



# FORGING THE ROADWAY AHEAD

**JANUARY 27-28 AND  
FEBRUARY 3-4 2021**



## **BRAND VISIBILITY**

The Virtual Summit 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.

Build goodwill with the industry by supporting a staple event in the community. Your support will enable us to provide this premier event complimentary to our membership.

# **SPONSORSHIP OPPORTUNITIES**





## FOR THE FIRST TIME IN 94 YEARS, ORBA'S ANNUAL CONVENTION WILL BE PRESENTED AS A VIRTUAL SUMMIT.

While we may not be together physically, the 2021 ORBA Virtual Summit, Forging the Roadway Ahead, will offer a space for researchers, policy leaders and the best minds in the industry to deliver crucial information for Ontario's road building industry and stakeholders for the year ahead.

With your sponsorship, we will be able to provide this premier, highly-anticipated, annual event free to our membership. Please see the following for an overview and breakdown on the 2021 ORBA Virtual Summit sponsorship levels.

### DATE AND START AND END TIMES

-  WEDNESDAY January 27, 2021 8:00 AM - 11:30 AM
-  THURSDAY January 28, 2021 10:00 AM - 12:00 PM
-  WEDNESDAY February 3, 2021 9:00 AM - 1:30 PM
-  THURSDAY February 4, 2021 10:00 AM - 11:15 AM

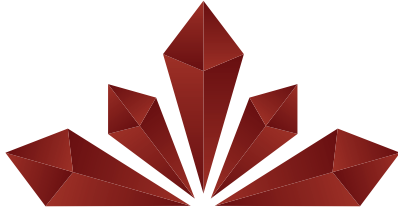
### SECURE YOUR SPONSORSHIP

To secure your sponsorship level, please contact **Sharon Headley** at [sharon.headley@orba.org](mailto:sharon.headley@orba.org) and indicate your sponsorship title (Emerald, Sapphire, etc.), if applicable, session (Keynote Speaker, ORBA award, etc.) and provide your company logo in a high quality png or jpeg file format.



**DIAMOND SPONSOR (Exclusive)**  
**\$15,000**

- ORBA Hall of Fame Award and Summit Closing



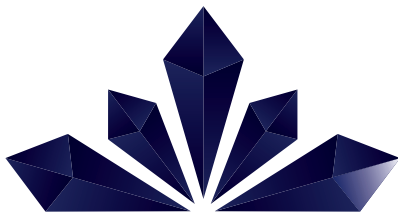
**RUBY SPONSOR**  
**\$7,500 (pick one)**

- Virtual Platform (4 opportunities)
- ORBA Awards
- OAPC Awards



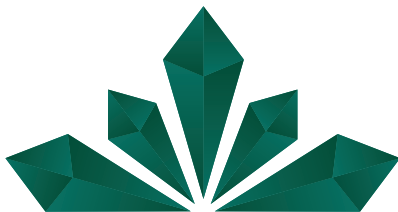
**EMERALD SPONSOR**  
**\$5,000 (pick one)**

- Keynote Speaker
- A Legacy of Excellence Session
- A Conversation with Minister Mulroney



**SAPPHIRE SPONSOR**  
**\$3,500 (pick one)**

- Ontario Municipal Reports – Northeast and Northwestern Region
- Ontario Municipal Reports – Eastern Region
- Ontario Municipal Reports – South Western Region
- Ontario Municipal Reports – GTHA Region
- MTO Update – Transportation and Infrastructure Management (TIM) & Operations Division
- Metrolinx Update
- Infrastructure Ontario (IO) Update
- Economic Update
- Registration\*



**JADE SPONSOR**  
**\$1,500 (unlimited)**



**DIGITAL SWAG BAG SPONSOR**  
**\$500 (unlimited)**



# DIAMOND

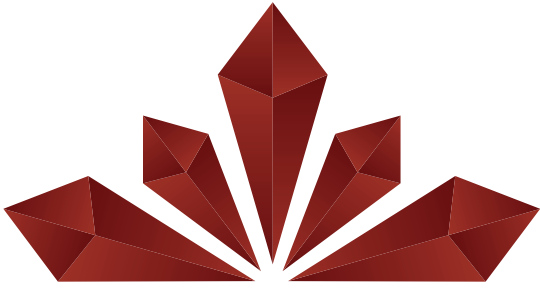
## DIAMOND SPONSOR (Exclusive)

**\$15,000**

- ORBA Hall of Fame Award and Summit Closing

### BENEFITS

- ✓ Logo prominently displayed on the first page of the electronic brochure
- ✓ Logo on the main stage backdrop for LIVE events
- ✓ Logo prominently displayed in the Virtual Platform Main Lobby
- ✓ Logo will be linked to company's website from the Virtual Platform in the Main Lobby
- ✓ Brand recognition, your company's name will be included each time the Summit is mentioned
- ✓ Verbal recognition during remarks throughout the Summit
- ✓ Logo on the ORBA website prior to and following the Summit
- ✓ Sponsor logo in ORBA's marketing vehicles (Information Highway, Eblasts etc.)
- ✓ Acknowledgement in Road Builder Magazine with a ½ page advertisement
- ✓ Social media recognition on LinkedIn, Facebook, Twitter leading up to the Summit
- ✓ Promotional Table-top display in the Sponsor Showcase area (**valued at \$450**)
- ✓ Opportunity to have promotional video shown as part of the Sponsor Showcase
- ✓ Promotional materials available to all attendees as handouts
- ✓ Sponsor profile e-blast sent to membership prior to Summit
- ✓ Sponsorship loop with sponsor logo to run while attendees wait for session to start
- ✓ Company representative welcome attendees to Summit Closing
- ✓ 90 secs sponsor spotlight/promotional company video at the start of the Summit Closing
- ✓ The digital event platform will be archived and available for one month after the event



