

20
25

Event Sponsorship
Opportunities



About Concrete Ontario

Who we are

Concrete Ontario, formally the Ready Mixed Concrete Association of Ontario (RMCAO), was formed in 1959 to act in the best interest of Ontario's ready mixed concrete producers and the industry in general. We are fully funded by the membership (Active and Associate) and provide a broad range of services designed to benefit our members, the concrete industry and our surrounding communities.



What we do

Concrete Ontario provides a world class plant certification program to all our members. The Association is active in a number of areas in the industry including new concrete and admixture technologies, education and training of concrete producers and users, environmental stewardship and ongoing partnerships with many industry organizations.

Who we serve

Concrete Ontario is the voice and resource of the concrete and construction industries across Ontario. Representing over 96% of all concrete production and manufacturing, we continually promote concrete's sustainable advantages and benefits to infrastructure and society. The RMCAO brings education, technologies, research, and innovation to architects, designers, contractors, and concrete companies.



Company Values

Vision

Ready mixed concrete to be the preferred construction material.

Mission

To lead and advocate in business and market dynamics, championing environmental sustainability and safety practices to drive progress within our industry.

Event Sponsorship Program & Benefits

The Concrete Ontario Event Sponsorship Program offers a prime opportunity for members to gain significant visibility and establish a strong profile among top leaders in the Building Materials & Construction industry. As a sponsor, you'll have access to a variety of events that allow you to tailor your sponsorship to align with your specific marketing goals and branding strategies, ensuring a higher return on your investment.

By sponsoring Concrete Ontario events, you'll benefit from:

- **Targeted Exposure:** Reach key decision-makers, industry leaders, and influencers within the construction and building materials sector.
- **Brand Visibility:** Enhance your brand presence through event signage, promotional materials, and speaking opportunities, increasing your brand recognition among a highly relevant audience.
- **Flexible Sponsorship Options:** Choose from a range of events and sponsorship levels to suit your marketing objectives and budget, allowing you to maximize your reach and impact.
- **Networking Opportunities:** Build valuable connections through face-to-face engagement with industry leaders, potential clients, and key stakeholders during networking sessions.

Whether you're looking to increase brand awareness, launch a new product, or strengthen existing relationships, the Concrete Ontario Event Sponsorship Program offers a strategic platform to help you achieve your business objectives.



Events Calendar 2025



February

Annual Ski Day | February 6



February

Pavement Seminar | February 19



March

Annual Convention | March 26 - 28



June

Central Golf Tournament | June 4



June

Truck Rodeo | June 8



August

Brockville Golf Tournament | August 12

Ski Day

The Concrete Ontario Annual Ski Day 2025 will be held at the brand new Alpine Ski Club in Blue Mountain.

SPONSOR BENEFITS

All event sponsors will have their logo on the Ski Day E-Blast and event registration webpage, as well as logo placement on signage where applicable. **One complimentary registration will be given for each \$2000+ sponsorship.**

Lunch

1 Sponsorship | \$3000

Après Ski

1 Sponsorship | \$2500

Beverages

1 Sponsorship | \$2000

Breakfast

1 Sponsorship | \$1500

Snacks

1 Sponsorship | \$1000

Raffle Prizes

1 Sponsorship | \$1000



Secure your sponsorship today by contacting info@concreteontario.org

Pavement Seminar

Featuring a jam-packed agenda and renowned international speakers, this seminar guarantees to deliver substantial value to all those engaged in the concrete pavement industry. Throughout this event, attendees will delve deep into the latest developments, sustainability initiatives, cutting-edge research, and innovative methodologies pertaining to concrete pavement design, construction, and maintenance.

SPONSOR BENEFITS

- All event sponsors will have their logo on the Concrete Ontario Events E-Blast and event registration webpage, as well as logo placement on signage where applicable. **One complimentary registration will be given for the \$2500 sponsorship**

Exclusive Lunch

1 Sponsorship | \$2500

Exhibitor Booth

6 Sponsorships | \$500



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Central Golf

The Concrete Ontario Central Golf tournament hosts up to 150+ attendees from the concrete industry. This is always a great day of golf, food, fun, and networking.

