

2023 SPONSORSHIP CATALOGUE

BOMA
Canada

25 York Street (25 York Street, Toronto, ON, M5J 2V5, Canada)
BOMA BEST Sustainable Platinum

TELUS
the future is now

“As an extension of your marketing efforts, you’ll want to be a part of this.”

Why BOMA Canada

2023 is one of BOMA Canada’s most significant years in the past decade. The launch of BOMA BEST 4.0 includes two new certification streams – Smart Buildings, Healthy Buildings and, of course, the industry standard Sustainable Buildings. It will continue to be the primary answer to making existing buildings more sustainable. We also saw the launch of BOMA PLUS, an accreditation program for commercial real estate vendors. There is a real and evolving expectation that we will change the market, change how things are done and continue to support the industry as it does its best to address climate change.

One of the unique opportunities of partnering with BOMA Canada is our connection with industry thought leaders. Individuals who are more than willing to volunteer their time and expertise to BOMA Canada’s strong committee network. Over the past five years, we have leveraged this relationship to help further the industry. We have produced over 28 thought leadership publications, from our annual cyber security guide to bespoke articles and white papers including urban beekeeping, 5G and human rights within CRE.

Our network of eleven vibrant Local Associations, stretching from Newfoundland and Labrador to British Columbia, continue to offer first-rate programs for the thousands of underlying members. Many of those Associations also offer sponsorship programs, and all offer sponsorship opportunities. However you proceed, your sponsorship of BOMA will not only demonstrate your leadership of our industry but will also advance your organization’s mission.

Krista Lachelt

Director, Partnership & Sponsors
BOMA Canada

Mobile: 647.233.4743
klachelt@bomacanada.ca



840 Howe Street (840 Howe Street,
Vancouver, BC, V6Z 2L2, Canada)
BOMA BEST Sustainable Platinum

“We are thrilled to be a national partner with BOMA Canada. This partnership is a testament to our commitment to supporting the commercial real estate industry and advancing sustainable building practices across the country.”

