



# READY to Build TOGETHER Ontario's Future

98<sup>th</sup> Annual Ontario Road Builders' Association Convention  
**FEBRUARY 2-4, 2025** | Fairmont Royal York, Toronto



## BRAND VISIBILITY

The convention will help bring your business into the spotlight of Ontario's transportation infrastructure construction industry. As ORBA's premier event, this sponsorship will put your business in front of a provincial-wide audience and will receive external media attention.



## LEAD GENERATION

Our event participants are loyal Association members and industry stakeholders who are business to business centric. They want to experience and learn about the brands supporting this anticipated event. They are open to and interested in discovering new products and services.



## INDUSTRY SUPPORT

Show that your business supports Ontario's transportation infrastructure construction industry through this unprecedented time now and into the future. Build goodwill with the industry by supporting a staple event in the community. Your support will enable us to provide this premier event to our membership.

# Join the Journey and Shape the Future at the **2025 ORBA CONVENTION**

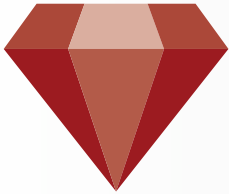
The 2025 ORBA Convention, Ready to Build Ontario's Future Together, brings together all stakeholders in the transportation industry. We are living in challenging times, but the transportation infrastructure industry will always be the backbone of a strong economy. Join us and our partners as we focus on lessons learned across the past and prepare to build future-ready transportation infrastructure that meets the needs of Ontario.

## **START TIMES AND END TIMES:**

SUNDAY	FEBRUARY 2, 2025	3:30PM - 7:00PM (Load in and Set-up Time)
MONDAY	FEBRUARY 3, 2025	7:00AM - 5:00PM
TUESDAY	FEBRUARY 4, 2025	7:00AM - 4:15PM

## **SECURE YOUR SPONSORSHIP**

To secure your sponsorship level, please contact **Sharon Headley** at [sharon.headley@orba.org](mailto:sharon.headley@orba.org) and indicate your sponsorship title (Diamond, Gold etc.), if applicable, session (Mobile app, etc.). Please provide your company logo in a high quality png or jpeg file format.

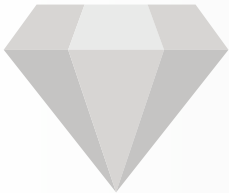


**EXCLUSIVE  
PRESENTING SPONSOR**

**SOLD** \$25,000

**ONE** Unique Presenting Level Opportunity:

- 1. President's Dinner



**EXCLUSIVE  
DIAMOND LEVEL**

**SOLD** \$20,000

**ONE** Unique Diamond Level Opportunity:

- 1. Contractor's Round Up



**GOLD LEVEL**

**SOLD** \$18,000

**THREE** Gold Level Opportunities to choose from:

- 1. Monday's Keynote
- 2. Tuesday's Keynote
- 3. Registration



**SILVER LEVEL**

\$14,000

**FOUR** Silver Level Opportunities to choose from:

- SOLD** 1. Welcome Reception (Sunday Evening)
- SOLD** 2. Monday & Tuesday Breakfasts
- SOLD** 3. Luncheon & Guest Speaker (Minister of Transportation)
- 4. Luncheon & Guest Speaker (Minister of Infrastructure)



**BRONZE LEVEL**

\$12,000

**FIVE** Bronze Level Opportunities to choose from:

- SOLD** 1. Convention Schedule-at-a-Glance (Booklet or Accordion)
- SOLD** 2. President's Dinner Reception (Tuesday Evening)
- SOLD** 3. Hotel Guest Room Keycards
- SOLD** 4. Guess-the-Gross Grand Prize
- SOLD** 5. Mobile App (Convention Schedule and more)

**SUPPORTING SPONSOR \$9,000**

**Supporting Sponsorship benefit:**

- SOLD** 1 Complimentary Contractor's Round Up Ticket

**Supporting Sponsor Opportunities:**

- SOLD** 1. Refreshment Breaks (4 over 2 days of convention)
- SOLD** 2. Luncheon Caesar Receptions (Monday and Tuesday)
- 3. Plenary Sessions **Five opportunities available**

Logo displayed on sponsored item

**BRANDED LOGO SPONSOR \$1,200**

**Five opportunities available**

**TEN** Branded Logo Opportunities

Logo displayed on on-site signage banners and marketing materials

**CONTRIBUTING SPONSOR \$5,500**

**Contributing Sponsor Opportunities:**

- SOLD** 1. Mobile Device Power Station
- SOLD** 2. Wi-Fi
- SOLD** 3. Transportation
- 4. Breakout Sessions **Six opportunities available**

