

2024 - 2025 SPONSORSHIP OPPORTUNITIES




Photo by Jeremy Lee (Pexels.com)

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About Us

The Canadian Network of Asset Managers Association (CNAM) is Canada's established national voice of public infrastructure asset management. Our government and private sector members develop policies, tools, and technologies, which improve the levels of service delivery through public infrastructure assets in every Province and Territory in Canada. CNAM shares that knowledge with members and interested and affected parties through our online resources, the annual conference, various committees, and events.

- Registered Not-for-Profit Association (incorporated in 2009)
- Focused on public infrastructure asset management
- Currently in its 16th year since establishment

CNAM Board of Directors

Chair - Darla Campbell, Dillion Consulting
Vice Chair - Cassandra Pacey, City of Waterloo
Past-Chair - Bernadette O'Connor, WSP
Secretary/Treasurer - Patrick Kelly, Township of Mapleton
East – Jeff Little, Nova Scotia Asset Management Program
Quebec - Soliman Abusamra, Train à grande fréquence
Ontario - Khaled Shahata
Prairies - Courtney Klassen, City of Selkirk
West - Shekar Sharma, Vancouver Airport Authority
North – Stephen Hove, City of Yellowknife
Indigenous Public - Zawad Abedin, Lheidli T'enneh Nation
Education & Research - Arnold Yuan, Toronto Metropolitan University
Municipalities Under 100,000 – Sean Jackson, Town of Lincoln
Broader Public - Nick Larson, OCWA
Non-Public - Kelsey Green, Eagle Engineering & Consulting
Non-Public - Lee Anne Harder, WSP
Non-Public – Coady Cameron, TotalPave

Past Sponsors and Supporters

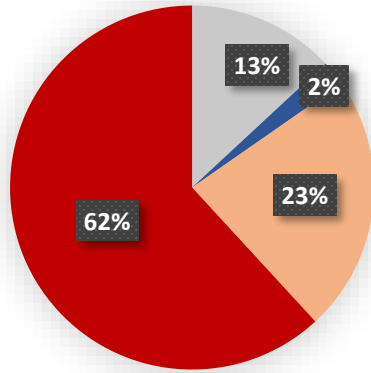
AECOM	IBM
Assetic	icInfrastructure
Associated Engineering	Innovyze
Brightly	iOFFICE + SpacelQ
Carl Berger- Levrault	KPMG
CentralSquare	MFOA
City of Edmonton	PEMAC
Deighton Associates Limited	Planifika
Dillon Consulting Ltd.	PowerPlan Inc.
EllisDon	PSD Citywide
Esri Canada	Public Sector Partners
EXP	ReNew Canada Magazine
FCM	TotalPave
GHD	Université De Moncton
GEI	University of New Brunswick
Horizant	WSP

CNAM has relationships with industry partners and their members:

Asset Management BC (AMBC)	Centre d'expertise et de recherche en infrastructures urbaines (CERIU)
Asset Management Ontario (AM-ONT)	Federation of Canadian Municipalities (FCM)
Asset Management Saskatchewan (AM-SK)	Government Finance Officers Association (GFOA)
Atlantic Infrastructure Management Network (AIM)	Infrastructure Asset Management Alberta (IAMA)
Building Asset Management NL (BAM! NL)	Institute of Public Works Engineering Australasia (IPWEA)
Canadian Association of Municipal Administrators (CAMA)	Municipal Natural Assets Initiative (MNAI)
Canadian Institute of Planners (CIP)	Ontario Coalition for Sustainable Infrastructure (OCSI)
Canadian Public Works Association (CPWA)	Plant Engineering and Maintenance Association of Canada (PEMAC)
Canadian Society for Civil Engineering (CSCE)	The Institute of Asset Management (IAM)/IAM Canada
Canadian Water and Wastewater Association (CWWA)	Yukon Asset Management Community of Practice (YAM – CoP)

About our Members

CNAM's vibrant community consists of a diverse range of members, including municipalities, utility companies, government agencies, private sector organizations, consultants, and industry experts in Canada and the United States. Our members share a common goal: to optimize the management of infrastructure assets to ensure their longevity, functionality, and sustainability. This diverse network creates a rich tapestry of perspectives, experiences, and expertise that fuels CNAM's collaborative spirit.



