

## **CAPULC Silver Sponsorship**

Silver Sponsorship is available to both industry and non-industry organizations that wish to contribute to furthering the mission of The Canadian Association of Pipeline and Utility Locating Contractors (CAPULC). It is open to corporations, government entities, related associations, and industry stakeholders to demonstrate their support of CAPULC as we provide leadership, promote safety, and work to enhance the value and reputation of the underground facility locating industry throughout Canada.

## **Becoming a Silver Sponsor**

CAPULC Sponsors are recognized by the prominent display of Sponsors' names/logos on all appropriate material produced by CAPULC as well as in membership meetings, announcements, conferences, and educational programs administered by CAPULC. Each Sponsor receives recognition in the Sponsor section of CAPULC's website and benefits from additional opportunities for discounted advertising on pages throughout CAPULC's website.

## **Annual Sponsorship Levels with CAPULC**

Platinum Sponsors \$5,000.00

Gold Sponsors \$2,500.00

**Silver Sponsors \$1,000.00**

Bronze Sponsors \$500.00

## **What will the financial resources be used for?**

Resources collected from sponsorships are used to support

- Special Projects which include providing guidance and leadership to industry endeavors of ground disturbance partners,
- Development of our National Underground Facility Locating and Marking Standard,
- Attendance and participation at industry conferences and tradeshows,
- Organization of CAPULC AGM and general meetings
- "The Locator" trade publication
- Assisting in funds required for important work of our committees.

## **Additional Benefits of Silver Sponsorship**

### **SILVER SPONSORS (\$1000.00 per year)**

- Silver Sponsor Logos will be featured in the second tier on the Sponsorship Page of CAPULC's website
- Silver Sponsors will have an advertising video supplied by the Sponsor (maximum 30 seconds) run on CAPULC's Social Media pages (Twitter, LinkedIn, Facebook) twice during their annual sponsorship. It will also play at CAPULC's AGM and Safety Conference Tradeshow in spring and at CAPULC's Fall Member Meeting
- Silver Sponsors will have their Logo featured as a CAPULC Silver Sponsor on CAPULC's Social Media pages (Twitter, LinkedIn, Facebook) twice during their annual sponsorship
- Silver Sponsors will have their Logo appear on the Silver Sponsor Appreciation slide in the home page slideshow on CAPULC's website for one week twice during their annual sponsorship
- Silver Sponsors will have an opportunity to showcase their products and services in a direct mailer or email advertisement (email blast) to CAPULC Membership twice during their annual sponsorship
- Silver Sponsor Logos will appear on all appropriate CAPULC marketing material
- Silver Sponsor Logos will appear as the third largest Sponsor Logo on signage at CAPULC's AGM and Safety Conference Tradeshow in spring
- Silver Sponsor Logos will appear as the third largest Sponsor Logo on signage at CAPULC's Fall Member Meeting
- Silver Sponsors will be recognized by having their Logo appear in the second tier of the Sponsorship section in two announcement email blasts to CAPULC Membership annually (CAPULC's AGM and Safety Conference Tradeshow announcement in spring and CAPULC's Fall Members Meeting announcement)
- Silver Sponsors will be announced as CAPULC Silver Sponsors during CAPULC's AGM and Safety Conference Tradeshow in spring as well as during CAPULC's Fall Members Meeting
- Silver Sponsor Logos will appear in the second tier on the Sponsorship Appreciation slide in the PowerPoint slideshows presented during CAPULC's AGM in spring and CAPULC's Fall Member Meeting. The link to these presentations will be sent to CAPULC Membership in an email blast as well as be available on CAPULC's website
- Silver Sponsors will receive a thank you in CAPULC's AGM Minutes and CAPULC's Fall Member Meeting Minutes. The link to these Minutes will be sent to CAPULC Membership in

an email blast as well as be available on CAPULC's website

- Silver Sponsors will receive recognition by having their Logo appear in the third tier on the Sponsorship Appreciation Page in our annual industry publication, The Locator
- Silver Sponsors will receive CAPULC promotional material and donations
- Silver Sponsors will have the option to have their products or services offered at a discount to CAPULC Members on CAPULC's Member Marketplace
- Silver Sponsors will receive a 20% discount on booth space at CAPULC's AGM and Safety Conference Tradeshow

**To become a Sponsor and begin experiencing the many benefits of  
CAPULC Silver Sponsorship, simply follow this link  
and complete your Sponsorship Form today!**

**<https://forms.office.com/r/JkxreJHbm9>**

If you have Questions on how you can become a CAPULC Silver Sponsor, please email Tracey Paluck at [admin@capulc.ca](mailto:admin@capulc.ca) or call 1-888-492-8279