

Our business is policy and our goal is your success. Help strengthen our voice in support of Canadian business.



THE CANADIAN
CHAMBER
OF COMMERCE

LA CHAMBRE
DE COMMERCE
DU CANADA



Resource Champions 2017

Natural resources are the cornerstone of the economy, affecting not only thousands of Canadians directly but also the prosperity of the other job-creating sectors, like manufacturing and finance. Yet our global competitiveness in resource and agricultural commodities is severely hampered by a lack of trade infrastructure. Without significant reinvestment in pipeline, rail, port or road infrastructure, Canada's global competitiveness will erode.

In the current political climate, building any form of infrastructure requires the buy-in of local communities. Our Resource Champions initiative is a grass roots campaign in support of natural resource trade that leverages our extensive network of local chambers in every part of the country. Currently, 114 chambers of commerce (participants in almost every province and territory) have joined this initiative and have engaged in a wide range of activities to inform their communities on the importance of natural resource trade for the economic prosperity of not only their community, but also Canada as a whole.

Virtual Reality Tours of Natural Resource Sites

We have had great success with our site tours to Alberta and B.C., which have positively influenced participants' understanding and views of resource and energy production and trade. However, site tours are costly to run, both for organizers and for participants. Due to concerns over conflict of interest as well as the time involved to travel, it has proven difficult to attract municipal, provincial or federal politicians or media on this tour.

Using newly available virtual reality (VR) headsets and 360 degree film technology, we propose producing virtual reality site tours of natural resource and energy production and transportation sites. The virtual tours will allow participants to experience site tours without the need to travel to the site. Screening of these VR tours will be offered to municipal, provincial and federal politicians and media, followed by a roundtable with experts who will answer questions.

Deliverables

- Production of a 20-minute 360-degree video tour of a natural resource production site in both English and French. Possible tours include:
 - A natural gas project
 - An oil sands mine or in-situ facility
 - An oil or gas pipeline and related infrastructure
 - An oil tanker and port facility
- Organizing virtual tours in Ottawa, Vancouver and Montreal. Each virtual tour will include up to 20 participants and last for approximately 2 hours. The agenda includes:
 - Welcome and help setting up the 360 video (30 minutes)
 - Viewing the 360 video tour (30 minutes)
 - Presentation by a subject matter expert (30 minutes)
 - Q&A with audience (30 minutes)
- The 300 delegates at our 2017 AGM will also be offered the opportunity to view the 360 video

- Mailing virtual tour packages (Google cardboard viewer, URL and pass to access the 360 video and supporting materials) to up to 100 key influencers
- The tour kit will be made available to members and other organizations that would like to run a virtual tour

Quebec Alberta Energy Roundtables

In 2016, we organized a tour of Alberta's Energy Sector for Quebec leaders. This group of influential business, labour and youth leaders could provide a basis for advocating for resource trade in Quebec.

We propose reaching out to 2016 delegates to ask them to help organize roundtables at their institutions on Canadian energy production and trade. Four roundtables would draw on their networks and would be conducted in French.

B.C. Chambers Tour – The Case for Market Access

Construction of the Trans Mountain expansion project will begin in September 2017. Given the importance of this pipeline to the competitiveness of Canada's energy industry, there is a need to communicate why market access is crucial to Canada's prosperity. The Canadian and B.C. chambers of commerce propose a tour for chambers of commerce across British Columbia.

The focal point of this tour will be a new addition of our successful *\$50 Million a Day* infographic, released in 2013. This infographic will be updated and several versions will be produced, each one including a section on how the Trans Mountain expansion project will specifically benefit the communities of the partnering chambers.

Local B.C. chambers participating in the tour will be asked to release their community's version of the infographic at an event during the month of September. The B.C. and Canadian chambers will assist each local chamber in securing an appropriate speaker for event.

Deliverables

- Updating the *\$50 Million a Day* infographic and producing up to five variations with sections on local community impact



- In partnership with the B.C. Chamber, coordinating with up to five chambers to produce a *\$50 Million a Day* infographic specific to their community and a launch event in September
- Coordinating with other partners (CAPP, Resource Works) to help disseminate the updated *\$50 Million a Day* infographic more broadly

Saint John NB Energy Tour and Symposium

Our AGM is the convening point for local and provincial chamber staff and volunteers, attracting around 300 delegates every year. This year, our AGM is taking place in Fredericton, within driving distance of the Energy East terminal in Saint John. This presents a unique opportunity to educate business leaders from across the country on the importance of market access for energy to Canada's national prosperity.

In conjunction with our AGM, we would like to organize a one-day symposium for approximately 50 AGM delegates as well as other local business and community leaders. The symposium would include:

- A morning roundtable session on the future of Canadian energy
- A luncheon keynote speaker
- An afternoon tour of an energy facility, preferably the Energy East terminal in Saint John (TBD).

Sponsorship Opportunities

Virtual Reality Tour Site Sponsor: \$25,000

Limited Opportunities

- Opportunity to feature the company's production site in the video
- Opportunity to have a company representative at the post-screening roundtables in Ottawa, Vancouver and Montreal
- Ability to have materials passed around to participants in the screenings
- Corporate logo and recognition on the video and other communication materials
- Opportunity to have a message from your company included in the virtual tour mail out to 100 influencers
- Opportunity to have a company representative along with materials and messages at the Virtual Tour AGM Booth
- Social media recognition

Virtual Reality Tour Title Sponsor: \$10,000

3 Opportunities Only

- Opportunity to host one post-screening roundtable in either Ottawa, Vancouver or Montreal
- Opportunity to have a company representative at the post-screening roundtables in Ottawa, Vancouver and Montreal
- Opportunity to provide materials passed around to participants in the screenings
- Corporate logo and recognition on the video and other communication materials
- Opportunity to have a message from your company included in the virtual tour mail out to 100 influencers
- Social media recognition

Quebec Roundtables Title Sponsor: \$10,000

4 Opportunities Only

- Speaking opportunity at one roundtable
- Invitation to all roundtables
- Corporate logo recognition on invites and signage at the roundtables
- Opportunity to provide materials at the roundtables
- Corporate logo
- Social media recognition

Quebec Roundtables Supporting Sponsor: \$5,000

- Invitation to all roundtables
- Corporate logo recognition on invites and signage at the roundtables
- Opportunity to provide materials at the roundtables
- Social media recognition

BC Chambers Tour - The Case for Market Access: \$5,000

- Participate in the development of the infographic
- Speaking opportunity at a launch event in September
- Official sponsor of one of the local BC Chamber events

Saint John NB Energy Tour Title Sponsor: \$25,000

- Feature your company's facility in the delegate tour
- Have a representative of your company participate in the tour with an opportunity to speak directly to participants
- Opportunity to provide materials distributed to tour participants (delegate bag)
- Speaking opportunity at the related symposium
- Corporate logo on signage at the related symposium
- Social media recognition

Saint John NB Energy Tour Supporting Sponsor: \$5,000

- Opportunity to provide materials distributed to tour participants
- Invite to the related symposium
- Corporate logo on signage at the related symposium
- Social media recognition

Sponsorship packages - interested in bundling two or more opportunities? Please contact us for further details:

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