—Fred Edwards, CMO of GDI

Why BOMA Canada cont'd



11,500+

LinkedIn followers



Average of

6,000

Views/month of our videos



30+

Guides published



Average of

400

Viewers for webinars



Annually, approximately

750—800

Buildings complete a BOMA BEST verification to become certified or recertify



4000+

Actively certified buildings across Canada, US, Mexico, China and Europe



~38 million sqft

of actively certified buildings

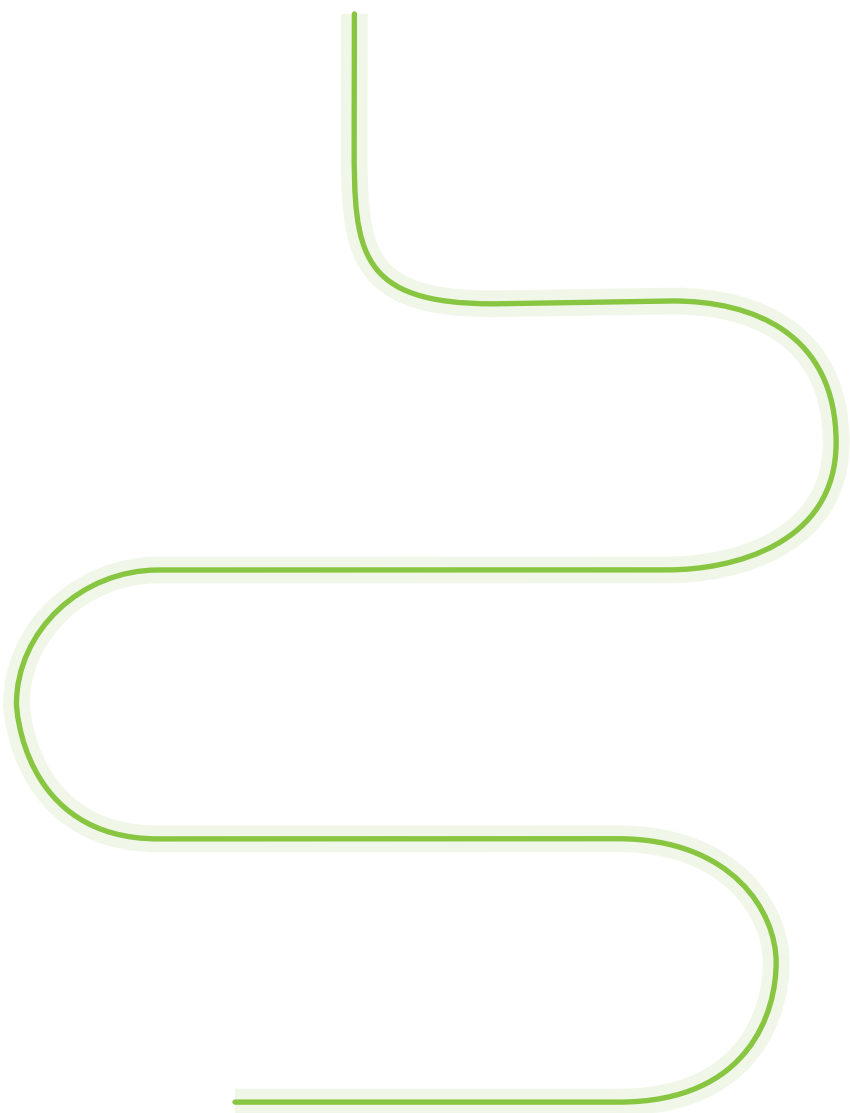
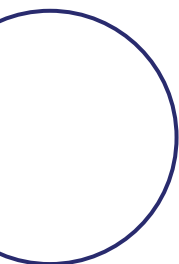
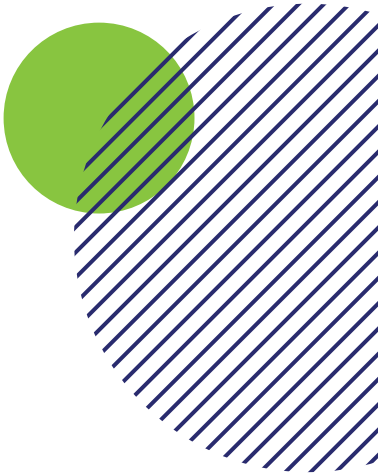


"Our goal at Dyson Canada for Business is to bring our technology to Canadian businesses and workplaces; our partnership with BOMA has been instrumental in reaching decision makers across Canada's commercial real estate industry. We've seen incredible value in connecting with BOMA's network to both learn from its members and to share the benefits of Dyson technology that is engineered to help create a cleaner, more hygienic environment while reducing carbon, costs, and waste."

—Nathan Kumpf, Head of B2B Canada

PARTNERSHIP LEVELS

Click a Partner Level to learn more!



Lead Partner

Exclusive



Lead Partnerships are exclusive to organizations who have supported BOMA Canada at the top-tier national level for more than five consecutive years. These Partners are pivotal supporters of BOMA Canada's thought leadership, and initiatives that impact the Canadian commercial real estate industry. These exclusive, long-term partnerships support the sustainable growth of the association and align your brand with BOMA Canada, bringing visibility to your company as an innovative and forward-thinking industry leader.

Exclusive Benefits For Lead Partners

- Opportunity to participate in a one-minute branded partnership video—non-advertorial, about the importance of being connected to BOMA Canada as a National Partner and how your company values match that of BOMA Canada's goals—to be shot by a professional videographer during BOMEX 2023 in Edmonton—one person will be interviewed.
- Right of first refusal on BOMEX sponsorship opportunities
- Opportunity to allocate up to \$10,000 to BOMEX—to be used in the current calendar year

Other Benefits

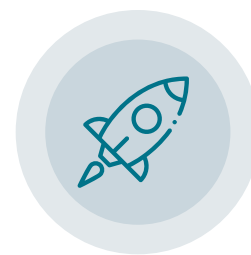
- Social media shout-out announcing your organization as a Lead Partner of BOMA Canada, with special thanks from BOMA Canada CEO
- All 2022 Trailblazer Partner benefits (detailed below).



