



CANADIAN MINING

HALL OF FAME

SPONSORSHIP PACKAGE
2020



CANADIAN MINING HALL OF FAME

The Canadian Mining Hall of Fame recognizes outstanding achievement in the mining industry, celebrates individual leadership and aims to inspire future generations in mining. Founded in 1989 as a charitable organization, the Canadian Mining Hall of Fame has become a permanent and influential presence in the Canadian mining industry by promoting and sharing the significant contributions of individuals who have shaped Canada's global mining industry.

THE CANADIAN MINING HALL OF FAME
IS GUIDED BY A CORE SET OF VALUES FROM WHICH WE NEVER WAIVER:

JUDGE WITH INTEGRITY.

By following a fair, inclusive and accessible process.



PRESERVE HISTORY.

By capturing and sharing the stories and perspectives of mining leaders.



CELEBRATE EXCELLENCE.

By recognizing the achievements of individuals who have made mining great.



INSPIRE PRIDE.

By championing mining and its important contributions to Canadian society.

Over 185 industry leaders have been inducted into our Hall of Fame. These individuals are explorers, company builders and community supporters. They are geologists, engineers and philanthropists. Above all, they are proud champions of Canadian mining.

The inspiring story of mining in Canada can be told, in part, through the stories of these industry leaders.

And we need your support to find, formulate and broadcast these stories.



SUSTAINING SPONSORSHIP

For the first time, we are establishing foundational sponsorship of the Canadian Mining Hall of Fame. We are extremely appreciative of those companies who have supported our Annual Dinner & Induction Ceremony over the years. Now, we are asking you to consider supporting us more broadly as we secure an enduring presence of the Canadian Mining Hall of Fame.

LEGACY SPONSOR @ \$30,000

[EXCLUSIVE SPONSORSHIP AVAILABLE TO ONE COMPANY PER YEAR]

VISIONARY SPONSOR @ \$25,000

[SPONSORSHIP LIMITED TO TWO COMPANIES PER YEAR]

CHAMPION SPONSOR @ \$20,000

[SPONSORSHIP LIMITED TO TEN COMPANIES PER YEAR]

SUPPORTING PARTNER @ \$5,000



CMHF ANNUAL DINNER & INDUCTION CEREMONY SPONSORSHIP

Companies who wish to support the Canadian Mining Hall of Fame's prestigious awards event in January will have highly visible sponsorship benefits to promote your company to Canada's top mining professionals.

GOLD SPONSOR @ \$15,000

SILVER SPONSOR @ \$12,500

The detailed benefits for each sponsorship level are listed under each sponsorship description as follows.



CMHF LEGACY SPONSOR

\$30,000

SOLD OUT!

EXCLUSIVE SPONSORSHIP AVAILABLE TO ONE COMPANY PER YEAR
MULTI-YEAR SPONSORSHIP WELCOMED

Mining is a global industry and Canada is its leader. And it is the individuals and their achievements that drive the global leadership of Canada's mining industry. Take your place as champion of our industry.

With your generous funding, you will enable the CMHF to sustain its efforts to champion the Canadian mining industry. We are active participants in demonstrating how mining leaves a net positive legacy for the people who work in mining, for the communities where we operate and for the jurisdictions and companies that grant us the privilege to operate.

YEARLY SUSTAINING BENEFITS

- Participation in CMHF social media "legacy-building" campaign (to be developed in collaboration with legacy sponsor)
- Website message from legacy sponsor (written or video) provided by legacy sponsor
- Prominent company logo on CMHF website
- Company logo on advertisements to run in select issues of the Northern Miner
- Lead content in article featured in CIM Magazine and Northern Miner
- Lead feature in the CMHF e-newsletter
- Specific content in Inductee press release announcement
- Opportunities for media comment and interviews where appropriate
- Sustaining CMHF sponsor logo for use on sponsor's website

ANNUAL DINNER & INDUCTION CEREMONY BENEFITS

- One Head Table Seat
- Two tables (20 tickets) with best table placement and branded table signage
- Special legacy sponsor pins (20 pins)
- 20 invitations to the VIP reception
- Prominent company logo recognition on Annual Dinner event materials, including pillars at the venue, signage, program and inclusion in event presentation slides
- Opportunity to play a 30 second video during the dinner (video provided by legacy sponsor and approved by CMHF)
- On-stage recognition delivered by emcee x2 – one sentence description
- Photo story and posts of corporate representatives in post-event social media
- Recognized as the exclusive Legacy Sponsor



CMHF VISIONARY SPONSOR

\$25,000

SOLD OUT!

SPONSORSHIP LIMITED TO TWO COMPANIES PER YEAR
MULTI-YEAR SPONSORSHIPS WELCOMED

The Canadian Mining Hall of Fame has a vision to be the enduring storyteller of the industry. The Canadian Mining Hall of Fame has become a permanent and influential presence in the Canadian mining industry by promoting and sharing the significant contributions of individuals who have shaped Canada's global mining industry.

Every leader has a story, and we are here to help tell it. Take your place as the industry's visionary and storyteller.

What's your story? Do you own storied assets upon which the Canadian mining industry has been built? Were those assets catalysts for growth and economic development? Do they continue to produce today, driving the economy forward? Have those assets been recognized by the CMHF through its leadership? Let us help you continue telling the story through social media.