Current Membership 2024:

533

Forecast Membership 2025:

600+

Members Area of Practice

- | | | | |
|-------------------------------|---------------------|------------------------|--------------------|
| Asset Management | Consulting Services | Finance/Treasury | Media |
| Business Planning | Corporate Strategy | Information Technology | Municipality |
| Law/By-Law Enforcement | Education/Research | Infrastructure | Project Management |
| Climate Change/Sustainability | Environmental | Land Management | Other |
| Community Services | Facilities | Land Development | |



As an annual CNAM sponsor, you benefit from a wide variety of branding opportunities. Many of our members hold senior positions in their organizations and have significant decision-making and purchasing power. You also don't have to be Canadian to benefit from this opportunity; through sponsorship, you can engage with our American members and expand your network.

CNAM invites you to partner with us as a sponsor for our upcoming events and initiatives. As a leader in promoting effective asset management practices across Canada, CNAM offers a unique opportunity for your organization to showcase its commitment to sustainable infrastructure development while gaining valuable exposure to a diverse and influential audience.

CNAM is committed to providing you:



Exclusive Insights and Networking

Sponsors gain access to CNAM's corporate insight roundtable, offering networking opportunities and discussions on emerging industry trends.



Enhanced Brand Visibility

Sponsors receive prominent corporate recognition on CNAM's platforms, including the website, newsletters, and email blasts.



Thought Leadership Opportunities

Sponsors can lead webinars and knowledge pod sessions, showcasing expertise to CNAM members and contributing to industry knowledge.



Exclusive Access to Participant Insights

Sponsors receive attendee registration information for their sessions, enabling targeted follow-ups and connections.



Annual Conference Impact

Sponsors enjoy elevated exposure at the CNAM Annual Conference, including exhibit booths, recognition in program materials, and engagement with CNAM's leadership.

Annual Sponsorship Options

As an annual CNAM sponsor, you benefit from various branding opportunities as we promote each year's events. Branding opportunities in all annual sponsorship packages include:

- Company logo listed on the CNAM website with a direct link to your website.
- Description/information about your organization located on the CNAM sponsor page
- Listed as a supporting sponsor in every email blast
- Recognition as a supporting sponsor at the CNAM Annual Conference

Continuing Initiatives in 2025:

Engagement Opportunities with CNAM Board of Directors:

Certain sponsorship packages offer opportunities to engage and collaborate with the CNAM Board of Directors. Sponsors are extended an invitation to participate in a CNAM Board Meeting, providing a platform to introduce their company and services. Additionally, during the CNAM Annual Conference, sponsors are welcome to join the Board for a breakfast session.

Corporate insight roundtable on emerging issues and opportunities

The Corporate Insight Roundtable is an exclusive, invitation-only virtual event designed specifically for our higher-tier sponsors. It is a gathering of industry leaders, asset management experts, and forward-thinking practitioners coming together to delve deep into emerging trends, challenges, and opportunities within the asset management landscape.

Corporate Membership Special \$2,200:

Corporate membership is an excellent option for demonstrating your corporate commitment to asset management with five (5) CNAM memberships and recognition as an Iron Annual Sponsor.

Webinar Sponsor \$2,500

Sponsoring a webinar series offers an exceptional opportunity to highlight a new product or business initiative and demonstrate its value to CNAM members. As a sponsor, you'll present a two-part webinar series that includes a detailed case study showcasing a successful client solution (30 minutes) and a practical how-to segment, empowering attendees with actionable insights. This sponsorship includes delivering the series at no cost to our members*, with recognition and visibility on CNAM's website and across all related marketing communications.

Knowledge Pod Sponsor \$2,000

Knowledge pod is an excellent option for sharing your organization and business skills with CNAM members. You will lead a one-hour knowledge pod session at no charge to our members*. Knowledge pod sponsors will receive recognition and exposure on CNAM's website and on all related marketing communications.

2025 Conference Sponsors:

More information about the CNAM 2025 Conference will be coming soon.