Forensic Services and Coroners Complex
(25 Morton Shulman Avenue,
North York, ON, M3M 0B1, Canada)
BOMA BEST Sustainable Platinum

Trailblazer Partner

\$28,000 (+HST)



1. BOMA Canada Story—Posted on BOMA Canada website - no more than 100 words describing the partnering organization. Link to partner website
2. Social Media Shares—With the assistance of a third-party publishing company, BOMA Canada will share up to five posts (BOMA Canada may modify content to make them non advertorial in tone) whitepapers, or videos, from your organization. BOMA Canada will be not involved with content creation or design. Social posts will be a combination of media platforms and not five posts per social platform.
3. Opportunity to allocate up to \$8,000 to BOMEX—to be used in current calendar year and cannot be combined with Lead Partnership allocation
4. VIP Dinner at BOMA International—Annually, BOMA Canada hosts a dinner for Canadian leadership at BOMA International's summer conference. As a BOMA Canada Trailblazer Partner, you and a guest would be invited to this intimate dinner.
5. Event Sharing—Provide BOMA Canada with up to five commercial real estate events being hosted by your organization and we will push it out to our social networks for greater visibility
6. Canadian Reception at BOMA International TOBY Gala—BOMA Canada hosts an annual cocktail reception for all Canadian delegates and Award Nominees prior to the BOMA International TOBY Gala each June. As a Trailblazer Partner, you would receive one ticket to this exclusive event
7. One (1) seat on any chosen committee of the Partners' choice—good for the duration of the partnership
8. Two (2) Full Delegate Registrations to BOMEX—BOMA Canada's annual conference
9. Part of the partner video compilation—opportunity to provide a video recording to be completed by the partner using third party platform
10. Recognized supporter of the BOMA Canada Social for 2023
11. BOMA Canada Social (4 tickets)—hosted annually by BOMA Canada, this in-person event provides the opportunity for our committee members, Partners, Board, BOMA locals National Advisory Committee, and other special guests of BOMA Canada to meet each other, network, and with a special guest speaker, gain knowledge on some of the trends and key topics facing the commercial real estate industry
12. Social media shout-out announcing your organization as a Trailblazer Partner of BOMA Canada
13. PowerPoint presentations (Board of Directors, National Advisory Council, BOMA Locals, special presentations to associations and government bodies, etc.)
 - BOMA Canada website
 - BOMA Canada weekly E-News
 - Pop-up banners (BOMA Canada events)
 - BOMA Canada Yearbook

Catalyst Partner

\$22,400 (+HST)



1. Article - One 500-word marketing white paper or case study discussing the importance of a subject of the Partners' choosing—non advertorial in scope and subject to approval from BOMA Canada. To be displayed in the news section of BOMA Canada's website and prominently displayed on the BOMA Canada landing page with support through social media. BOMA Canada will not be involved in content creation or design
2. VIP Dinner at BOMA International—Annually, BOMA Canada hosts a dinner for Canadian leadership at BOMA International's summer conference. As a BOMA Canada Catalyst Partner, you would receive an invitation to this intimate dinner
3. Canadian Reception at BOMA International TOBY Gala—Annually, BOMA Canada hosts a cocktail reception for all Canadian delegates and Award Nominees prior to the BOMA International TOBY Gala each June. As a Catalyst Partner, you would receive one ticket to this exclusive event
4. One (1) seat on any chosen committee of the Partners' choice
5. One (1) Full Delegate Registration to BOMEX—BOMA Canada's annual conference
6. Part of the partner video compilation—opportunity to provide a video recording to be completed by the partner using third party platform
7. BOMA Canada Social (2 tickets)—hosted annually by BOMA Canada, this in-person event provides the opportunity for our committee members, Partners, Board, BOMA locals, National Advisory Committee, and other special guests of BOMA Canada to meet each other, network, and with a special guest speaker, gain knowledge on some of the trends and key topics facing the commercial real estate industry.
8. Events—Provide BOMA Canada with up to five commercial real estate events being hosted by your organization and we will push it out to our social networks for greater visibility
9. Social media shout-out as Catalyst Partner of BOMA Canada
10. Brand Visibility—Partner logos will be displayed on the following BOMA Canada materials
11. PowerPoint presentations (Board of Directors, National Advisory Council, BOMA Locals, special presentations to associations and government bodies, etc.)
 - BOMA Canada website
 - BOMA Canada weekly E-News
 - Pop-up banners (BOMA Canada events)
 - BOMA Canada Yearbook

