



BCCIE SUMMER CONFERENCE 2019 SPONSORSHIP OPPORTUNITIES

Summer Conference provides an essential platform for the growth of BC's International Education sector. BCCIE's annual conference brings together hundreds of 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.

Summer Conference 2019
June 23–26
Fairmont Château Whistler
Whistler, BC

BENEFITS

BCCIE Summer Conference 2019 is expected to attract **more than 400 key influencers** in the field of International Education. The conference launch will be profiled on a variety of communication channels including digital, social media, and print.

Sponsors of BCCIE Summer Conference 2019 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 primary liaisons with international students and their families, international institutions, agencies, government and supporters
- ▶ Develop partnerships with leading International Education specialists in Canada



DIAMOND SPONSORSHIP

The Diamond level sponsorship is an exclusive offering available for up to two organizations. As a Diamond sponsor you will have the same opportunities offered to our Platinum sponsors with the added benefit of sponsoring one of the two premier conference events listed below. You will also receive additional social media and printed recognition, one additional registration and the first choice of exhibitor tables on a first-come, first-served basis.

Keynote lunch

The keynote lunch is one of the most well-attended and highly anticipated events at Summer Conference. We are excited to welcome Roberta Jamieson as the BCCIE Summer Conference 2019 keynote speaker.

Roberta is a Mohawk woman who has enjoyed a distinguished career of firsts. She was the first First Nation woman in Canada to earn a law degree; the first non-parliamentarian appointed an ex-officio member of a House of Commons Committee; the first woman Ombudsman of Ontario; and the first woman elected Chief of the Six Nations of the Grand River Territory. An accomplished expert in alternative dispute resolution, Roberta also served as Commissioner of the Indian Commission of Ontario.

Awards banquet

The annual BCCIE International Education Awards banquet is a high-profile evening event that recognizes individuals who have made outstanding contributions to the field of International Education.

Sponsorship of both of these major events offers high-profile exposure in the form of:

- ▶ Prominent signage at the event
- ▶ Speaking opportunity
- ▶ Recognition in a rotating slide deck

For further benefits of the Diamond sponsorship, please refer to the SUMMER CONFERENCE 2019 SPONSORSHIP LEVELS table on page 3.

Please note that as there are only two spots available for Diamond sponsors, this sponsorship package will be available on a first-come, first-served basis. For further information, please contact us at conference@bccie.bc.ca.

SUMMER CONFERENCE 2019 SPONSORSHIP LEVELS

	DIAMOND (2 Maximum)	PLATINUM (3 Maximum)	GOLD	SILVER	BRONZE
TIER RATE	\$15,000	\$10,000	\$7,500	\$5,000	\$3,500
Sponsorship of premier event including recognition on table tent cards and one reserved table ¹	✓				
Sponsorship of major event ²		✓			
Sponsorship of other event ³			✓		
Exhibitor table ^{4,5}	1st choice of location	2nd choice	3rd choice	Assigned	
Advertisement in program guide	Full page	Full page	Full page	Half page	
Signage at sponsored event	✓	✓	✓		
Verbal acknowledgement during official welcome	✓	✓			
Receipt of delegate list one week before the conference	✓	✓	✓	✓	✓
Recognition as a top sponsor on BCCIE's website	✓	✓			
Recognition as a sponsor on BCCIE's website			✓	✓	✓
Recognition on conference app and online platform (with logo & link to website)	✓	✓	✓	✓	
Recognition in program guide	✓	✓	✓	✓	✓
Delegate bag insert (one item only)	✓	✓			
Recognition in Summer Conference newsletter	✓	✓	✓	✓	✓
Complimentary registrations	4	3	2	1	1
Social media mentions (minimum)	3	2	2	1	1

TERMS AND CONDITIONS

(S) = Speaking Opportunity

- Premier events:
 - Awards banquet (S)
 - Keynote lunch (S)
- Major events:
 - Opening reception (S)
 - First delegate breakfast (Mon) (S)
 - Thought leader dialogues
 - Global issues panel
- Other events:
 - Pre-conference workshops
 - First-timers' social (S)
 - Delegate breakfast (Tues)
 - Networking lunch
- Within each sponsorship tier, opportunities including exhibitor table location are on a first-come, first-served basis in order of payment received. We encourage you to confirm options and submit your payment as soon as possible. Please email conference@bccie.bc.ca for more information.
- All sponsors with an exhibitor table will be able to network with conference delegates during our dedicated sponsor fair time slots on Monday and Tuesday.

BCCIE welcomes alternate sponsorship proposals that may be better aligned with your organization's marketing needs. If you would like to discuss your 2019 sponsorship options, please email conference@bccie.bc.ca.

ADDITIONAL SPONSORSHIP OPPORTUNITIES

Please note that these opportunities require a minimum level of sponsorship as outlined below.

Conference app: \$5,000 (1 sponsor only; Gold level minimum required)

Secure the opportunity to put your organization in front of more than 400 delegates as they use our mobile app to navigate Summer Conference. For the past two Summer Conferences, approximately 80 percent of delegates surveyed downloaded the app to navigate conference content. As the official app sponsor, your organization will be showcased through web and mobile banners and daily schedule emails. For more information about how your branding would be displayed, please contact conference@bccie.bc.ca.

Lanyards: \$5,000 (1 sponsor only; Silver level minimum required)

All delegates receive lanyards with their name badges and are required to wear them throughout the conference. This is a high-visibility sponsorship opportunity. As our exclusive lanyard sponsor, you will be consulted in the design process of the lanyards and will have your logo prominently displayed.

Wifi: \$2,500 (1 sponsor only; Silver level minimum required)

WiFi is an essential part of keeping delegates engaged and connected. As the official WiFi sponsor of the "BCCIE Summer Conference" network, your organization's name will not go unnoticed by delegates. The WiFi sponsor will be promoted through print materials in all the conference meeting rooms and in hotel guest rooms. Each WiFi user will be required to reconnect after a period of inactivity, ensuring maximum exposure for your organization throughout the Conference. You will also get to choose the WiFi password!

Hotel key cards: \$2,500 (1 sponsor only; Silver level minimum required)

The sponsor of this exclusive opportunity will have their logo displayed on the hotel key card of delegates staying at the Fairmont Château Whistler. For Summer Conference 2019, room-night bookings are expected to be more than 600.

Delegate bag insert (subject to availability): Per paper insert \$200; other inserts \$400 (Bronze level minimum required)

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 organization. Inserts may come in the form of brochures, one-pagers, pens or other branded collateral. Please note that size and weight restrictions apply.

Full or half page ad in program guide (max 1 per sponsor, subject to availability): \$600 full/\$400 half (Bronze level minimum required)

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 conference@bccie.bc.ca.

BURSARIES

\$875 each (Bronze level minimum OR three bursary minimum required)

Bursaries offer an ideal way to give back to the International Education community and provide a wonderful networking opportunity to a deserving professional. With a bursary, you are sponsoring the participation of someone who may not otherwise be able to attend the conference. Your generous contribution will be highlighted through social media and logo exposure on our website.