SPONSOR BENEFITS

All event sponsors will have their logo on the E-Blast and event registration webpage, as well as logo placement on signage where applicable. **One complimentary foursome will be given for each \$2500+ sponsorship.**

Cocktail Reception Beverages

1 Sponsorship | \$3500

Refreshment Carts

2 Sponsorships | \$2500

Dinner Wine

1 Sponsorship | \$1800

Cocktail Reception Hors D'oeuvres

1 Sponsorship | \$2000

Tournament Ball

1 Sponsorship | \$1500

Raffle Prizes

1 Sponsorship | \$1500

Most Honest Foursome

1 Sponsorship | \$500

Ice Cream Carts

2 Sponsorships | \$750

Putting Contest

1 Sponsorship | \$500

Low Score Foursome

1 Sponsorship | \$500



Competition Hole

1 Sponsorship | \$500



Secure your sponsorship today by contacting info@concreteontario.org

Truck Rodeo

The Concrete Ontario Truck Rodeo is a friendly competition that hosts up to 30 ready-mix concrete drivers. Participants maneuver a live course of simulated daily driving obstacles, showcasing why drivers are the backbone of our industry. Show how much you value your drivers by nominating them to participate! Join us in recognizing their professionalism and skills at this fun day at Miller Waste Systems in Pickering.

SPONSOR BENEFITS

- All event sponsors will have their logo on the Truck Rodeo E-Blast and event registration webpage, as well as logo placement on signage where applicable.
One complimentary driver registration will be given to the sponsor of the Exclusive Lunch

Exclusive Lunch

1 Sponsorship | \$2500



Driver Swag

10 Sponsorships | Sponsor to supply swag



Secure your sponsorship today by contacting
info@concreteontario.org

Brockville Golf

The Concrete Ontario Brockville Golf Tournament hosts up to 90+ golfers from the concrete industry and is open to customers as well. This is always a great day of golf, food, fun, and networking at Brockville Golf and Country Club in Brockville.

SPONSOR BENEFITS

All event sponsors will have their logo on the Brockville Golf Day E-Blast and event registration webpage, as well as logo placement on signage where applicable. **One complimentary registration will be given for each \$1000 sponsorship.**

Raffle Prizes

1 Sponsorship | \$1500

Member Reception

1 Sponsorship | \$1000

Tournament Ball

1 Sponsorship | \$1000

Dinner Wine

1 Sponsorship | \$750

Low Score Foursome

1 Sponsorship | \$500

Most Honest Team

1 Sponsorship | \$500

Putting Contest

1 Sponsorship | \$500

Competition Holes

9 Sponsorships | \$500



Secure your sponsorship today by contacting info@concreteontario.org



Golf Tournaments | Part 1

- **Cocktail Reception*:** This reception is a pre-dinner event where participants can socialize and network over drinks.
 - By sponsoring the cocktail reception, your brand will be associated with the networking and celebratory aspects of the tournament. Your company's name will be prominently displayed at the reception area, and your sponsorship will be announced, positioning your brand as a key supporter of the event's social atmosphere.
- **Competition Holes:** These include specific holes with challenges such as longest drive, closest to the pin, or straightest drive.
 - Each competition hole offers your brand a unique chance to be highlighted. Your logo will be prominently displayed at the tee of your sponsored hole, and your company will be acknowledged when winners of these challenges are announced during dinner and awarded their prizes.
- **Dinner Wine:** This covers the poured wine service throughout the dinner after the tournament.
 - Sponsoring the dinner wine provides an elegant branding opportunity. Your company's name will be recognized in the dinner program and announced during the meal.
- **Ice Cream Cart*:** This cart offers refreshing ice cream treats to players during the tournament.
 - The ice cream cart sponsorship provides a fun and refreshing way to promote your brand. Your logo will be displayed on the cart, and players will remember your company as they enjoy a cool treat during their round. It's a lighthearted and memorable way to gain visibility.
- **Low Score Foursome:** This prize is awarded to the team with the best overall score at the tournament.
 - Your sponsorship will recognize the top-performing team. Your company's name will be prominently displayed during the award ceremony and in the event program.
- **Member Dinner Reception:** This reception is an exclusive event for tournament players.
 - Your company will be recognized in the dinner program and throughout the evening, ensuring that your sponsorship is linked with a premium experience.



Golf Tournaments | Part 2

- **Most Honest Foursome:** This prize is given to the team with the highest score, celebrating their participation and sportsmanship.
 - Sponsoring this category aligns your brand with the values of integrity and fun. Your support will be highlighted when this unique and good-humored award is presented, giving your brand visibility in a memorable context.
- **Putting Contest:** This contest focuses on participants' precision in putting, usually held at the practice green.
 - As the sponsor of the putting contest, your brand will be associated with skill and precision. Your logo will be featured at the putting green and mentioned when winners are announced and awarded their prize, offering great visibility throughout the day.
- **Raffle Prizes:** The prizes are awarded to participants who purchase raffle tickets, with proceeds benefiting Campfire Circle.
 - Sponsoring raffle prizes offers your brand an opportunity to be associated with excitement and goodwill. Your company's name will be prominently displayed alongside the raffle prizes, and mentioned during the prize draw. This sponsorship not only boosts your visibility but also aligns your brand with the positive impact of the event.
- **Refreshment Cart*:** This cart provides players with drinks and snacks as they move through the course.
 - Sponsoring the refreshment cart gives your brand high visibility throughout the entire tournament. Your logo will be featured on the cart itself, and each interaction with players will remind them of your support. It's a great way to keep your brand in the minds of participants as they refresh during the game.
- **Tournament Ball:** This covers the golf balls provided to participants for a fun tournament competition, which will be branded with your logo.
 - Sponsoring the tournament ball puts your brand directly in the hands of every participant. Your logo can be printed on the golf balls, offering continuous visibility during and after the event as players take them home. It's a lasting reminder of your support for the tournament.