Logo displayed on sponsored item

**TRADESHOW EXHIBITOR \$3,500**

**SOLD** **NINETEEN** Tradeshow Opportunities

BENEFIT	PRESENTING SPONSOR \$25,000	DIAMOND \$20,000	GOLD \$18,000	SILVER \$14,000	BRONZE \$12,000
Complimentary Convention registrations	4 people	2 people	2 people	1 person	1 person
Complimentary Contractor's Round Up Tickets		6 people		2 people	
Standard guestrooms for two nights during the Convention at the Fairmont Royal York	4 people	2 people	2 people		
Promotional Table-top display in the Sponsor Showcase area					
Opportunity to have promotional video shown as part of the Sponsor Showcase	60 sec.	50 sec.	40 sec.	30 sec.	20 sec.
Acknowledgement during the Opening Ceremonies and throughout the Convention					
Logo on main stage backdrop					
Logo on Evening Program					
Reserved table at the President's Dinner at front near Head Table	2 tables	1 table ONLY (no dinner tickets included)			
Sponsor profile e-blast sent to delegates prior to Convention					
Introduce Opening Plenary Keynote Speaker					
Opportunity to have a promotional item placed at each delegate place setting during dinner (item to be approved by ORBA)					
Opportunity to distribute a gift item or hold a draw during Welcome reception (item must be pre-approved by ORBA)					
Welcome message to delegates at Welcome Reception (Sunday PM) (optional)					
Welcome delegates to President's Dinner					
Welcome delegates to Tuesday Evening (before President's Dinner)					
Introduce Luncheon Speaker (Monday or Tuesday)					
Logo on sponsored item (if applicable)					
Logo on the ORBA website prior to and following the Convention					
Logo displayed on on-site signage banners and marketing materials					
Acknowledgement in ROADBuilder Magazine					
Recognition by the MC or Moderator of the Sponsored Plenary/Workshop/Breakfasts & Luncheons					
Logo prominently displayed at Contractor's Roundup (if sponsored)					

# SPONSOR INFORMATION

Company: \_\_\_\_\_ Contact: \_\_\_\_\_

Address: \_\_\_\_\_

City/Prov.: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Ext: \_\_\_\_\_ Email: \_\_\_\_\_

PLEASE SELECT FROM SPONSORSHIP OPTIONS LISTED

Price: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

## PRESENTING SPONSOR \$25,000

President's Dinner

## DIAMOND \$20,000

Contractor's Round Up

## GOLD \$18,000

Monday Keynote Speaker

Tuesday Keynote Speaker

Registration

## SILVER \$14,000

Welcome Reception (Sunday evening – Kelly's Landing)

Monday & Tuesday Breakfasts

Luncheon Speaker – Minister of Transportation

Luncheon Speaker – Minister of Infrastructure

## BRONZE \$12,000

Convention Schedule-at-a-Glance (Booklet or Accordion)

President's Dinner Reception (Tuesday evening)

Hotel Guest Room Keycards

Guess-the-Gross Grand Prize

Mobile App (Convention Schedule and more)

## SUPPORTING SPONSOR \$9,000

Five opportunities available

Refreshment Breaks (4 breaks over 2 days of Convention)

Luncheon 'Caesar' Reception (Monday & Tuesday)

Plenary I

Plenary IV

Plenary II

Plenary V

Plenary III

Plenary VI

## CONTRIBUTING SPONSOR \$5,500

Six opportunities available

Mobile Device Power Station

Wi-Fi

Breakout Session A

Breakout Session E

Breakout Session B

Breakout Session F

Breakout Session C

Breakout Session D

## BRANDED LOGO SPONSOR \$1,200 (10 opportunities)

Branded Logo Sponsor

Five opportunities available

## Tradeshow \$3,500

A Exhibit Space

K Exhibit Space

U Exhibit Space

B Exhibit Space

L Exhibit Space

v Exhibit Space

C Exhibit Space

M Exhibit Space

w Exhibit Space

D Exhibit Space

N Exhibit Space

X Exhibit Space

E Exhibit Space

O Exhibit Space

Y Exhibit Space

F Exhibit Space

P Exhibit Space

z Exhibit Space

G Exhibit Space

Q Exhibit Space

H Exhibit Space

R Exhibit Space

I Exhibit Space

S Exhibit Space

J Exhibit Space

T Exhibit Space

TO CONFIRM YOUR SPONSORSHIP, please email this confirmation to: [sharon.headley@orba.org](mailto:sharon.headley@orba.org)

