



2024-25 SPONSORSHIP PACKAGE

Working together to create a climate for growth of the aerospace, defence, and security industry in Atlantic Canada.



ACADA

www.ac-ada.ca

info@ac-ada.ca

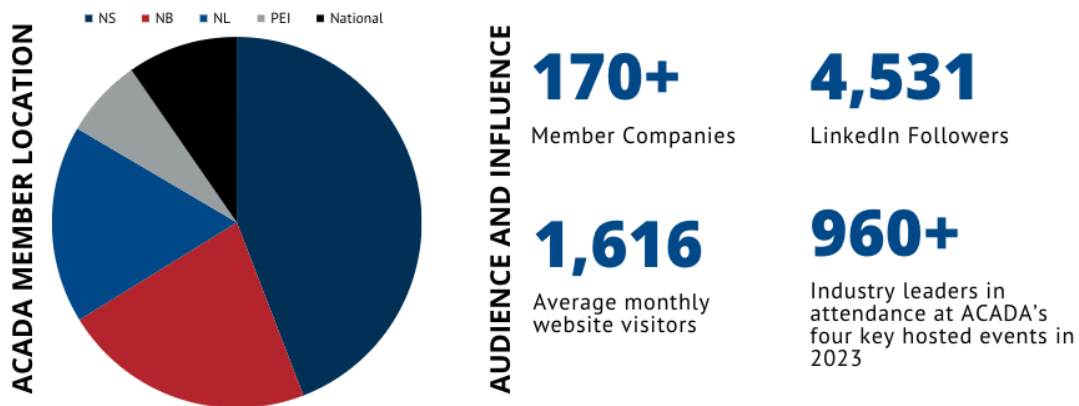
THE OPPORTUNITY

The Atlantic Canada Aerospace and Defence Association (ACADA) is a collaborative SME-focused organization representing the interests of the aerospace, defence, and security industries in Atlantic Canada.

ACADA works collaboratively with industry members, provincial and federal government agencies, and other key stakeholders to facilitate strategic industry development on behalf of the region while promoting the Atlantic Canada brand locally, nationally, and internationally.

We need your partnership and support to achieve our vision of creating a climate for growth for the aerospace, defence, and security industry across Atlantic Canada.

ACADA members are delivering products and services to the global marketplace in land, marine, air, and space domains for both commercial and defence applications. Our partners and sponsors align with the economic, employment, and global impact our members create from right here at home – fuelling the innovation and prestige of the A&D industry to a global audience.



Whether your business is looking to gain awareness, engagement, or meaningful connections in Atlantic Canada, we can align with your goals for mutual success through our new and improved Sponsorship Package.

Discover dynamic partnership opportunities tailored to member, Prime, OEM, and service providers at various price points below – available for members and non-members to showcase your leadership to a captive audience of decision-makers in A&D.

We look forward to working with you in the year to come.

PARTNERSHIPS

Furthering ACADA’s commitment to support the Atlantic Canadian aerospace, defence, and security industry through creating opportunities for businesses to connect, building pathways to higher competency and capability, and gathering and sharing intelligence on opportunities – we are introducing partnership options for the years to come. These opportunities are perfect for primes, OEMs, and service providers who aim to support and connect with the industry at the highest level. Partnerships aim to provide:

- Brand awareness
- Thought leadership
- Industry engagement
- Influence and access

Our goal is to align partnerships with the businesses who sign on and, as such, the below list is an example of the package we could negotiate with your company. We are open to discussion to ensure our deliverables align with your strategic vision.

The below partnerships are proposed to be two-year commitments beginning April 1, 2024, with the option for a one-year extension for a total of three years. Confirmed partners will have first right of refusal for the following three-year term following contract end dates.