Ski Day

- **Après Ski:** This is the social gathering that takes place after the skiing activities.
 - Sponsoring the après ski event ties your brand to the celebration and camaraderie that follow a day on the slopes. Your company's name will be highlighted in the après ski area, and your sponsorship will be mentioned in speeches and announcements.
- **Beverages:** This includes both alcoholic and non-alcoholic drinks provided throughout the day.
 - Sponsoring beverages ensures that your brand is present at every refreshment station, keeping participants hydrated and satisfied. Your logo will be displayed on beverage stations and on the bar and your company will be acknowledged as the provider of this essential part of the event experience.
- **Breakfast:** This covers the morning meal provided to participants before they hit the slopes.
 - By sponsoring breakfast, your brand will be the first thing participants experience, setting a positive tone for the day. Your company's name and logo will be prominently displayed in the breakfast area, and your support will be acknowledged in the event program. It's a great way to associate your brand with the energy and enthusiasm that kicks off the event.
- **Lunch:** This meal is provided to participants during a midday break from skiing.
 - Sponsoring lunch offers high visibility during a key moment of the day when participants gather to relax and refuel. Your brand will be featured in the lunch area and recognized in announcements, aligning your company with a vital part of the day's experience.
- **Raffle Prizes:** The prizes are awarded to participants who purchase raffle tickets, with proceeds benefiting Campfire Circle.
 - Sponsoring raffle prizes gives your brand exposure in a way that's fun and engaging. Your company's name will be featured alongside the raffle prizes and announced during the drawing, associating your brand with excitement and community support.
- **Snack Bar:** This station provides light snacks for participants throughout the day.
 - Sponsoring the snack bar positions your brand as a key supporter of participants' comfort and enjoyment. Your logo will be visible at the snack bar, and your company will be recognized in the event materials as the sponsor of this essential service, making sure participants are energized and happy throughout the event.



Pavement Seminar + Truck Rodeo

Pavement Seminar

Exclusive Break & Lunch Sponsorship:

- **Brand Visibility:** Your company's name and logo will be prominently displayed in the break and lunch area.
- **Recognition:** You'll receive verbal acknowledgment during the event
- **Networking Opportunity:** As the exclusive sponsor, you can interact with attendees in a relaxed, social setting.

Exhibitor Booth Sponsorship:

- **Direct Engagement:** Showcase your products and services directly to seminar attendees.
- **Lead Generation:** Collect leads and build relationships with potential clients and industry professionals.
- **Visibility:** Your brand will be associated with the cutting-edge solutions presented at the seminar, reinforcing your position as an industry leader.

Truck Rodeo

Exclusive Lunch Sponsorship:

- **Brand Visibility:** Your company's name and logo will be prominently displayed in the lunch area and on the lunch tickets.
- **Recognition:** Receive verbal acknowledgment during the event and in the event program.
- **Association with Excellence:** Position your brand as a supporter of the drivers' hard work and skill by providing a premium dining experience.

Driver Swag Bags Sponsorship:

- **Product Placement:** Include your branded items or promotional materials directly in the hands of participants.
- **Lasting Impression:** Your sponsorship ensures that drivers take home a memorable and practical keepsake from the event, keeping your brand top-of-mind.
- **Support and Appreciation:** Show your appreciation for the drivers' participation by contributing to a well-received gift that enhances their experience.



65th
Anniversary

Convention Sponsorship



March 26-28, 2025

Blue Mountain

65th Annual Convention

This milestone event celebrates six and a half decades of bringing together leaders, innovators, and professionals from across the industry to share insights, foster collaborations, and drive progress.

Join us in commemorating this special anniversary and making this year's convention an unforgettable experience. Take advantage of the exclusive opportunities to showcase your commitment to excellence and innovation.

As a sponsor, you will receive comprehensive recognition before, during, and after the event. This includes pre-event promotions, on-site branding, and post-event visibility.






























All sponsors will have their company logo prominently featured in our Convention e-blasts, on the event registration webpage, and in the post-event newsletter. Additionally, your logo will be displayed on signage at the event where applicable, ensuring maximum exposure to our attendees.

The deadline to confirm your sponsorship is March 10, 2025, unless otherwise specified.

We look forward to your participation and support in making this milestone event a success!