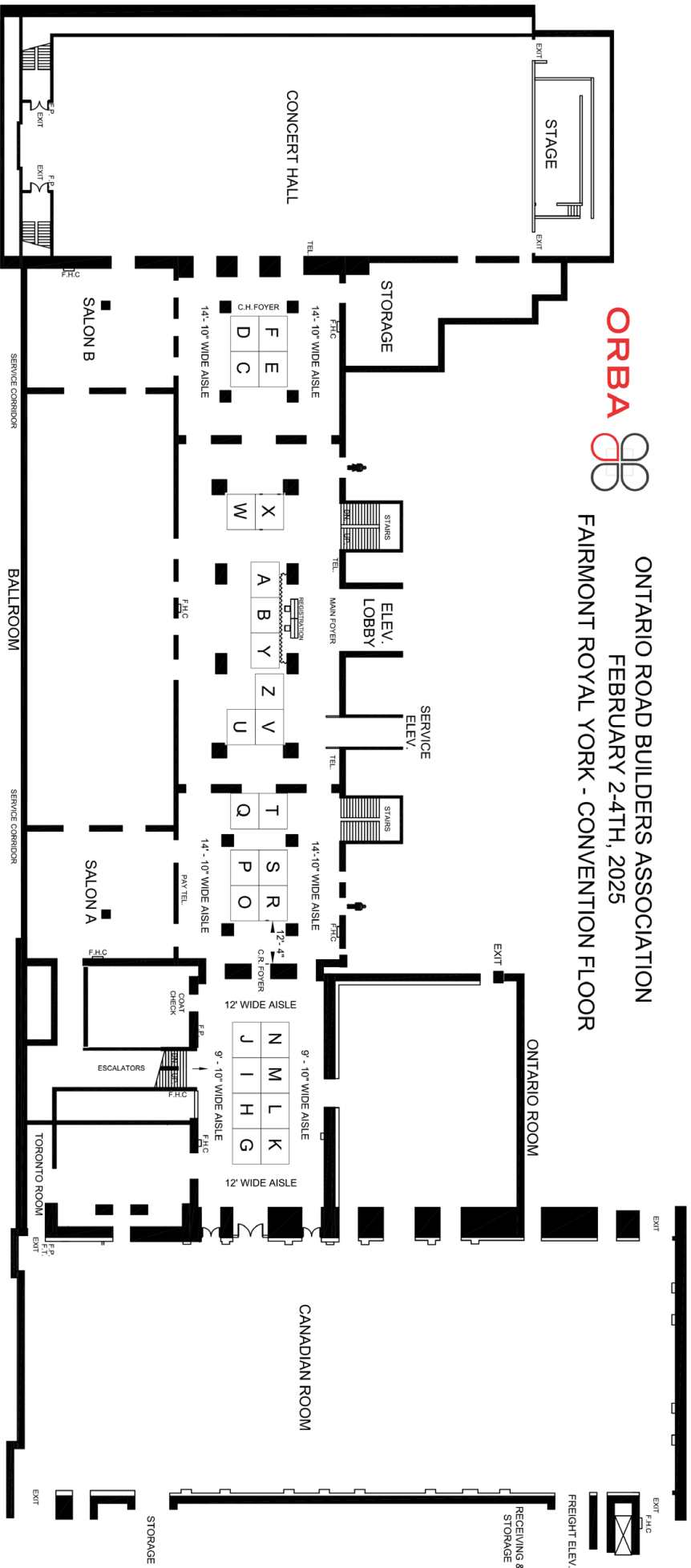
PLEASE SEND WITH PAYMENT TO:  
**Ontario Road Builders' Association (ORBA)**  
365 Brunel Rd., Mississauga ON L4Z 1Z5

FOR MORE INFORMATION, please contact  
**Sharon Headley, Events Consultant**  
Phone: 226.979.7315 | Email: [sharon.headley@orba.org](mailto:sharon.headley@orba.org)

**TERMS:** By applying a signature, the signatory is committing to sponsorship of the 2025 ORBA Convention, to be held at the Fairmont Royal York Toronto, February 2 – 4, 2025



ONTARIO ROAD BUILDERS ASSOCIATION  
 FEBRUARY 2-4TH, 2025  
 FAIRMONT ROYAL YORK - CONVENTION FLOOR



 <p>SHOW: ONTARIO ROAD BUILDERS ASSOCIATION        SHOW DATE: FEBRUARY 2-4TH, 2025        SHOW FLOOR: 2 - REGISTRATION COUNTERS IN FOYER        26 - 8' X 10' BOOTHS IN FOYER</p>	<p>SCALE:</p> 	<p>NOTE: FLOOR PLAN MUST BE APPROVED BY FIRE MARSHAL AND/OR FACILITY/VENUE PRIOR TO SHOW DATE.        © COPYRIGHT 2015 THIS PLANSERVO REMAINS THE EXCLUSIVE PROPERTY OF ROBINSON SHOW SERVICES INC. AND SHOULD NOT BE REPRODUCED WITHOUT WRITTEN PERMISSION AND/OR CONSENT.</p>	<p>FLOOR PLAN DATED: OCTOBER 15TH, 2024        REV: DECEMBER 16TH, 2024        DRAWN BY: N. PIEKIK</p>	<p>DRAWING NO. 01</p>
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Robinson Show Services Inc. - 905.417.7789 - www.robshowservices.ca