Platinum Partner

\$20,000 | One Opportunity

- One speaking opportunity at an ACADA hosted event **or** one custom webinar for ACADA membership*
- Platinum advertising package: ⁽¹⁾
 - Four weeks of website advertising with preferred placement on the ACADA homepage (valued at \$400-\$800)
 - Four social media posts on ACADA’s LinkedIn page (valued at \$400-\$800)
 - Three weeks of newsletter advertising (valued at \$400-\$800)
- Three opportunities to provide editorial content in the ACADA newsletter and website*
 - Exclusive partner-only benefit
 - Promote your expertise and company news in long-form content
 - Each article will be accompanied by complimentary social media promotion
- Exclusive meeting with ACADA’s board of directors and CEO and your company to discuss your priorities for A&D in Atlantic Canada to build alignment, support, and partnership**
- Recognition as a Platinum Partner at all ACADA events
- Recognition as a Platinum Partner on ACADA homepage

- 15% off core ACADA event tickets for up to five tickets ⁽²⁾
- One ticket to ACADA's annual awards dinner (valued at approximately \$250) with placement at the head table with honoured guests, CEO, and Chair

Gold Partner

\$15,000 | Two Opportunities

- One 20-minute webinar appearance for ACADA membership; as a part of a learning/informational webinar that best fits with the sponsor that will be a part of our scheduled programming (i.e. cyber roundtable)*
- Gold advertising package: ⁽¹⁾
 - Three weeks of website advertising with preferred placement on the ACADA homepage (valued at \$300-\$600)
 - Three social media posts on ACADA's LinkedIn page (valued at \$300-\$600)
 - Two weeks of newsletter advertising (valued at \$300-\$600)
- Two opportunities to provide editorial content in the ACADA newsletter and website*
 - Exclusive partner-only benefit
 - Promote your expertise and company news in long-form content
 - Each article will be accompanied by complimentary social media promotion
- Shared Gold Partner meeting with ACADA's board of directors and CEO to discuss your priorities for A&D in Atlantic Canada to build alignment, support, and partnership**
- Recognition as a Gold Partner at all ACADA events
- Recognition as a Gold Partner on ACADA homepage
- 10% off core ACADA event tickets for up to five tickets ⁽²⁾

Silver Partner

\$10,000 | Three Opportunities

- Silver advertising package: ⁽¹⁾
 - Two weeks of website advertising with preferred placement on the ACADA homepage (valued at \$200-\$400)
 - Two social media posts on ACADA's LinkedIn page (valued at \$200-\$400)
 - Two weeks of newsletter advertising (valued at \$200-\$400)
- One opportunity to provide editorial content in the ACADA newsletter and website*
 - Exclusive partner-only benefit
 - Promote your expertise and company news in long-form content
- Recognition as a Silver Partner at all ACADA events
- Recognition as a Silver Partner on ACADA homepage
- 10% off core ACADA event tickets for up to five tickets ⁽²⁾

*Content to be proposed to and approved by ACADA. Opinions shared must be non-partisan and for the benefit of ACADA's membership.

**Date and location/virtual TBD in consultation with partner

EVENT SPONSORSHIPS

ACADA’s annual events offer a captive and consistent audience of Canada’s top Military leaders, Government, and Industry. You won’t want to miss the chance to align your brand with Atlantic Canada’s top A&D events – proven to be a success year over year since ACADA’s inception. In addition, this is the first time we are offering our event sponsorships in an up-front annual package, so we suggest you act fast since ACADA’s event sponsorships are limited in number and often sell out.

ACADA at CANSEC May 28, 2024 | National Arts Centre | Ottawa, ON

ACADA’s Pre-CANSEC reception is a staple in the annual A&D event calendar. The event is held in the Canada Room at the National Arts Centre, welcoming an audience of over 200 national decision makers in A&D. The evening historically includes remarks from the Minister for ACOA, and is a highly regarded, well-attended event. The ACADA team takes care of registration, event logistics, and more so all your team will have to do is show up and shine!