To further enhance your company's presence, we have curated exclusive sponsorship packages tailored to different levels of support. Please note that sponsorship opportunities are available on a first-come, first-served basis, and benefits will be allocated based on the monetary value of your sponsorship.

	Associate Reception (8) \$1000	Bronze Level (3) \$2000	Silver Level (4) \$3000	Gold Level (4) \$4000	Platinum Level (3) \$4500	Diamond Level (1) \$6000
One Complimentary registration						
Exclusive anniversary reception beverage sponsorship						
Company recognition in event program						
Logo on Convention Sponsor banner						
Logo on event website/page						
Logo displayed on screen on break time and buffet on tables for selected meal option						
Individual 12"x16" sign in registration area + at anniversary dinner						
Logo on companions' program						
Logo on name badge lanyards						
Exclusive delegate gift sponsor						
Logo on Reception table card + menu						
Verbal recognition at Associates' Reception						
Signage at Associates' Reception						
Logo on Associate reception Banner + table card						



Sponsorship Levels

Associate Reception Sponsor | 8 Available Opportunities

- (4) Reception Hors D'oeuvres + Food Stations
- (2) Beverages
- (2) Decor

Bronze Level Sponsor | 3 Available Opportunities

- (1) Thursday Morning Break
- (1) Thursday Afternoon Break
- (1) Friday Morning Break

Silver Level Sponsor | 4 Available Opportunities

- (2) Convention Breakfast Sponsor (Thurs & Fri)
- (2) Convention Lunch Sponsor (Thurs & Fri)

Gold Level Sponsor | 4 Available Opportunities

- (1) Delegate Gift
- (1) Companion Activity
- (1) Convention AV/ Wifi

Platinum Level Sponsor | 3 Available Opportunities

- (3) Anniversary Dinner at Copper Blues

Diamond Level Sponsor | 1 Available Opportunity (must be claimed by Feb 14)

- (1) Exclusive anniversary dinner beverage sponsor
- Name badge and lanyard sponsor
- Keynote speaker sponsorship sponsor
- Delegate gift Sponsor

Concrete Ontario is happy to additionally offer a lower level of sponsorship. The "Industry Supporter" level allows companies to contribute a minimum of **\$500** to the convention. If a company selects this level of sponsorship they will be given the opportunity to have their logo on the event webpage, as well as on the sponsor signage at the convention and additionally will be listed in the Convention event program.

Corporate Sponsorship

\$12 000

The Concrete Ontario Corporate Sponsorship Program is designed to provide your business with maximum exposure and a host of exclusive benefits that elevate your company's visibility within the construction and building materials industry. As a valued corporate sponsor, you'll enjoy a range of promotional opportunities across various platforms, as well as exclusive perks that align your brand with industry leaders and decision-makers.

Key Benefits:

- **Prominent Name and Sponsorship Level Recognition:** Gain top-tier recognition across Concrete Ontario platforms, with your company's name and sponsorship level featured prominently at all events and in related materials.
- **Permission to Use Concrete Ontario Corporate Sponsor Logo:** Elevate your marketing efforts by including the official Concrete Ontario Corporate Sponsor logo in your own branding and promotional campaigns, signifying your company's trusted partnership with a leading industry association.
- **Website Visibility:** Your company's logo will be showcased on the Concrete Ontario website, along with a direct link to your own website, providing enhanced traffic and online visibility to your target audience.
- **Recognition at All Concrete Ontario Events:** As a sponsor, your brand will be recognized at every Concrete Ontario event, further solidifying your presence and visibility to key industry players and professionals.
- **Promotion Across Multiple Channels:** Your company will be featured in Concrete Ontario's eBlasts, website, annual report, event collateral, and newsletter—offering comprehensive coverage and exposure to the broader construction community.
- **Exclusive Golf Perks:** Enjoy a complimentary foursome and hole sponsorship at the prestigious Central & Brockville golf tournaments, offering you prime networking opportunities in a relaxed and engaging environment.



Also included with your corporate sponsorship

Up to two complimentary registrations to each of the following Concrete Ontario events:

- Annual Convention
- Ski Day
- Truck Rodeo

Up to three complimentary Concrete Ontario course registrations, which can be applied to:

- ACI Concrete Flatwork Finisher Certification
- ACI Field Testing Certification
- ACI Self-Consolidating Concrete Certification
- Concrete Ontario Municipal Exterior Flatwork
- Fundamentals of Concrete

Become a Corporate Sponsor Today!

Position your company at the heart of the industry by becoming a Concrete Ontario Corporate Sponsor. This program is designed to give your business the visibility, recognition, and connections needed to thrive in today's competitive market.

For more details, please contact Janelle Emanuel at jmanuel@concreteontario.org

*** Must be a Concrete Ontario member for a minimum of one year to be eligible for corporate sponsorship**



