



# Sponsorship Package

2015 CACEE Ontario Regional Conference

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### About the Canadian Association of Career Educators and Employers (CACEE)

The Canadian Association of Career Educators and Employers (CACEE) is a national non-profit partnership of employer recruiters and career services professionals. Our mission is to provide professional networking and development opportunities, information, advice and other services to employers and career service professionals.

CACEE is a growing, vibrant organization implementing new technology, sharing resources, and linking professionals with similar interests. We have also recognized the importance of partnerships and through these relationships with other organizations, associations and individuals, we have shown that we can accomplish more together than as an individual.

### About the 2015 CACEE Ontario Regional Conference

The 2015 CACEE Ontario Regional Conference will be held at the Ted Rogers School of Management at Ryerson University on Tuesday, December 8<sup>th</sup>, 2015. This annual event brings together over 120 employers, career service professionals, and co-op educators from across Canada.

With an innovative and progressive one-day program format that incorporates Ted Talk' style Quick Hit plenaries, panel discussions, networking opportunities and breakout sessions, this conference offers learning, the exchange of ideas, and concrete approaches which meet the professional development needs of both employers and career educators. Our aim' is that there is content that speaks to and is applicable for frontline workers, managers, and strategic leaders working in the campus recruitment space. Attendees will leave the conference tapped into a vibrant network and wealth of best practices to kick-off 2016!

Don't miss out! We look forward to having you join us in Toronto this December!!

#### Date

Tuesday, December 8<sup>th</sup>, 2015

#### Expected Attendance

120+

#### Location

Ted Rogers School of Management  
55 Dundas Street West  
Toronto, ON M5G 2C3

#### CACEE National Office Contact

Paul D. Smith  
Executive Director  
[pauls@cacee.com](mailto:pauls@cacee.com)

#### Conference Organizer

Canadian Association of Career  
Educators and Employers (CACEE)  
720 Spadina Ave., Suite 202  
Toronto, ON, M5S 2T9  
(416) 929-5156 [www.cacee.com](http://www.cacee.com)

#### Sponsorship Contact

Trevor Buttrum  
ORC Sponsorship Chair  
[tbuttrum@insuranceinstitute.ca](mailto:tbuttrum@insuranceinstitute.ca)

# Sponsorship Opportunities

### Holiday Social Sponsor - \$1,500

**1 Opportunity Available**

- Exposure to 120+ delegates at the Holiday Networking Reception
- Presence of your logo in electronic and hard copy signage at the reception
- Recognition in the sponsorship slideshow
- Recognition in pre-conference promotional literature including e-blasts and website
- Pre-conference social media posts with a 'call out/thank you' and link to sponsor website
- Insertion of one promotional item in conference delegate bags
- Inclusion of your informational marketing collateral at the Information Station

*\*This opportunity includes hot & cold appetizers + 1 alcoholic beverage per attendee. Entertainment, additional food and décor can be coordinated at an additional cost.*

### Lunch Sponsor - \$1,000

**1 Opportunity Available**

- Exposure to 120+ delegates during a generous meal
- 2-minute address to the audience on behalf of your organization
- Presence of your logo in electronic and hard copy signage at the lunch
- Recognition in the sponsorship slideshow
- Recognition in pre-conference promotional literature including e-blasts and conference website
- Pre-conference social media posts with a 'call out/thank you' and link to sponsor website
- Insertion of one promotional item in the conference delegate bags
- Inclusion of your informational marketing collateral at the Information Station

### Keynote Speaker Sponsor\* - \$1,000

**1 Opportunity Available**

- Exposure to 120+ delegates during a plenary session
- Two-minute address to the audience on behalf of your organization
- A member of your organization to introduce the Keynote Speaker
- Presence of your logo on hard copy signage during the Keynote Speaker session
- Recognition in the sponsorship slideshow
- Recognition in pre-conference promotional literature including e-blasts and website
- Pre-conference social media posts with a 'call out/thank you' and link to sponsor website
- Insertion of one promotional item in the conference delegate bags
- Inclusion of your informational marketing collateral at the Information Station

*\*Subject to approval from the CACEE National Board and 2015 ORC Steering Committee*

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### Quick Hit Speaker Sponsor\* - \$750

**ONLY 3 Opportunities Left**

- Exposure to 120+ delegates during a plenary session
- Two-minute address to the audience on behalf of your organization
- Introduction of the Quick Hit speaker by a member of your organization
- Presence of your logo on hard copy signage during the quick-hit session
- Recognition in the sponsorship slideshow
- Recognition in pre-conference promotional literature including e-blasts and website
- Pre-conference social media posts with a 'call out/thank you' and link to sponsor website
- Insertion of one promotional item in the conference delegate bags

*\*Subject to approval from the CACEE National Board and 2015 ORC Steering Committee*