Differentiator Partner

\$11,500 (+HST)



1. Part of the partner video compilation—opportunity to provide a video recording to be completed by the partner using third party platform
2. Three (3) E-News articles—500 words maximum each. Article must be non-advertorial and subject to BOMA Canada approval.
3. BOMA Canada Partnership Social (1 ticket)—Hosted annually by BOMA Canada at BOMEX, this in-person event provides the opportunity for our partners to meet each other, network, and gain knowledge on some of the trends and key topics facing the commercial real estate industry in the year ahead. BOMA Canada will lead a discussion on hot-button topics facing the industry in the year ahead, share strategic priorities of the associations that are key to the commercial real estate industry and openly highlight opportunities for partnership and sponsorship within BOMA Canada and the local associations.
4. Events – Provide BOMA Canada with up to five commercial real estate events being hosted by your organization and we will push it out to our social networks for greater visibility
5. Social media shout-out as Catalyst Partner of BOMA Canada
6. Brand Visibility—Partner logos will be displayed on the following BOMA Canada materials
7. PowerPoint presentations (Board of Directors, National Advisory Council, BOMA Locals, special presentations to associations and government bodies, etc.)
 - BOMA Canada website
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Innovator Partner

\$5,000 (+HST)



New to BOMA Canada, Innovator Partnerships are reserved for small start-ups that provide goods or services to the commercial real estate industry. BOMA Canada believes that providing opportunities for support, visibility, mentorship, and networking at the start-up level ultimately benefit the built environment. Innovator Partners must have been in business for no more than three years and have less than 50 employees nationally. This partnership opportunity is available to an organization for a maximum of three consecutive years.

1. Two (2) E-News articles—500 words maximum each. Article must be non-advertorial and subject to BOMA Canada approval.
2. BOMA Canada Partnership Social (1 ticket)—Hosted annually by BOMA Canada at BOMEX, this in-person event provides the opportunity for our partners to meet each other, network, and gain knowledge on some of the trends and key topics facing the commercial real estate industry in the year ahead. BOMA Canada will lead a discussion on hot-button topics facing the industry in the year ahead, share strategic priorities of the associations that are key to the commercial real estate industry and openly highlight opportunities for partnership and sponsorship within BOMA Canada and the local associations.
3. Social media shout-out as Innovator Partner of BOMA Canada
4. PowerPoint presentations (Board of Directors, National Advisory Council, BOMA Locals, special presentations to associations and government bodies, etc.)
 - BOMA Canada website
 - BOMA Canada weekly E-News
 - Pop-up banners (BOMA Canada events)
 - BOMA Canada Yearbook



BOMEX Sponsorship Opportunities



Long established as Canada's annual premier Commercial Real Estate conference, sponsors of BOMEX see the value in aligning their brand with this ever-evolving industry event.

BOMEX connects and informs the best in the industry, as influencers and decision-makers come together to build lasting relationships; study the complex issues affecting building owners, their managers, and their service groups; and celebrate our industry's success.

In a different city within Canada each year, sponsorship opportunities are released in November for the upcoming years' conference. Here is a look at some of the sponsorship opportunities available to you.