Presenting Sponsor

\$7,500 | One Opportunity

- Recognition as Presenting Sponsor in all communication surrounding the event (i.e., email newsletter, ACADA website, social media marketing)
- Corporate logo featured on reception collateral (i.e., on-screen images, signage)
- 3-5 minutes welcoming remarks for your spokesperson to deliver at the event
- Onsite signage within the venue (i.e., pop-up banners, on-screen image)
- Recognition of sponsorship by emcee in event remarks
- Five guaranteed tickets to the event

AV Sponsor

\$5,000 | One Opportunity

- Recognition as AV Sponsor in communication surrounding the event (i.e., email newsletter, ACADA website, social media marketing)
- Corporate logo featured on select reception collateral (i.e., on-screen images, signage)
- Opportunity to display on-site signage within the venue (i.e., pop-up banner)
- Recognition of sponsorship by emcee in event remarks
- Three guaranteed tickets to the event

Brand Sponsor

\$2,500 | Six Opportunities

- Opportunity to display on-site signage within the venue (i.e., pop-up banner)
- Opportunity to provide one printed brochure or other marketing collateral to be available at registration desk
- Recognition as a sponsor on ACADA social media (1 post) and email newsletter (1 issue) communications
- One guaranteed ticket to the event



MASS Conference

July 18-19, 2024 | Delta Hotel and Conference Centre | St. John's, NL

The Maritime and Arctic Security and Safety (MASS) Conference, takes place annually in St. Johns, Newfoundland and Labrador. The 11th annual Maritime & Arctic Security & Safety (MASS) Conference will focus on the challenges and opportunities associated with northern and maritime environments. Specifically, we will dive into the topic of emerging threats and how Atlantic Canadian companies are leading the way to provide a safe, secure, and successful future for Canada, North America, and the world with their innovative products, services, and research in this three-day international event.

MASS 2024 WILL FEATURE:

- 150+ attendees
- 15+ exhibitors
- Networking breaks
- Facilitated B2B/B2G meetings
- 10+ expert panels and presentations
- Global attendee and speaker list
- Panel discussions on trending topics
- Breakthrough R&D presentations



Presenting Sponsor

\$15,000 | One Opportunity

- Four complimentary registrations (valued at \$3,000-\$5,000)
- Select One:
 - Exclusive 20-foot exhibit space (double booth) with preferred exhibitor location (valued at \$2,000-\$3,000) **and** opportunity to provide welcoming remarks at the opening of the last conference day (2-3 minutes; remarks to be written by sponsor and approved by ACADA)
 - Exclusive presentation opportunity at the event (30-45 minute session; to be planned in collaboration with ACADA staff)
- Recognition in event program, pre-conference digital promotions, event website, and on conference presentation screens (select times)
- Distribution of company materials at registration table (optional and to be provided by sponsor; can be a brochure or swag item)
- Social media recognition as Platinum Sponsor on Twitter and LinkedIn

Supporting Sponsor

\$10,000 | Two opportunities

- Three complimentary registrations (valued at \$2,250-\$3,750)
- Exclusive 10-foot exhibit space (single booth) with preferred exhibitor location (valued at \$1,000-\$1,500)
- Recognition in event program, pre-conference digital promotions, event website, and on conference presentation screens (select times)
- Distribution of company materials at registration table (optional and to be provided by sponsor; can be a brochure or swag item)
- Social media recognition as Supporting Sponsor on Twitter and LinkedIn

Storytelling Sponsor

\$12,000 | One opportunity

Following the success of the MASS 2023 podcast, we are offering this special sponsorship opportunity once again that is sure to put your organization front and center at MASS 2024. To ensure the message and thought leadership of MASS extends beyond conference attendees, we are producing the *Over The Horizon* podcast with Gale Force Wins.

[CLICK HERE to view 2023 content.](#)

By sponsoring the MASS 2024 podcast, your brand has the opportunity to be front and centre at MASS 2024 and for months after as content produced by Atlantic Canadian and Veteran owned Gale Force Wins is disseminated on ACADA's platforms. Your brand will become the conversation starter by

sponsoring the conference podcast and, therefore, the many rich and inspiring conversations about the industry with expert speakers, panelists, and attendees.

