
- Branded Push Notifications
- Banner featured in the virtual “Lobby”
- Video displayed in virtual “Lobby”
- Portal Header Sponsor Carousel
- Exhibit Booth Included
- Complimentary Exhibit Lead Retrieval + Live Video Booth
- Inclusion in gamification, where codes will be hidden within exhibit booths
- Email Communication Footer Image (One Communication)
- Logo included in some post-event content
- 4 tickets to the National Workshop

STREAM SPONSOR (3 AVAILABLE) - \$7,500

- Home Page Carousel
- Branded Push Notifications
- Banner featured in the virtual “Lobby”
- Video displayed in virtual “Lobby”
- Portal Header Sponsor Carousel
- Exhibit Booth Included
- Complimentary Exhibit Lead Retrieval + Live Video Booth
- Inclusion in gamification, where codes will be hidden within exhibit booths
- Email Communication Footer Image (One Communication)
- Logo included in some post-event content
- 3 tickets to the National Workshop

EXCLUSIVE KEYNOTE SPONSOR - \$5,500 *(based on # of total confirmed keynotes)*

- Home Page Carousel
- Branded Push Notifications
- Lobby Splash Video
- Portal Header Sponsor Carousel
- Exhibit Booth Included
- Inclusion in gamification, where codes will be hidden within exhibit booths
- Email Communication Footer Image (Two Communications)
- Logo included in post-event video content
- 2 tickets to the National Workshop

CONCURRENT SESSION SPONSOR - \$2,000

- Portal Header Sponsor Carousel
- Session Pre Roll Video**
- Session Verbal Thank You
- Inclusion in gamification, where codes will be hidden within exhibit booths*
- Email Communication Footer Image (One Communication)
- Logo included in one post-event content video
- 1 ticket to the National Workshop
- RPIC branded video content to be supplied post-event for vendor use

**with the purchase of an exhibit booth add on
**produced video to be provided by sponsor. Alternatively a high res logo can be provided and used as the splash screen in advance of the session beginning.*

PROFESSIONAL DEVELOPMENT SPONSORSHIP OPPORTUNITIES

PROFESSIONAL DEVELOPMENT SPONSOR (1 PER SESSION) - \$2,500

- 2- 4 hour session
- Email Communication Footer Image (All Communication)
- Logo included in post-event content for specific Professional Development Session
- Lobby Banner during specific Professional Development Session
- Video content played at one time during the session
- Introductory remarks by company representative
- Two (2) complimentary tickets to PD session

LUNCH AND LEARN / INFORMATION WEBINARS (1-HOUR) - \$2,500

- Content to be developed by Sponsor, with RPIC approval
- Sponsors to provide tailored webinars aiming to bring people together in an informal atmosphere to collaborate and learn, as well as drive personal, team and business development
- Email Communication Footer Image (All Communication)
- Logo included in post-event content for specific Professional Development Session
- Lobby Banner during specific Professional Development Session
- Video content played at one time during the session
- Introductory remarks by company representative
- Two (2) complimentary tickets to Lunch and Learn session

A LA CARTE OPPORTUNITIES

To further engage attendees, specific sponsorship packages are available that will increase attendee engagement and provide them with a unique experience. Experiences include; Trivia Game shows with live hosts and 5,000 players, DJ battles that encourage guests to get out of their chairs, or if you need comedic relief, you could host your very own comedy show whether it be stand-up or sketch comedy! Your options are endless, much like the opportunity for branding, within these events.

EXHIBITOR BOOTHS - \$1,500

- Virtual booth; interact with attendees via chat box or video call, share information, videos, files and more.
- Request for information button available on virtual exhibit hall profiles all the time.
- Access for attendees to drop virtual “business card” with notes.
- Immediate access to that attendee’s contact information- can download, export, or copy that information from the exhibitor portals at any time.
- 1 complimentary ticket to the National Workshop; booth attendees have access to all National Workshop presentations. Additional booth attendees must purchase a NW ticket.

ACCESSIBILITY PARTNER

- Sign language

REFRESHMENT BREAK SPONSOR

- Provide attendees with a sponsored stretch, yoga session, or engaging activity.

DELEGATE KIT SPONSOR

- Send a branded kit to all attendees in advance of the workshop. This can be for all or targeted attendees (first 100 registrants, etc.)

MEAL SPONSOR

- Send gift cards for a food delivery service to attendees to purchase a meal during the workshop. Flexibility to include all or targeted attendees (first 100 registrants, etc.).
- Donate to a local foodbank in place of a lunch/dinner.

TRANSLATION SPONSOR

- Portal Header Sponsor Carousel
- Inclusion in gamification, where codes will be hidden within exhibit booths (with the purchase of an exhibit booth add on)
- Email Communication Footer Image (One Communication)
- Logo included in post-event survey
- Featured in any translated communications
- 1 ticket to the National Workshop

Real Property Institute of Canada

SPONSORSHIP APPLICATION

COMPANY: _____ CONTACT: _____

ADDRESS: _____

CITY: _____ PROVINCE: _____ POSTAL CODE: _____

PHONE: _____ EMAIL: _____

SPONSORSHIPS

Yes! I would like to sponsor RPIC, and will sponsor the following:

We will attempt to satisfy your 1st choice, but please list alternatives in the event it is already sponsored.

1: _____

2: _____

3: _____

Please invoice my company for the following:

Please note, RPIC no longer charges HST on sponsorship. However, you will be charged HST if you purchase an Exhibitor Booth.

TOTAL: \$ _____

PAYMENT

VISA MASTERCARD CHEQUE

NAME ON CARD: _____ CARD NUMBER: _____

EXPIRY: _____ / _____ CVC: _____ SIGNATURE: _____

Please forward this form and your logo in EPS format to shayna@redstoneagency.ca.
All sponsorships must be paid in full prior to the event start date.



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FOR FURTHER INFORMATION, PLEASE CONTACT:
2020 RPIC NATIONAL WORKSHOP



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