Opportunity	Quantity	Investment	
Title	1	\$35,000	SOLD
National Awards Gala	1	\$30,000	SOLD
Connectivity	1	\$20,000	
AV	1	\$20,000	
Registration	1	\$20,000	
Keynote	2	\$15,000	
Executive Roundtable	1	\$15,000	
Emerging Leaders	1	\$15,000	
Healthy Buildings Ambassador	1	\$10,000	
Sustainability Ambassador	1	\$10,000	
DEI Ambassador	1	\$10,000	
Transportation	1	\$10,000	
Welcome Reception	4	\$7,500	
Welcome Gift	4	\$7,500	
Lunch	2	\$7,500	
Social Night	5	\$7,500	
Breakfast	2	\$5,000	
Education	8	\$5,000	
City Tours	4	\$5,000	
Print Signage	2	\$5,000	
Digital Media	2	\$5,000	
BOMEX Supporter	Unlimited	\$1,500	

It's never too early to secure your sponsorship, please reach out to Krista at klachelt@bomacanada.ca to learn more about BOMEX Vancouver 2024, BOMEX Halifax 2025 and find out what's still available.

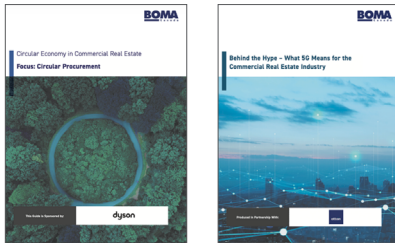
BOMA Canada Initiatives

Business Networking

One of the most exciting aspects of becoming a BOMA Canada national partner, is the network of commercial real estate professionals you unlock. Through industry events, webinars, newsletters, committees, and general consultation on guides and thought leadership pieces, our national partners have the attention of more than 12,000 commercial real estate professionals across Canada, representing nearly every discipline within the industry.



The Livmore (55 Gerrard Street West,
Toronto, ON, M5G 0B9, Canada)
BOMA BEST Smart Silver



Thought Leadership Guides

As the primary source of industry information for building owners, managers, and operators BOMA Canada is continually striving to stay ahead of the curve on information relating to carbon reduction, sustainable building operations and management, DEI leadership, development, leasing, building operating costs, energy consumption patterns, local and national building codes, legislation, occupancy statistics, technological developments, and other industry trends.



BOMEX

BOMEX® is BOMA Canada's annual conference, bringing together the brightest and most connected of Canada's commercial real estate industry. This includes owners, property managers, investors, and industry suppliers to discuss industry trends, catch up on the latest news and of course to network.



BOMA BEST

BOMA BEST is a series of programs which are both certifications and building management tools. They encourage smart and sustainable solutions for existing buildings, promoting health, efficiency, cost-effectiveness, and low-carbon performance. Its certification represents a globally recognized symbol of sustainability achievement, digital transformation and is driving change.

The BOMA BEST Sustainable certification program is a building management tool to critically assess key areas of environmental performance and management that provides a road map on how to decarbonize, reduce water and waste, retrofit for accessibility and equity, and navigate climate risk.

The BOMA BEST Smart certification program is a building management tool, guiding owners and managers on digital transformation within the built environment to optimize operations, drive sustainability, create unique user experiences, and deliver financial value for their stakeholders and customers.

BOMA Canada Initiatives cont'd



BOMA PLUS

BOMA Canada is proud to announce the BOMA Plus Accredited Vendor: Janitorial Services, which assures building owners, managers, tenants and guests that their janitorial service provider's management systems and operations are structured to deliver consistently high-quality service. Service Providers can enhance their market reputation and provide their clients with the confidence to know they have met third party-verified requirements and can demonstrate the highest level of quality is being met at their facilities.



Industry Awards

BOMA Canada's national awards program recognizes excellence in the Canadian commercial real estate industry. The National Awards Gala takes place annually during BOMEX and is a celebration unlike any other for our industry. The awards cycle consists of three levels, starting at the BOMA local association level with qualified entries advancing onto the national level and finally, qualified national winners advancing to the international level.

