

BCCIE 2015 SUMMER SEMINAR

GLOBAL RESPONSIBILITY AND
INSTITUTIONAL MANDATE:
OPPORTUNITY FOR INNOVATION



SPONSOR OPPORTUNITIES

SPONSOR THE BC COUNCIL FOR INTERNATIONAL EDUCATION'S ANNUAL SUMMER SEMINAR

Summer Seminar provides an essential platform for the growth of BC's International Education sector. BCCIE's annual conference brings together over 300 participants from our province, across Canada and beyond our borders. The conference attracts senior leaders, researchers, practitioners, student service providers, administrators, government, NGOs and students to explore these ideas with the aim of strengthening our work and taking steps towards advancing outstanding leadership in the fields that comprise International Education in BC. This year's conference theme is "Global Responsibility and Institutional Mandate: Opportunity for Innovation."

Summer Seminar 2015

June 21–24

The Fairmont Chateau Whistler Hotel
Whistler, BC

BENEFITS

BCCIE's Summer Seminar attracts **over 300 key influencers** in the field of International Education, including vice-presidents, district principals, directors, senior government officials, NGOs, frontline practitioners and others. The Seminar launch will be supported by a high profile media campaign across electronic, social media and traditional communication channels.

Sponsors of the BCCIE Summer Seminar 2015 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 partnerships with some of the leading International Education specialists in Canada.



INTRODUCING PLATINUM SPONSORSHIP

This year marks the beginning of a new level of Summer Seminar Sponsorship: Platinum. Platinum-level sponsorship is an exclusive offering available for up to three organizations. As a platinum sponsor you will have all the opportunities offered to our gold sponsors with the added benefit of sponsoring one of the major conference events listed below. You will also receive the first choice of exhibitor tables on a first-come, first-serve basis.

Opening Reception and Pre-Conference

This event option offers your organization a full day of exclusive sponsorship. BCCIE will provide signage and logo recognition at both pre-conference workshops as well as at the opening reception. At our opening reception you will be given an opportunity to address the delegates and welcome them to the conference on behalf of your organization.

Keynote Speaker

Our keynote speech holds a big draw for any sponsor. This year, Stephen Lewis will be taking the stage to share his wisdom on our 2015 conference theme "Global Responsibility and Institutional Mandate: Opportunity for Innovation."

Awards Banquet

The Annual BCCIE International Education Awards Banquet recognizes individuals who have made an outstanding contribution to the field of International Education.

Sponsorship of any of these major event offers high profile exposure in the form of:

- ▶ Social media recognition leading up to and during the conference
- ▶ High-profile signage at the event
- ▶ Logo on digital podium throughout sponsored event
- ▶ 5 minute speaking opportunity (expected attendance 200)
- ▶ Recognition through on-screen presentations
- ▶ Your logo will be featured on BCCIE's awards page, newsletters and other publications

Please note that as there are a limited number of spots available for platinum sponsors, this sponsorship package will be available on a first-come, first-serve basis. For further information please contact us at seminar@bccie.bc.ca.

SUMMER SEMINAR 2015 SPONSORSHIP LEVELS

	LEVELS	PLATINUM (3 Maximum)	GOLD	SILVER	BRONZE
BENEFITS	RATE	\$8,000	\$5,000	\$3,500	\$2,000
Sponsorship of major conference event*		✓			
Sponsorship of other conference event**			✓		
Exhibitor table	First choice of location		✓	✓	
Advertisement in Program Guide	Full page		Full page	Half page	
Logo on digital podium throughout sponsored event		✓			
Verbal acknowledgement at Welcoming and Closing Plenary		✓	✓		
Recognition on website (with link to sponsor) and Program Guide		✓	✓	✓	✓
Delegate bag insert		✓	✓	✓	✓
Verbal recognition during Seminar		✓	✓	✓	✓
Complimentary registrations		2	2	1	1
Social media mentions		2	2	1	1

*Includes sponsorship of one of:

- Opening Reception and pre-conference events (S)
- Awards Banquet (S)
- Keynote (S)

(S) = Speaking opportunity

**Includes sponsorship of one of:

- First-timers Event (S)
- Thought Leader Dialogue I or II
- Networking Lunch (S)
- First Delegate Breakfast (Mon) (S)
- Mentorship Event (Mon) (S)
- Delegate Breakfast (Tues)
- Delegate Breakfast (Wed)

(S) = Speaking opportunity

SPONSOR SIGNAGE FOR ALL EVENTS IS PROVIDED.

Opportunities are on a first-come, first serve basis, so we encourage you to confirm options as soon as possible. Email seminar@bccie.bc.ca for more information.

BCCIE welcomes alternate sponsorship proposals that may be better aligned with your organization's marketing needs. If you would like to discuss your 2015 sponsorship options, please email seminar@bccie.bc.ca. Note that a bronze level minimum is required to sponsor additional items.

ADDITIONAL SPONSORSHIP OPPORTUNITIES

Please note that, with the exception of bursaries, a bronze level minimum is required to purchase any of these items.

Bursaries: \$750 each

Bursaries offer an ideal way to give back to the International Education community and give a wonderful networking opportunity to a deserving professional. By sponsoring bursaries you are allowing participation in this year's Seminar by those who may not otherwise be able to attend the conference. There are many ways that we can highlight your generous contribution including verbal recognition, foam core signage and logo exposure on our website and social media platforms. Please contact us at seminar@bccie.bc.ca to discuss additional options.

Lanyards (1 sponsor only): \$1500

Each of our delegates receives a lanyard with their name badge and are required to wear them throughout their time at the conference. This is a high visibility sponsorship opportunity which is available to only one sponsor. As our exclusive lanyard sponsor, you will be consulted in the design process of the lanyards and will have your logo prominently displayed on them.

Hotel key card (1 sponsor only): \$1000

The sponsor of this exclusive opportunity will have their logo displayed on the hotel key card of every delegate staying at The Fairmont Chateau Whistler Resort Hotel. For the 2015 Summer Seminar, room-night bookings are expected to be over 380.

Full page ad in Program Guide (Max 1 per sponsor, subject to availability): \$600

Our Program Guide is provided to all of our delegates and is full of valuable conference information. For more information on ad specifications please email seminar@bccie.bc.ca.

Half page ad in Program Guide (Max 1 per sponsor, subject to availability): \$300

Our Program Guide is provided to all of our delegates and is full of valuable conference information. For more information on ad specifications please email seminar@bccie.bc.ca.

Additional delegate bag insert (Max 1 per sponsor): \$200

Delegate bags are given to all conference attendees. By purchasing a delegate bag insert you are ensuring that each and every delegate will recognize your company. Inserts may come in the form of brochures, one-pagers, pens or other branded collateral. Please note that only one item may be included per sponsor.

