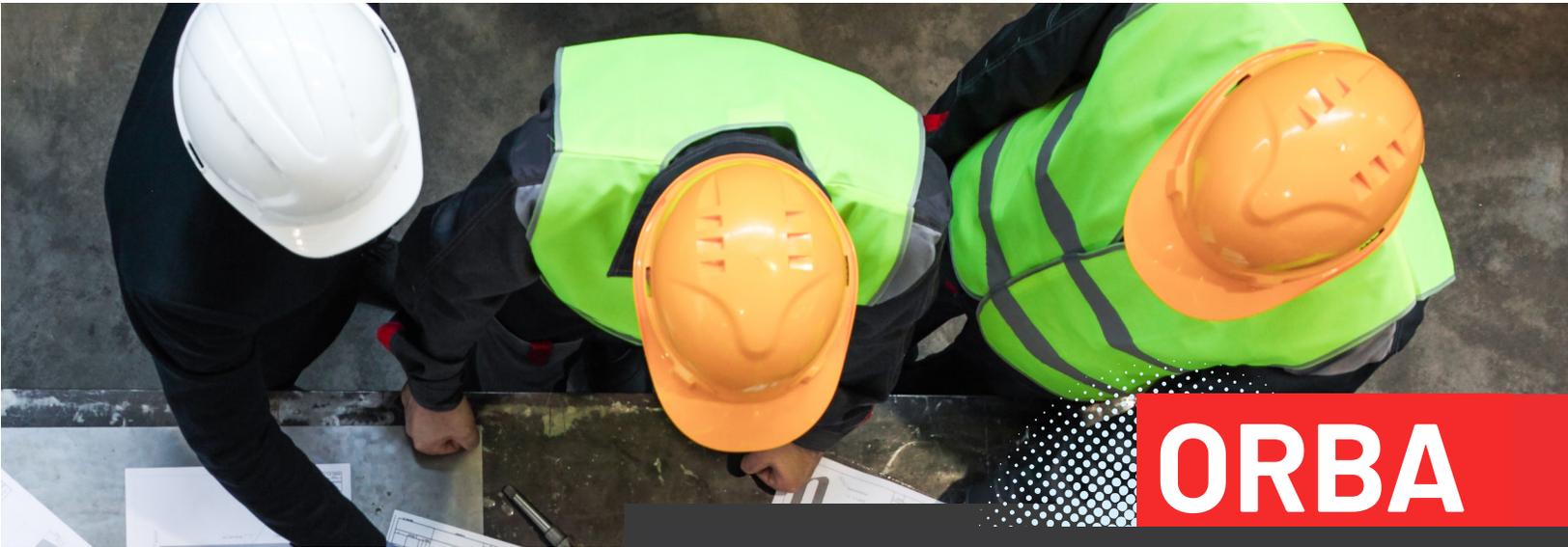




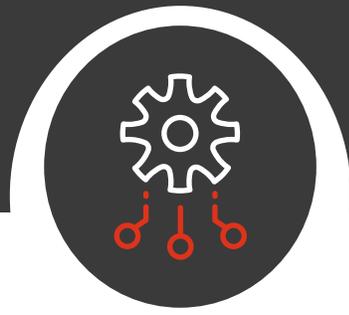
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ORBA

Sponsorship Opportunities

WEBINARS



REACH KEY MARKETS

Increase company awareness to key target markets in Ontario's road building industry.



COMMUNITY BUILDING

Virutally connect with our membership through professional development to be an active part of our community.



BRAND VISIBILITY

Showcase your brand through our marketing campaigns and online library.

ABOUT ORBA WEBINARS

The Ontario Road Builders' Association is continuing its cutting-edge webinar series through the fall season. The series aims to provide the road building community a virtual space to stay informed and connected in the new normal. ORBA Webinars features a diverse range of topics and speakers to help you gain unique insights and perspectives on the transportation infrastructure sector.



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UPCOMING WEBINARS

Building upon the success of our previous webinar series, *COVID-19 & The Road Building Industry*, which ran from May 1 to June 26 and had over **440 attendees**, ORBA's endeavor to develop webinar programming will be ongoing.

Sponsorship opportunities are available for the following upcoming webinars. Dates for webinars will be set as soon as sponsorship is confirmed.