- 1.5 days of on-site recording with Allan Dale and Gerry Carew of Gale Force Wins
- Logo recognition as sponsor both at the event and digitally:
 - Each conversation will start with an acknowledgement of the sponsorship and a short pitch of your offering
 - Sponsor logo appears as a watermark in every interview video along with the ACADA logo
- Multiple videos will be produced and disseminated via ACADA and Gale Force Wins social media channels (LinkedIn, Twitter, and YouTube) during and after the conference, with watermarks of sponsor logo and/or recognition as sponsor appearing in all, including:
 - One teaser video leading up to the conference (featuring sponsor logo and message from your spokesperson)
 - A minimum of 10 interviews with speakers and industry experts in attendance at the show will be produced at MASS 2023
 - Walkabout videos of the show floor will be shot and posted same day
 - One collage video for the entire event
- One hour follow up / training on content usage from Gale Force Wins
- Ability to display your signage (pop up banner, brochure, etc.) at the podcast space in the exhibition hall

Pre-Conference Reception

\$2,500 + catering | One Opportunity

The opening reception – or pre-conference social – for MASS 2024 will be held at an external location to be determined in conversation with our sponsor on July 17, 2023, from 4:30-6:30pm. This is an exclusive opportunity to welcome delegates and kick off the conference, setting the tone for an inspirational event. New this year, our selected partner gets naming rights to the opening reception and extended opportunity to host at a location of their choosing to align with their brand and messaging.

- Title sponsorship of the reception, for example “The [your company name] Pre-MASS social”
- Five (5) complimentary tickets to the social for team members who do not have conference passes
- Recognition in event program, pre-conference digital promotions, event website, and on conference presentation screens (select times)
- Logo/branding featured on tent cards or other branded materials displayed during reception (to be provided by sponsor)
- Opportunity for your spokesperson to record a “see you at the event” video to be promoted on ACADA social media channels in advance of the event
- Opportunity for your spokesperson to provide welcome remarks at the event (if format and location allow for AV)

Please Note: The sponsor is responsible for covering all costs related to food and drink for an estimated 100 attendees at this event. We estimate total costs including the above-noted sponsorship fee to be \$7,500 to \$8,000 based on past years. ACADA will manage the guest list and assist in planning and is open to many suggestions and locations to align with our sponsor's preferences.

Networking Reception Sponsor

\$4,000 | One opportunity

The featured networking event for the conference is the reception that closes day one on July 18, 2024. This is an opportunity to feature your brand following an inspirational first conference day and host the many B2B connections that naturally grow from sharing learning and information. The format is casual with circulating appetizers and bar located on-site at the Delta Hotel.

- Two (2) complimentary tickets to the social for team members who do not have conference passes
- One (1) drink ticket provided to each conference attendee to enjoy at your reception (option for sponsor to provide the tickets if they want them to be custom branded)
- Recognition in event program, pre-conference digital promotions, and on conference presentation screens (select times)
- Opportunity for your spokesperson to record a “see you this evening” video to be promoted on ACADA social media channels on day one of the conference
- Logo/branding featured on tent cards or other branded materials displayed during reception (to be provided by sponsor)

Lunch Presentation Sponsor

\$5,000 | One opportunity

With one lunch break and an attentive and well-fed audience, this is an exclusive opportunity for a sponsor to lock in a guaranteed speaking opportunity at MASS 2024 as our Lunch Sponsor.

- Opportunity to present for 30 minutes during the lunch break on a topic of your choosing (to align with conference theme and approved by ACADA)
- Recognition in event program, pre-conference digital promotions, event website, and on conference presentation screens (select times)

Industry Spotlight Sponsor

\$5,000 | One opportunity

This session will provide Atlantic Canadian industry members the opportunity to present at MASS 2024. Each presenter is given 5-10 minutes to show off their relevant capabilities, services, or research in this fast-paced, inspirational showcase of A&D innovation.

- Two (2) complimentary registrations (valued at \$1,500-\$2,500)

- Opportunity to moderate the Industry Spotlight session, with speaking notes to be created in collaboration with ACADA
- Guaranteed 15-minute presentation slot in the Industry Spotlight session
- Opportunity to display banners/signage on the stage behind the speakers for this session
- Recognition in event program, pre-conference digital promotions, and event website
- Recognition on large screen(s) in the ballroom throughout the session. In addition, sponsor may provide alternate image or direction for PPT slide design to be displayed on large screen(s) in the ballroom in between presentations (i.e., advertisement or message).

