

February 15–17 • Doubletree by Hilton—Toronto Airport • Toronto

### **NATCON 2011:**

# **Bringing Diversity and Inclusion into the Main Stream**

#### LEAD BY EXAMPLE—INVITATION TO SPONSOR

We invite you to play a leadership role in the **2011 National Consultation on Career Development and Workforce Learning** conference, an annual event that brings together *over 300 delegates* representing business, labour, and policy makers from across Canada. The key objectives of this event centre on enhancing career development opportunities, improving workforce learning initiatives, improving standards and challenging organizational change.

The Conference Board of Canada has earned a reputation for delivering high-quality events with expert speakers and insightful programs. **Sponsorship** is a key component of this success. By sponsoring the 2011 National Consultation on Career Development and Workforce Learning, your organization will:

- Confirm your organization's role as a leader
- Receive national recognition through event promotions, web links, event signage; additional corporate advertising in the event agenda, and
- Ensure that we can provide a first class learning and professional development event.

#### **Benefits and Advantages**

Partnering with The Conference Board of Canada as an Event Sponsor will afford your organization the following benefits and advantages:

- Raise your corporate profile by working with Canada's top senior executives and participating in high profile keynote speaking roles
- Demonstrate leadership by being a part of the latest research and discussion of the issues
- Contribute to the national dialogue on topics of interest to your industry
- Prepare for the future of your industry and your business, by connecting with thought leaders and increasing your company's insight into future trends
- Amplification of your message, by providing a setting of heightened receptiveness;
- Flexible options in Sponsor Partner level, involvement and commitment; and

## **Summary of Sponsorship Opportunities** (details and benefits are attached)

\$30,000 - \$85,000	Platinum
\$15,000 - \$30,000	Gold
\$10,000 - \$15,000	Silver
\$5,000 - \$10,000	Bronze

We would be happy to customize a sponsorship package that will address the specific needs of your organization.

## NATCON 2011 — SPONSORSHIP OPPORTUNITIES

Category	Benefits
\$30,000 to \$85,000	Our <b>Platinum Sponsor</b> level delivers maximum recognition and promotion opportunities. A Platinum Sponsor gains exclusive association with the topic area and recognition as a leader in this field.
Platinum	<ul> <li>Input into and consultation on the event agenda</li> <li>Up to two prominent speaking positions at the event</li> <li>Promotion through logo placement on print and electronic material and advertising, including mailings, event signage and event agenda</li> <li>Recognition through profile on the Conference Board's event web site</li> <li>Promotion through an opportunity to display corporate material in our Exhibitors' Marketplace and through additional corporate advertising in the event agenda</li> <li>Make your sponsorship a professional development opportunity for your team with Ten (10) complimentary registrations to the event</li> </ul>
\$15,000 to \$30,000	Our <b>Gold Sponsor</b> level delivers great recognition and promotion opportunities. A Gold Sponsor gains exclusive association with the topic area and recognition as a leader in this field.
Gold	<ul> <li>Prominent speaking role at the event (dinner or plenary speaker)</li> <li>Promotion through logo placement on print and electronic material and advertising, including mailings, event signage and event agenda and on-site signage</li> <li>Recognition through profile on the Conference Board's event web site</li> <li>Promotion through an opportunity to display corporate material in our Exhibitors' Marketplace and through additional corporate advertising in the event agenda</li> <li>Five (5) complimentary registrations to the event</li> </ul>
\$10,000 to \$15,000	Our <b>Silver Sponsor</b> level delivers prominent recognition and promotion opportunities. A Silver Sponsor gains exclusive association with the topic area and recognition as a leader in this field.
Silver	<ul> <li>Speaking role at one of the networking events (reception or luncheon)</li> <li>Promotion through logo placement on print and electronic material and advertising, including mailings, event signage and event agenda and on-site signage</li> <li>Recognition through profile on the Conference Board's event web site</li> <li>Promotion through an opportunity to display corporate material in our Exhibitors' Marketplace and through additional corporate advertising in the event agenda</li> <li>Three (3) complimentary event registrations</li> </ul>
\$5,000 to \$10,000	Our <b>Bronze Sponsor</b> level delivers recognition and promotion opportunities. A Bronze Sponsor gains exclusive association with the topic area and recognition as a leader in this field.
Bronze	<ul> <li>Promotion through logo placement on print and electronic material and advertising, including mailings, event signage and event agenda and on-site signage</li> <li>Recognition through profile on the Conference Board's event web site</li> <li>Promotion through an opportunity to display corporate material in our Exhibitors' Marketplace and through additional corporate advertising in the event agenda</li> <li>Two (2) complimentary event registrations</li> </ul>

### To learn more contact :

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