WELCOMING DIVERSITY AND INCLUSION IN OUR WORKFORCE

Presented by **Bronwyn Weaver and her team at Q4 Impact Group**. Bronwyn is President of Q4 Impact Group and has provided instruction and expertise on building a diverse workforce at CONEXPO.

This webinar will be a three-part series. Each hour-long segment will focus on a critical aspect of this complex topic and will feature viewpoints and opinions from both inside and outside of the construction materials and road building industries in North America. The webinar will include surveys, live discussions, and handouts.

The series segments will be:

- Generational Diversity and Inclusion
- Gender Diversity and Inclusion
- Racial and Cultural Diversity and Inclusion

Exclusive Presenting Sponsor: **1 at \$4,000**

Supporting Webinar Sponsors: **4 at \$300 each**

TOOLS IN YOUR TOOLBOX: STRATEGIES FOR BUILDING MENTAL HEALTH IN THE CONSTRUCTION INDUSTRY

Presented by **Nancy Watt, President, Nancy Watt Communications**. Nancy Watt, Second City Conservatory Alumna, is a sought-after speaker, writer and improviser. She presents dynamic workshops on mental health and communications in unconventional environments. Nancy is also an instructor at ORBA's Road Building Academy.

This will be an informative, frank and interactive one-hour webinar in which Nancy will deliver the latest research and facts about mental health in the construction industry. She will teach you to use ORBA's Mental Health Toolbox, i.e., Observation, Resiliency, Bravery and Adaptability to confront, combat and compassionately deal with mental health issues. Nancy also uses improv to address mental health and offers unconventional, effective ways to manage mental health in the work place.

Exclusive Presenting Sponsor*: **1 at \$1,400**

Supporting Webinar Sponsors: **4 at \$250 each**

***ADDITIONAL BENEFIT:** The Exclusive Presenting Sponsor will receive a one hour online interactive Applied Improv Workshop tailored for your company's team. Using ORBA's Mental Health Toolbox, i.e., Observation, Resiliency, Bravery and Adaptability, Second City Conservatory alumna Nancy Watt will take your team through improv exercises that explain the research and deliver laughs, camaraderie and understanding of what it means to manage our mental health. (Valued **at \$1,000.**)



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TOP 10 LIST OF WAYS TO GET MORE DURABLE HMA PAVEMENTS - THE RESPONSIBLE USE OF RAP

Presented by **Doubra Ambaiowei, ORBA/OAPC Technical Director**. Doubra's work at ORBA specifically supports all technical requirements to promote the quality use of hot mix asphalt, and all other road building materials and construction best practices in general.

This hour-long webinar will provide an opportunity for discussion on the asphalt pavement recycling process using Reclaimed Asphalt Pavement (RAP) materials combined with new materials, to produce asphalt mixtures that are of equal or better quality to virgin aggregate mixtures. This practice promotes sustainability and creates environmental benefits. Doubra will provide an overview on best practices for achieving more durable asphalt pavements through the responsible use of RAP.

Exclusive Presenting Sponsor: **1 at \$600**
Supporting Webinar Sponsors: **4 at \$250 each**

SPONSORSHIP PACKAGES

EXCLUSIVE PRESENTING SPONSOR

In addition to all benefits within the Supporting Webinar Sponsor package, the Exclusive Webinar Sponsor:

Will give introduction of the webinar as a co-moderator and may introduce their company.

May provide a brief message at end of the webinar and can assist in concluding the webinar.

Will be acknowledged as Exclusive Presenting Sponsor in all marketing materials, communications and media releases.

SUPPORTING WEBINAR SPONSOR

Company logo as a presenting sponsor or a webinar sponsor on the ORBA webinar page.

Verbal acknowledgment of the Sponsor(s) at start and conclusion of webinar by host.

Sponsor logo with link on ORBA website landing page.

Sponsor promotional material to be added to the webinar handout section for attendees.

Logo included in recorded version of on-demand webinar in the ORBA video library guaranteed for a year.

Company logo and name on the opening and closing slides.

Company logo with link on all "bulk emails" promoting the webinar and in the ORBA newsletter.

Sponsor mention and / or logo included in Social Media webinar promotion including ORBA's linked-in page.

Secure Your Sponsorship
TODAY.