### Networking Breakfast Sponsor - \$650

**1 Opportunity Available**

- Exposure to 120+ delegates during a generous meal
- Materials on tables for delegates to take and peruse during the meal
- Presence of your logo in electronic and hard copy signage at the breakfast
- Recognition in the sponsorship slideshow
- Recognition in pre-conference promotional literature including e-blasts and website
- Insertion of one promotional item in the conference delegate bags

### Charge Bar Sponsor - \$600

**1 Opportunity Available**

In a world where everyone is "connected" and relies heavily on their mobile devices, the demand for providing charging stations is essential! Attendees will be positioned at the station for up to 8 minutes while their device charges. This is a great way to deliver your message to a captive audience:

- Sponsor will have the option to display a logo or a video on a large LCD screen featured on the Charge Bar station, which will be located in a prominent location at the conference
- There is also a 14"w x 27"h illuminated light box featured on the bottom of the Charge Bar where other promotional material can be displayed.
- Recognition in the sponsorship slideshow
- Recognition in pre-conference promotional literature including e-blasts and website
- Insertion of one promotional item in the conference delegate bags

### Lanyard Sponsor - \$500

**1 Opportunity Available**

- 120+ delegates wearing your branded lanyard throughout the conference
- Recognition in the sponsorship slideshow
- Insertion of one promotional item in the conference delegate bags

*\*Sponsor can provide branded lanyards (required) or CACEE can create one at an additional cost*

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### Delegate Bag Sponsor - \$500

**1 Opportunity Available**

- 120+ delegates carrying your branded bag throughout the conference and beyond
- Recognition in the sponsorship slideshow
- Insertion of your promotional items in conference delegate bags

*\*Sponsor can provide their own branded bag (100 required) or CACEE can create one at an additional cost*

### Networking Bingo Sponsor - \$450

**1 Opportunity Available**

An exciting networking activity where attendees will have the opportunity to play "Bingo"! This activity involves attendees connecting with one another and looking for specific "people" characteristics. Each attendee will receive a branded bingo card in their delegate bag. Once the card is full, the delegate's card will be put into a draw for a prize.

- Recognition and logo on bingo card
- Recognition in the sponsorship slideshow
- Recognition in pre-conference promotional literature including e-blasts and website
- Insertion of one promotional item in the conference delegate bags

### Workshop Sponsor - \$300

**ONLY 3 Opportunities Left**

- Exposure to 30 - 50 delegates during a workshop session
- Two-minute address to the audience on behalf of your organization
- A member of your organization to introduce the workshop presenter(s)
- Presence of your logo on hard copy signage during the workshop session
- Recognition in the sponsorship slideshow
- Recognition in pre-conference promotional literature including e-blasts and website
- Insertion of one promotional item in conference delegate bags

### Delegate Bag Insert - \$150

- Exposure to 120+ delegates through valued items, which can be used during the conference and afterwards back at their workplace.

*\*150 units required to be shipped to the CACEE National Office in advance of the conference*

### Information Station - \$100

- Placement of informational marketing collateral at the Information Station which will be located in the foyer where meals and networking breaks will take place
- Presence of your logo on hard copy signage at Information Station
- 120+ delegates will have the opportunity to pick up any material that is of interest to them
- This opportunity allows for a targeted marketing approach, getting your informational materials into the hands of your key stakeholders

# Sponsorship Commitment Form

Sponsorship is available on a first-come-first-served basis and **will only be confirmed once payment and a high-resolution logo are received.**

Please note that in order to appropriately recognize your organization and to honour our sponsorship commitments, CACEE requires the information below, a high resolution logo, and payment **no later than Friday, November 20th, 2015.**

**Name:** \_\_\_\_\_

**Organization:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**City:** \_\_\_\_\_ **Province/State:** \_\_\_\_\_

**Phone:** (    ) \_\_\_\_\_ - \_\_\_\_\_ **Extension:** \_\_\_\_\_

**E-mail:** \_\_\_\_\_

**Sponsorship Opportunity/Opportunities:** \_\_\_\_\_

**Total Amount in Sponsorship:** \$ \_\_\_\_\_

**Payment Options (Please check one of the following Options):**

**1. Credit Card** \_\_\_\_\_

Credit Card Number (16 digits, MC/VISA only): \_\_\_\_\_

Expiry Date (MM/YY): \_\_\_\_\_

Signature: \_\_\_\_\_:

**2. Invoice** \_\_\_\_\_

Please make cheques payable to **CACEE** and send by mail to:

CACEE National Office  
720 Spadina Ave., Suite 202  
Toronto, Ontario, M5S 2T9

Please send the completed form to Daniella Bustamante at [daniellab@cacee.com](mailto:daniellab@cacee.com) or by fax: 416.929.5256

*CACEE appreciates your support and looks forward to seeing you in December!*