Coffee Break Sponsor

\$2,500 | One opportunity

With three dedicated coffee breaks and ongoing opportunity for refreshments in the exhibition hall throughout the two-day conference, there is ample opportunity for brand recognition and networking as our Coffee Break Sponsor.

- Recognition in event program, pre-conference digital promotions, event website, and on conference presentation screens (select times)
- Opportunity to provide and display company signage and/or swag item at the coffee stations throughout the conference

Student Sponsor

\$1,500 | Five opportunities

Sponsor five (5) students to attend MASS with their future peers! This opportunity will allow students to interact with industry leaders and get inspired to become our workforce of tomorrow. Students will be welcomed to register for a sponsored ticket through ACADA, who will pair those students with sponsored tickets as they are purchased. ACADA will pass along these industry-sponsored full conference passes to post-secondary students in Marine, Defence, and Engineering focused programs in NL and the industry member will get recognition both with our student guests and attendees in on-screen recognition at the conference.

WiFi Sponsor

\$1,500 | One opportunity

The number one question we hear at conferences is “what’s the WiFi password?” – Have your company be the answer!

- Your company name as the password to event space WiFi
- Recognition in event program, pre-conference digital promotions, and on conference presentation screens (select times)

Provincial Engagement Events

Dates TBD in consultation with sponsors | 1-2 in each Atlantic Province

ACADA is committed to promoting and growing the Atlantic Canadian aerospace, defence, and security industries. To ensure that these sectors continue to thrive, we must provide opportunities for collaboration and relationship-building within our region and beyond.

Our new provincial engagement events are centred on creating touch points for members in each province to gather, network, and create opportunities for cross-pollination of ideas and perspectives. The goal is to connect industry members with key stakeholders to bring awareness and collaboration to industry issues and opportunities.

In the format of a networking event (meal, happy hour, roundtable, etc.), these are an opportunity for your brand to join forces with ACADA to connect members and stakeholders. In our industry there is strength in teamwork, we're building on that strength to drive Atlantic Canada forward.



Presenting Sponsor

\$15,000 | Four Opportunities

- Opportunity for your company representative to act as or introduce a feature speaker of your choosing (to be discussed with ACADA team)
- Opportunity for your spokesperson to record a “see you at the event” video for ACADA social media channels to promote attendance
- Logo and brand messaging on promotional materials for the event
- Sponsor materials and signage displayed at the event (provided by sponsor)
- First right of refusal for the 2025 event(s)

Please Note: Exact dates and locations are to be determined in collaboration with our sponsors and provincial governments to schedule these events throughout the 2024-25 fiscal year.

Industry Excellence Awards

October 2, 2024 | Halifax, NS

Each year industry, military, government, DEFSEC Atlantic delegates, and supporting organizations gather to showcase and celebrate the excellence that is developed, nurtured, and shared in the Atlantic Canadian A&D industry at ACADA's Industry Awards Dinner during DEFSEC Atlantic!

ACADA is proud to celebrate the excellence and strength of our membership through the ACADA Industry Excellence Awards in the categories of Innovation Leader, Business Development Distinction, Most Promising Start-Up or Business Development Distinction, and Diversity Excellence. These prestigious awards are presented during the gala dinner.

With 350+ attendees from industry, government, military, and academia, and ample opportunity for networking during the reception and dinner, this event is a must-attend for key players in A&D to connect and celebrate the achievements of the previous year.

