

CARS  ACFCF

# SPONSORSHIP PROSPECTUS

## NATIONAL RAILWAY DAY

Fairmont Château Laurier  
Ottawa, Ontario



# Welcome

## SYLVIA NEWELL

### President of CARS

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The Canadian Association of Railway Suppliers (CARS) is excited to be hosting our signature National Railway Day Conference in the Nation's Capital. CARS is the only National Association representing suppliers from all sectors of the rail industry in Canada.

I would like to personally invite the entire railway community and associated industries to attend NRD 2023. Connect with folks from all tracks of the railway industry for this truly Canadian Conference.



### Why Sponsor Us

- To gain exposure for your company's products and services
- Support your local industry association
- Receive priority on registration and seating placement

### Ottawa Railway History

The Bytown and Prescott Railway (B&PR) was incorporated in 1850, and the first train ran between Prescott and Bytown on Christmas Day, 1854.

The 84 km (52 mile) railway, Ottawa's first to outside markets, was initially used to ship lumber collected on the Ottawa River for further shipping along the St. Lawrence to markets in the United States and Montreal.

In 1891, the first cars ran the city's four routes, including along Elgin and Bank streets. By the time the last streetcar finished its route, OC Transpo says service had expanded across the city.

# Event Highlights

In November 2010, the federal government officially declared November 7 as National Railway Day. The date commemorates the completion of the Canadian Pacific Railway in 1885 when the last spike was driven into the ground at Craigellachie, British Columbia.

From that moment Canada has been united and rail has become one of the most important and valuable modes of transportation while delivering people and goods safely and efficiently.

To commemorate this special day in history and to celebrate our industry, CARS has been hosting our National Railway Day since 2014, moving between the main railway hubs in Canada.

The NRD23 conference will be centred around the theme of **Engage**, focusing on promoting safety, implementing effective government policies, fostering a sense of community, engaging Indigenous peoples, and cultivating a healthy workplace culture. Attendees will delve into these important topics through a variety of presentations and discussions, to advance knowledge and promote positive change in these critical areas.



## Day 1: November 6th, 2023

- Registration
- Opening Reception

## Day 2: November 7th, 2023

- Passenger Rail & Transit Principals Seminar
- Lunch with Leaders
- Speaker Sessions
- Meet and Repeat
- Cocktail Reception
- CARS Awards Dinner



# Event Prices



## CARS Members

Early Bird Price	Regular Price
\$250	\$450



## Non-Members

Early Bird Price	Regular Price
\$450	\$550



## Customers

Class 1, Short Line, Transit, Shippers and Government Employees

Registration
Complimentary



## Students

All students are welcome to attend the full conference day. Student ID required at check-in

Registration
Complimentary



## CARS Awards Dinner

Four recipients will be awarded during the dinner: Safety Award, Diversity Award, Innovation Award, and Lifetime Achievement Award.

Single Seat	Table for 10
\$170	\$1,700

# Top Sponsors



## Platinum Sponsorship

**\$10,000**

- Social Media Recognition
- Sponsor's logo in the program
- Six (6) NRD registrations
- Recognition at Gala Dinner
- Sponsor's logo on the CARS website
- Table for ten (10) Awards Dinner
- Recognition at the Opening Reception
- Sponsor's logo visible during Conference
- Meet and Repeat VIP
- Opportunity for a company representative to introduce the keynote speaker



## Gold Sponsorship

**\$7,000**

- Social Media Recognition
- Sponsor's logo in the program
- Four (4) NRD registrations
- Recognition at Gala Dinner
- Sponsor's logo on the CARS website
- Four (4) Awards Dinner Seats
- Meet and Repeat VIP
- Sponsor's logo visible during Conference



## Silver Sponsorship

**\$5,000**

- Social Media Recognition
- Sponsor's logo in the program
- Two (2) NRD registrations
- Recognition at Gala Dinner
- Sponsor's logo on the CARS website
- Two (2) Awards Dinner Seats
- Meet and Repeat VIP
- Sponsor's logo visible during Conference



## Bronze Sponsorship

**\$3,000**

- Social Media Recognition
- Sponsor's logo in the program
- Sponsor's logo on the CARS website
- Two (2) Awards Dinner Seats
- Sponsor's logo visible during Conference



# Distinguished Sponsors



## Meet and Repeat Sponsorship Three (3) Spots Available

**\$2,000**

- Sponsor's logo displayed on snack station
- Social Media Recognition
- Sponsor's logo in the program
- Sponsor's logo on the CARS website
- Sponsor's logo visible during Conference
- Meet and Repeat VIP



## Opening Reception Sponsorship Five (5) Spots Available

**\$2,000**

- Social Media Recognition
- Sponsor's logo in the program
- Sponsor's logo displayed on all tables during the Reception
- Recognition during the Opening Reception
- Sponsor's logo displayed on all projector screens during the Reception
- Sponsor's logo on the CARS website
- Sponsor's logo visible during Conference
- Opportunity for a company representative to introduce the Reception Speaker



## CARS Awards Dinner Sponsorship Twelve (12) Spots Available

**\$1,000**

- Social Media Recognition
- Sponsor's logo in the program
- Sponsor's logo displayed on all tables during the dinner
- Sponsor's logo displayed on all projector screens during the dinner
- Sponsor's logo on the CARS website
- Two (2) Awards Dinner Seats



## Nutrition Bundle Ten (10) Spots Available

**\$1,500**

- Sponsor's logo displayed on all tables during Lunch and coffee stations
- Sponsor's logo displayed on directional signage to the meeting room
- Social Media Recognition
- Sponsor's logo in the program
- Sponsor's logo on the CARS website
- Sponsor's logo visible during Conference



**Thank you!**  
**See you there!**

## **Contact**

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