The following awards are presented each year:

- The Outstanding Building of Year (TOBY) Awards (Local, National, International)
- BOMA BEST Awards (National, International as "Earth Award")
- Pinnacle Awards (Local, National)
- Rick Hansen Foundation Accessibility Challenge Award (National)
- Elaina Tattersdale Sustainability Champion Award (National)
- Emerging Leader Award (Local, National)
- Randal Froebelius Member of the Year Award (Local, National)
- Chair's Award (National)



"At Alvéole, we've benefited greatly from being connected to BOMA Canada since 2018. From connecting us with building owners, property managers, and other stakeholders in the commercial real estate sector, to providing us with insights into industry trends, our partnership has helped us shape our business strategies and operations. BOMA Canada has always been incredibly supportive of our mission, and has provided us with valuable opportunities, partnerships, and collaborations, which helped us spread our wings and swarm towards new markets."

—Alex Mclean, CEO & Cofounder of Alvéole

Local Associations



A BOMA Canada partnership does not include membership to any of the eleven (11) BOMA Local associations across Canada. While BOMA Canada's reach includes the members of these local associations, the objective of a BOMA Canada Partnership provides brand visibility nationally with a strong focus on key national topics and thought leadership surrounding policy, advocacy, sustainability, carbon reduction and overall best practices within the built environment.

You are encouraged to continue to support local BOMA Associations through membership, sponsorship, or a combination of both and participate in the various special events, educational programming, and networking and social opportunities available.

To get involved at the local level, please use the directory below. Each Association operates independently so please inquire directly with each of the associations you are interested in gaining greater involvement with.

BOMA BRITISH COLUMBIA

Damian Stathonikos
President
Call: 604.684.3916
Email: pdl@boma.bc.ca
Website: www.boma.bc.ca

BOMA CALGARY

Lloyd Suchet
Executive Director
Call: 403.237.0559
Email: lloyd.suchet@boma.ca
Website: www.boma.ca

BOMA EDMONTON

Lisa Baroldi
President & CSO
Call: 780.702.5007
Email: lbaroldi@bomaedm.ca
Website: www.bomaedm.ca

BOMA MANITOBA

Tom Thiessen
Executive Director
Call: 204.777.2662
Email: info@bomamanitoba.ca
Website: www.bomamanitoba.ca

BOMA NEW BRUNSWICK/P.E.I.

Heather Ferguson
Chief Staff Officer
Call: 506.384.2483
Email: staff@bomanewbrunswick.com
Website: www.bomanbpei.com

BOMA NEWFOUNDLAND & LABRADOR

Hlynn Kenny
Executive Director
Call: 709.722.8765
Email: mail@bomanl.com
Website: www.bomanl.com

BOMA NOVA SCOTIA

Hugh Bray
Executive Director
Call: 902.425.3717
Email: info@bomanovascotia.com
Website: www.bomanovascotia.com

BOMA OTTAWA

Dean Karakasis
Executive Director
Call: 613.232.1875
Email: executivedirector@bomaottawa.org
Website: www.bomaottawa.org

BOMA QUEBEC

Linda Carbone
Directrice generale
Call: 514.282.3826
Email: lcarbone@boma-quebec.org
Website: www.boma-quebec.org

BOMA SASKATCHEWAN

Cail Maclean
Executive Director
Call: 306.596.7926
Email: events@bomaregina.ca
Website: www.bomaregina.ca

BOMA TORONTO

Susan Allen
President & CSO
Call: 416.596.8065
Email: sallen@bomatoronto.org
Website: www.bomatoronto.org

You need to be a part of this!



CF Lime Ridge (999 Upper Wentworth, Hamilton, ON, L9A 4X5, Canada)
BOMA Best Sustainable Platinum

Contact Krista Lachelt

Director, Partnership & Sponsorship
BOMA Canada

Mobile: 647.233.4743
klachelt@bomacanada.ca