THE 2024 EVENT WILL FEATURE:

- 400+ attendees
- New location
- Three-course dinner
- Four award winners
- Refreshed award categories
- Extensive marketing
- Media attention



Presenting Sponsor

\$20,000 | One opportunity

- Your spokesperson will have a four-minute speaking opportunity at the opening of the event, to be determined in discussion with our teams to align with your messaging and priorities
- Sponsor recognition in program, signage, social media, website, table cards, emcee remarks, and on-screen at the event
- Opportunity for your spokesperson to record a "see you at the event" video to be promoted on ACADA social media channels in advance of the event
- One complimentary table of 10 at the dinner (valued at approximately \$2,500)
- One additional event ticket for your spokesperson (valued at approximately \$250) with placement at the head table with honoured guests, CEO, and Chair

Networking Reception Sponsor

\$15,000 | One Opportunity

- Sponsor recognition in event program, signage, social media, website, table cards, emcee remarks, and on-screen at the event
- Opportunity to display a pop-up banner(s) or similar signage and/or printed materials at reception (to be provided by sponsor and discussed with ACADA event planners)
- Opportunity to present one of the Industry Excellence Awards (valued at \$5,000; see below for details)
- Two tickets to the event (valued at approximately \$500)

Industry Excellence Award Sponsor

\$5,000 | Three Opportunities

- Your spokesperson will introduce one award category from the stage and present it to the winning company.
 - Script will be provided by ACADA, and emcee will introduce your spokesperson by name and title, stating the award is sponsored by your company.
 - Sponsors can select the award they'd like to sponsor on a first-come, first-serve basis. Award categories are (1) Innovation Leader, (2) Business Development Distinction, (3) Most Promising Start-Up or Business Diversification, and (4) Diversity and Inclusion Excellence.⁽³⁾
- One ticket to the event for your spokesperson (valued at approximately \$250)
- Sponsor recognition in event program, signage, social media, website, table cards, emcee remarks, and on-screen at the event

Brand Sponsor

\$2,500 | Six Opportunities

- Brand recognition with your logo displayed on event website, in event program, and on screen at the gala dinner
- MC recognition at the gala dinner
- Recognition as a sponsor on ACADA social media (1 post) and email newsletter (1 issue) communications

To discuss custom sponsorship opportunities or how ACADA can support you in achieving your strategic goals via partnership, please contact Amanda:

amanda.eid@ac-ada.ca

To lock in an event sponsorship today, please contact Melissa:

melissa.mcphee@ac-ada.ca

ADVERTISING

NEW in 2024 – we’re offering online advertising through ACADA’s dedicated channels! This is an excellent opportunity for members to connect with the industry and promote your products, services, and headline news. These opportunities are limited so, we suggest you lock in your advertising early, as we may sell out!

Newsletter Ad

The ACADA newsletter is sent to a distribution list of 450+ industry influencers and contains the top stories, links, and opportunities as we see it in A&D. Our engagement levels are excellent with an open rate of 37% and average of 45 newsletters distributed annually.

The purchaser can recommend a preferred distribution week for the ad, and we will accommodate as best we can. Images and accompanying hyperlink are to be provided by the member and approved by ACADA.

	Member Price	Non-Member Price
Two newsletter placements	\$200	\$400
Four newsletter placements	\$350	\$700
Six newsletter placements	\$500	\$1,000

Ads will run in sequential newsletters, typically distributed bi-weekly, and must be the same ad for each purchase. There will typically be one paid ad displayed in each newsletter but will never exceed two.

Website Ad

The ACADA website is frequented by members and the extended industry often with an average of 1,616 monthly website visits. The highest rated page is the homepage with an average of 522 monthly visits, followed by the member directory with an average of 135 monthly visits.

Ads will be posted to ACADA’s homepage for one week at a time. The purchaser can recommend a preferred week for the ad, which will be accommodated if possible. Images and accompanying hyperlink are to be provided by the member and approved by ACADA. To view ad placement, please visit www.ac-ada.ca.