With your generous funding, you will enable the CMHF to sustain its efforts to be the storyteller of the industry and expand our reach to tell these stories to a broader audience.

YEARLY SUSTAINING BENEFITS

- Participation in CMHF social media "story-telling" campaign (to be developed in collaboration with visionary sponsors)
- Prominent company logo on CMHF website
- Company logo on advertisements to run in select issues of the Northern Miner
- Content in article featured in CIM Magazine and Northern Miner
- Co-featured in the CMHF e-newsletter
- Mention in Inductee press release announcement
- Sustaining CMHF sponsor logo for use on sponsor's website

ANNUAL DINNER & INDUCTION CEREMONY BENEFITS

- One Head Table Seat
- One table (10 tickets) with preferred table placement and branded table signage
- 10 invitations to the VIP reception
- Prominent company logo on Annual Dinner event materials, including pillars at the venue, signage, program and inclusion in event presentation slides
- Opportunity to play 15 second video during the dinner (video provided by visionary sponsor and approved by CMHF)
- On-stage recognition delivered by emcee x2 – one sentence description
- Photo story and posts of corporate representatives in post-event social media
- Recognized as a Visionary Sponsor AND
- Recognized as the VIP Reception Sponsor OR Dinner Wine Sponsor



CMHF CHAMPION SPONSOR

\$20,000

SPONSORSHIP LIMITED TO TEN COMPANIES PER YEAR
MULTI-YEAR SPONSORSHIPS WELCOMED

At the Canadian Mining Hall of Fame, we are on a mission to recognize outstanding achievement in the mining industry, celebrate individual leadership and inspire future generations in mining. Take your place as a champion in moving our industry forward.

What does the future look like for you? Do the actions of past leaders inspire the actions and decisions you make today and will make tomorrow? Do you have an asset poised for growth or are you building the next generation of mines? Leaders lead through times of change and identify opportunities. And today, Canadian innovation is changing mining worldwide. Help us celebrate their achievements as part of a drive to move forward.

With your generous funding, you will enable the CMHF to engage with the leaders and mines of tomorrow. With your generous funding, you will enable the CMHF to sustain its efforts to champion the Canadian mining industry.

YEARLY SUSTAINING BENEFITS

- Participation in CMHF social media (LinkedIn, Facebook and Twitter) “tomorrow” campaign (to be developed in collaboration with champion sponsors)
- Company logo on CMHF website
- Company logo on advertisements to run in select issues of the Northern Miner
- Recognition in article featured in CIM Magazine and Northern Miner
- Presence in the CMHF e-newsletter
- Mention in Inductee press release announcement
- Sustaining CMHF sponsor logo for use on sponsor’s website

ANNUAL DINNER & INDUCTION CEREMONY BENEFITS

- One Head Table Seat
- One table (10 tickets) with preferred table placement and branded table signage
- 10 invitations to the VIP reception
- Prominent company logo on Annual Dinner event materials, including pillars at the venue, signage, program and inclusion in event presentation slides
- On-stage company name recognition delivered by emcee
- Photo story of corporate representatives in post-event social media posts
- Recognized as a Champion Sponsor



CMHF SUPPORTING PARTNER

\$5,000

MULTI-YEAR SPONSORSHIPS WELCOMED

The future of our industry needs broad based support. It requires participation from everyone to ensure we remain global leaders. Help us ensure we reach our mission. With your generous funding, you will enable the CMHF to sustain its efforts to champion the Canadian mining industry.

YEARLY SUSTAINING BENEFITS

- Company logo on CMHF website
- Presence in the CMHF e-newsletter
- Sustaining CMHF Sponsor logo for use on sponsor's website

ANNUAL DINNER & INDUCTION CEREMONY BENEFITS

- Company name in Annual Dinner program
- 15% discount on table purchases



CMHF ANNUAL DINNER & INDUCTION CEREMONY SPONSORS

The CMHF Annual Dinner & Induction Ceremony is the most prestigious awards event in our industry and the marquee event in the social calendar. Every January, we bring together industry executives, influencers and leaders from across Canada and the globe to celebrate the leadership and tremendous achievements of our inductees.

As an exceptional networking opportunity for attendees, the Annual Dinner continues to grow each year. We experienced record attendance of 1,200 guests in 2018. Attendees represent all aspects of the mining industry, including explorers, miners, bankers, investors and suppliers.

With your generous support, you will have a highly visible sponsorship opportunity to promote your company and demonstrate your industry leadership to Canada's top mining professionals.

GOLD SPONSOR

\$15,000

- One table (10 tickets) with strategic table placement and branded table signage
- Company logo in Annual Dinner event program and inclusion in event presentation slides
- Opportunity to include 25-word corporate message in dinner program (sponsor-provided)
- Photo of corporate representatives in post-event social media

SILVER SPONSOR

\$12,500

- One table (10 tickets) with branded table signage
- Company logo in Annual Dinner event program and inclusion in event presentation slides
- Opportunity to include 15-word corporate message in dinner program (sponsor-provided)
- Photo of corporate representatives in post-event social media



FOR MORE INFORMATION ON BECOMING
A SPONSOR, PLEASE CONTACT:

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