*topic/content subject to CNAM's approval

Annual Sponsorship Levels

Assets	Diamond	Platinum	Gold	Silver	Bronze	Iron
Price	\$15,000	\$10,000	\$8,000	\$6,000	\$4,000	\$1,000
Value Number Available	1	3	3 remaining	5 remaining	Unlimited	Unlimited
Visibility & Recognition						
One 'Sponsor Showcase' webinar	◆					
Opportunity to present on your company at a CNAM Board meeting	◆	◆				
Invitation to a CNAM corporate insight roundtable on emerging issues and opportunities	◆	◆	◆	◆		
Organizational profile (50 words) & logo on CNAM Website	◆	◆	◆	◆	◆	
Annual branded sponsor eblast	◆	◆	◆	◆	◆	◆
Company logo and listed as a sponsor on the CNAM website with a direct link to your website	◆	◆	◆	◆	◆	◆
Visibility in the quarterly newsletter and eblasts as an annual sponsor	◆	◆	◆	◆	◆	◆
Job Postings on www.cnam.ca	◆	◆	◆	◆	◆	◆
Membership						
Complimentary CNAM Membership	3	2	2	1		
Conference Benefits						
Annual CNAM Conference Sponsorship opportunity (for a reduced price)	30 %	20 %	15 %	10 %	10%	
Full Conference Registrations**	2	2	1	20 %	15 %	10 %
Complimentary ticket(s) to the TERE0 Awards Gala Dinner	2	2	1	1		
Invitation to a sponsorship Meet & Greet with CNAM Board of Directors	◆	◆	◆	◆		
Inclusion in the conference app and listing in the sponsorship section with logo, 50-word profile and web link	◆	◆	◆	◆		
Sponsorship recognition ribbons for company staff (exhibitor, level of sponsorship)	◆	◆	◆	◆	◆	◆
Listed in the conference program as an annual sponsor	◆	◆	◆	◆	◆	◆
Opportunity to include corporate promotional material in the delegate kits	◆	◆	◆	◆	◆	◆
Opportunity to contribute a member prize	◆	◆	◆	◆	◆	◆
Conference Exhibition Benefits						
Standard Exhibit space including table and electrical outlet	2	1	Discounted	Discounted	Discounted	

** Diamond, Platinum, and Gold sponsors receive complimentary full conference registration, while Silver, Bronze, and Iron sponsors enjoy a discounted rate

Would you like to discuss more opportunities?

To learn more about the benefits of sponsorship, or to explore additional sponsorship opportunities, please contact Nzinga White, CNAM Executive Director at sponsorship@cnam.ca or visit our website at www.cnam.ca. Our team is ready to discuss your specific goals and brainstorm innovative ways to create a partnership that truly stands out.





2024/2025 CNAM Sponsorship Reservation Form

Terms and Conditions:

CNAM's annual sponsorship is valid for one year from the date of signing a sponsorship contract

Name:	
Title:	
Company:	
Telephone:	Email:
Key Contact:	Signature:

Select the Corporate Sponsorship Plan:

- Diamond \$15,000
- Platinum \$10,000
- Gold \$8,000
- Silver \$6,000
- Bronze \$4,000
- Iron \$1,000
- Corporate Membership Special \$2,200
- Webinar \$2,500
- Knowledge Pod \$2,000

For all Sponsorship levels:

Please provide a high-resolution logo in .pdf and .eps, as well as a brief company description

Are you interested in receiving a 10% discount for a 3-year commitment? Yes No

Diamond | Platinum | Gold | Silver Sponsors: Please provide names, titles and email addresses for the individuals who will receive a 1-year CNAM membership. Two memberships for Platinum, One membership for Gold.

1. _____
2. _____

Corporate Sponsors: Please provide five (5) names, titles and email addresses for the individuals who will receive a 1-year CNAM membership.

1. _____
2. _____
3. _____
4. _____
5. _____

Method of Payment:

- Please send an invoice
- Cheque payable to the "Canadian Network of Asset Managers Association"

Don't miss out on this valuable opportunity - reserve your position on our roster of valued sponsors now, by completing this form and returning it via: email to sponsorship@cnam.ca or by mail to 1 Eglinton Avenue East, Suite 705, Toronto, ON M4P 3A1.