



BCCIE SUMMER SEMINAR 2010: CHARTING THE PATH AHEAD

BCCIE SUMMER SEMINAR 2010

WHISTLER CONFERENCE CENTRE, WHISTLER, BC JUNE 22-25

SPONSORSHIP PACKAGE

British Columbia Council for International Education (BCCIE)

The BC Council for International Education (BCCIE) is a non-government agency funded by the province of British Columbia. We are committed to advancing the international education interests of British Columbia and represent the province's public and accredited private K-12, post-secondary, career college and language institutions and districts. On behalf of the sector, we organize joint marketing and recruitment events, professional development and internationalization activities, and act as a liaison and advocate for the provincial international education community. BCCIE is also tasked with administering and marketing the province's recently launched Education Quality Assurance (EQA) brand.

BCCIE is proud to take a leadership role in matters relating to international education and to work collaboratively and effectively with our stakeholders and colleagues across the country. British Columbia is currently the leading destination for international students in Canada, with an estimated 130 000 short- and long-term students studying at all levels in our province from across the globe.

Who Will Attend

The *BCCIE Summer Seminar 2010* is expected to attract upwards of 250 delegates from across Canada, including institutional and district leaders (Vice-Presidents, District Principals, Directors), government officials, NGOs, front-line practitioners, and other key influencers in the field of international education. The Seminar launch will be supported by a high profile media campaign across electronic, social media, and traditional communication channels.

Sponsors to the BCCIE Summer Seminar 2010 will have the opportunity to:

- Profile their organization to an influential audience of top practitioners and decision makers
- Network with staff and others who act as a primary liaison with international students and their families, international institutions, agencies, government and supporters
- Develop value-added partnerships with some of the leading international education specialists in Canada

Sponsorship Opportunities

Sponsorship opportunities have been designed to provide you with maximum exposure to delegates during your sponsored events. There are three sponsorship options – Open, Event, and Bursary. All sponsors will receive basic recognition as outlined below. Sponsors for special events will be recognized formally during the event. BCCIE will select and engage with sponsors who reflect the values of international education in the province and will consider value to stakeholders when considering sponsorship proposals. BCCIE will also consider alternate sponsorship proposals.

BCCIE

BRITISH COLUMBIA COUNCIL
FOR INTERNATIONAL EDUCATION



Open Sponsorship

Open Sponsorship provides you with the opportunity to donate any amount of funding to the BCCIE Summer Seminar 2010 and be recognized by the privileges associated with either premium or basic sponsorship, as detailed below.

Event Sponsorship

The following events are available for sponsorship at the prices indicated.

Date	Event	Cost
Tuesday, June 22	Evening Social Event	\$1000
Wednesday, June 23	Opening Luncheon	\$2500
Wednesday, June 23	Keynote Address	\$2500
Wednesday, June 23	Mentoring Event	\$1500
Wednesday, June 23	Welcome Reception	\$5000
Thursday, June 24	Networking Break	\$1000
Thursday, June 24	Express Networking Lunch	\$1500
Thursday, June 24	Afternoon Coffee Break	\$1000
Thursday, June 24	Final Banquet/Awards	\$5000

BCCIE Summer Seminar Bursary Program

BCCIE is also committed to the professional development and mentorship of colleagues new to the field of international education. In order to encourage the participation of younger professionals, colleagues from under-represented regions, and those who might not otherwise have the chance to attend the Summer Seminar, BCCIE will be expanding its bursary program.

Sponsoring a named bursary will allow your organization or institution to demonstrate its commitment to the professional development and sustainability of the industry. Bursaries will cover the full cost of conference registrations plus the pre-conference workshop 'Building Blocks to International Education'. Bursary winners will be selected via panel on a competitive basis, with bursary winners acknowledged during the Final Awards Banquet.

The cost to sponsor a full BCCIE Summer Seminar Bursary is approximately \$500.

Premium Sponsorship (over \$1000)

- Privileges as above
- One complimentary full conference registration
- Half-page advertisement in Seminar program guide
- Signage during sponsored event
- Table during sponsored event to distribute collateral

Basic Sponsorship (up to and including \$1000) includes the following:

- Recognition as sponsor (with logo) on the BCCIE Summer Seminar website
- Recognition (with logo) in the official program guide
- Verbal acknowledgement at Welcome Reception and Awards Banquet
- Recognition as sponsor in select marketing activities (electronic, social media, and traditional)

Sponsorship Application

To discuss your sponsorship options at BCCIE Summer Seminar 2010, or to obtain a sponsorship application, please contact Sarah Mines, BCCIE Manager of Marketing and Events, at smines@bccie.bc.ca.