# RUBY

## RUBY SPONSOR (pick one)

**\$7,500**

- Virtual Platform\*  1<sup>st</sup>  2<sup>nd</sup>  3<sup>rd</sup>  4<sup>th</sup>
- ORBA Awards\*\*
- OAPC Awards\*\*

## BENEFITS

\* Each page on the Virtual Platform will be displayed 'Summit is Powered by 'your company logo'

\*\* Verbal recognition during remarks at the start and end of the sponsored session

- ✓ Logo on the ORBA website prior to and following the Summit
- ✓ Sponsor logo in ORBA's marketing vehicles (Information Highway, Eblasts etc.)
- ✓ Logo will be linked to company's website from the Virtual Platform Main Lobby
- ✓ Acknowledgement in Road Builder Magazine with a ¼ page advertisement
- ✓ Social media recognition on LinkedIn, Facebook, Twitter leading up to the Summit
- ✓ Promotional Table-top display in the Sponsor Showcase area (**valued at \$450**)
- ✓ Promotional materials available to all attendees as handouts
- ✓ Sponsor profile e-blast sent to membership prior to Summit
- ✓ Sponsorship loop with sponsor logo to run while attendees wait for session to start
- ✓ 60 secs sponsor spotlight/promotional company video at the start of the sponsored session
- ✓ The digital event platform will be archived and available for one month after the event



# EMERALD

## EMERALD SPONSOR (pick one)

**\$5,000**

- Keynote Speaker
- A Legacy of Excellence Session
- A Conversation with Minister Mulroney

## BENEFITS

- ✓ Verbal recognition during remarks at the start and end of the sponsored session
- ✓ Logo on the ORBA website prior to and following the Summit
- ✓ Company representative welcome attendees and introduce keynote speaker/session
- ✓ Sponsor logo in ORBA's marketing vehicles (Information Highway, Eblasts etc.)
- ✓ Promotion Table-top display in the Sponsor Showcase area (**valued at \$450**)
- ✓ Logo will be linked to company's website from the Virtual Platform Main Lobby
- ✓ Acknowledgement in Road Builder Magazine
- ✓ Social media recognition on LinkedIn, Facebook, Twitter leading up to the Summit
- ✓ Promotional materials available to all attendees as handouts
- ✓ Sponsor profile e-blast sent to membership prior to Summit
- ✓ Sponsorship loop with sponsor logo to run while attendees wait for session to start
- ✓ 30 secs sponsor spotlight/promotional company video at the start of the sponsored session
- ✓ The digital event platform will be archived and available for one month after the event



# SAPPHIRE

## SAPPHIRE SPONSOR (pick one)

**\$3,500**

- Ontario Municipal Reports – Northeast and Northwestern Region
- Ontario Municipal Reports – Eastern Region
- Ontario Municipal Reports – South Western Region
- Ontario Municipal Reports – GTHA Region
- MTO Update – Transportation and Infrastructure Management (TIM) & Operations Division
- Metrolinx Update
- Infrastructure Ontario (IO) Update
- Economic Update
- Registration\*

## BENEFITS

- ✓ Verbal recognition during remarks at the start and end of the sponsored session
- ✓ Logo on the ORBA website prior to and following the Summit
- ✓ Sponsor logo in ORBA's marketing vehicles (Information Highway, Eblasts etc.)
- ✓ Social media recognition on LinkedIn, Facebook, Twitter leading up to the Summit
- ✓ Promotional materials available to all attendees as handouts
- ✓ Sponsor profile e-blast sent to membership prior to Summit
- ✓ Sponsorship loop with sponsor logo to run while attendees wait for sponsored session to start
- ✓ Opportunity for a 1 hr Webinar hosted by sponsor post the Summit (Webinar to be vetted by ORBA)
- ✓ The digital event platform will be archived and available for one month after the event

\*Registrants will receive a confirmation letter with their login details with your company logo on it



# JADE

**JADE SPONSOR (unlimited)**

**\$1,500**

## BENEFITS

- ✔ Logo displayed on the Virtual Platform Main Page
- ✔ Verbal recognition at the end of the Summit
- ✔ Promotion Table-top display in the Sponsor Showcase area (**valued at \$450**)
- ✔ As a sponsor you can run contests, offer discount codes, or host online promotions
- ✔ Logo on the ORBA website prior to and following the Summit
- ✔ Sponsor logo in ORBA's marketing vehicles (Information Highway, Eblasts etc.)
- ✔ Social media recognition on LinkedIn, Facebook, Twitter leading up to the Summit
- ✔ The digital event platform will be archived and available for one month after the event





# DIGITAL SWAG BAG

**DIGITAL SWAG BAG SPONSOR (unlimited)**

**\$500**

## BENEFITS

- ✓ Verbal recognition at the start and end of Summit
- ✓ Sponsor logo in ORBA's marketing vehicles (Information Highway, Eblasts etc.)
- ✓ Provide digital inserts to all attendees
- ✓ The digital event platform will be archived and available for one month after the event