	Member Price	Non-Member Price
One week ad placement	\$100	\$200
Two week ad placement	\$150	\$300

LinkedIn Ad

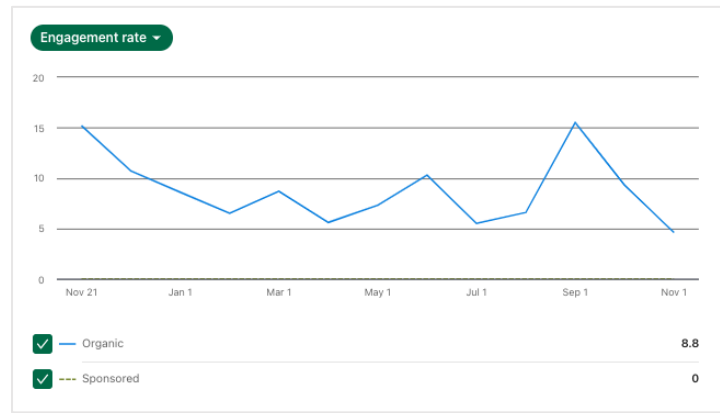
Posted to ACADA’s LinkedIn as a page post. The purchaser can recommend a preferred date/time of the post. Images (sized 1,200x627) and accompanying copy (100-1,800 characters) are to be provided by the member and approved by ACADA. Video content is also welcome.

	Member Price	Non-Member Price
One Post	\$100	\$200
Two Posts	\$150	\$300

When a package of two posts is purchased, your ad will be scheduled for two key times in the same week and must be the same image and copy to access package with reduced pricing.

LinkedIn Metrics ⁽⁴⁾

- **4,519** followers
- ACADA’s page boasts higher-than-average (2%)⁽⁵⁾ organic engagement rates with an average of **8.8%** over a 12-month period.
- **248,806** impressions, **15,472** clicks, and **5,992** reactions over the same 12-month period.



Ad Guidelines

- Advertising will be available from April 1, 2024 onward
- Include all relevant handles, hashtags, and hyperlinks when submitting your ad
- Submit content no later than two weeks in advance of the date you wish the ad to be scheduled; we will do our best to accommodate timing requests
- All images must be in JPEG or PNG file format
- Include a URL or email address you want the post/ad to link to
- All ads must run during consecutive weeks
- ACADA will add notations that these are sponsored/paid ads for transparency
- Website and Newsletter: Static images only, no flash files or animated GIFs
- LinkedIn: Ad can be an image (sized 1,200 x 627) or video (sized 256 x 144 minimum – 4,096 x 2,304 maximum)



INTERESTED?

CONTACT US TO DISCUSS OPTIONS AND AVAILABILITY.



TO DISCUSS CUSTOM SPONSORSHIP OPPORTUNITIES AND HOW ACADA CAN SUPPORT YOU IN ACHIEVING YOUR STRATEGIC GOALS VIA PARTNERSHIP:

AMANDA EID
AMANDA.EID@AC-ADA.CA



TO LOCK IN AN OPPORTUNITY TODAY:

MELISSA MCPHEE
MELISSA.MCPHEE@AC-ADA.CA

Please Note:

- All above sponsorship options are pending federal and provincial funding approval to lock in ACADA's 2024-25 events and activities, to be confirmed by April 1, 2024. ACADA will lock in sponsors with contractual commitment on a first-come, first-served basis with payment to be processed following April 2024 funding and activity confirmation.
- Estimated value ranges provided reflect Member vs. Non-Member pricing and are subject to change.
- Ads, content, and remarks must not be offensive, political, degrade a competitor, or otherwise polarizing in nature; ACADA reserves the right to refuse advertising if deemed to be a risk to the association for these or other factors without detailed explanation to the member.
- ⁽¹⁾ All content and artwork to be provided by the sponsor to ACADA. Long-form content will be reviewed and approved following a process to be discussed with prospective partners in advance of contract signature.
- ⁽²⁾ Core ACADA events are those hosted by ACADA such as MASS 2024, provincial engagement events, and the annual industry awards. DEFSEC is not included as it is hosted by an external party.
- ⁽³⁾ Category names and descriptions are subject to change.
- ⁽⁴⁾ Metrics provided for November 21, 2022 to November 22, 2023 annual range and November 22, 2023 for current number of followers.
- ⁽⁵⁾ Source: <https://blog.hootsuite.com/average-engagement-rate/>