



**CANADIAN MINING**  
HALL OF FAME

**SPONSORSHIP PACKAGE  
2021**

## PROUD 2020 CMHF SUSTAINING SPONSORS

### LEGACY



### VISIONARY



AGNICO EAGLE



### CHAMPION



Building a better  
working world



### SUPPORTING PARTNERS



ROSS BEATY  
CMHF MEMBER

FASKEN

Newmont<sup>TM</sup>  
CANADA



## PROUD 2020 CMHF DINNER SPONSORS

### GOLD

**BARRICK**

**Franco Nevada**  
The GOLD Investment that WORKS



### SILVER

**BMO**



**Suncrude**



# 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 190 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 SPONSORSHIPS 2021

In 2020, we successfully established foundational sponsorship of the Canadian Mining Hall of Fame. We are extremely appreciative of those sponsors who not only supported our Annual Dinner and Induction Ceremony but as Sustaining Sponsors supported us more broadly to secure an enduring presence of the Mining Hall of Fame for the future.

We are now asking you to continue to support us to sustain the Canadian Mining Hall of Fame into 2021 and beyond, at the following sponsorship levels.

## **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 SEVEN COMPANIES PER YEAR)

## **SUPPORTING PARTNER @ \$5,000**



## **CMHF 2021 ANNUAL DINNER & INDUCTION CEREMONY SPONSORSHIPS**

Companies who wish to support the Canadian Mining Hall of Fame at the prestigious awards event will receive prominent 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!

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 inductee announcement e-newsletter
- Prominent company logo in the CMHF e-newsletters
- 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 with best table placement and branded table signage
- Special legacy sponsor pins (20 pins)
- Invitations to attend the VIP reception
- Prominent company logo recognition on Annual Dinner event materials, 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



SOLD!

# CMHF VISIONARY SPONSOR

\$25,000

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
- Prominent company logo in the CMHF e-newsletters
- Co-featured in the CMHF inductee announcement 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 with preferred table placement and branded table signage
- Invitations to attend the VIP reception
- Prominent company logo on Annual Dinner event materials, 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 SEVEN 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.

Leaders lead through times of change and identify opportunities. 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 and you will empower the CMHF to sustain its efforts to champion the Canadian mining industry. 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
- Logo in the CMHF e-newsletters
- 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 with preferred table placement and branded table signage
- Invitations to attend the VIP reception
- Prominent company logo on Annual Dinner event materials, 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
- Logo/name in the CMHF e-newsletters
- 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**

For 32 years, the Canadian Mining Hall of Fame Annual Dinner and Induction Ceremony has been regarded as the most prestigious awards event in our industry and the marquee event in the social calendar. Every January since 1989, we have brought together industry executives, influencers and leaders from across Canada and the globe to celebrate the leadership and tremendous achievements of our inductees.

Well known for its exceptional networking opportunities, the annual dinner has grown each year with record attendance reaching as high as 1200, from all aspects of the mining industry including explorers, miners, bankers, investors and suppliers.

With your generous support, your company will receive excellent recognition at this legendary event with a first-class opportunity to promote your brand and demonstrate your industry leadership to Canada's top mining professionals.

## **GOLD SPONSOR**

**\$15,000**

- One table with strategic table placement and branded table signage
- Company logo in Annual Dinner event program
- Opportunity to include 25-word corporate message in dinner program (sponsor-provided)
- Photo of corporate representatives in post-event social media
- Company logo recognition in event presentation slides
- Company logo and company name, onscreen recognition and voiceover recognition in sponsor loop

## **SILVER SPONSOR**

**\$12,500**

- One table with branded table signage
- Company logo in Annual Dinner event program and inclusion in event presentation slides
- Company logo recognition in event presentation slides
- Company logo and company name, onscreen recognition and voiceover recognition in sponsor loop
- 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:**

## **DEBORAH BRECKELS**

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PearTree Canada @PearTreeCanada - Jan 13

What a fantastic evening at the @CdnMHF #CMHF Annual Dinner and Induction Ceremony! It's always meaningful to be part of this event #proudsponsor #mining

