

**SPONSORSHIP APPLICATION**



**CSAE BC Network  
2019-2020  
Sponsorship Programs**

# TABLE OF CONTENTS

<b>CSAE BC Corporate Partner Program</b> .....	<b>4</b>
<b>CSAE BC Events Sponsorship Program</b> .....	<b>5</b>
Annual Update Meeting .....	5
Regional Roundtable(s).....	5
MLA Session and Luncheon .....	6
Networking and Social Events. ....	7
Annual Holiday Season Reception and Luncheon .....	8
Lunch & Learns .....	9
<b>Sponsorship Application</b> .....	<b>10</b>
<b>Sponsorship Agreement</b> .....	<b>11/12</b>

CSAE BC

Email: [bc@csae.com](mailto:bc@csae.com) Website: <http://www.csae.com/Networks/British-Columbia>

Dear Network Member and Prospective Sponsorship Partner,

The Canadian Society of Association Executives (CSAE) is a not-for-profit organization, established in 1951, and is Canada's only national organization dedicated to supporting the needs of association professionals and business members who provide vital products and services to the sector.

*VISION: Empowering associations to transform their world.*

*MISSION: Delivers the knowledge, resources and environment to advance association excellence.*

The CSAE philosophy embraces a pan-Canadian member-driven culture that consistently provides value to members and stakeholders. Members can expect CSAE to deliver high quality, credible and reliable:

- ✓ Education and professional development;
- ✓ Sector related information and knowledge; and
- ✓ Access to resources and benchmarking regarding best practices.

CSAE operates as a nation-wide organization with representation across the country, including a B.C. Network: the British Columbia Network (CSAE BC) serves over 250 members in the province of British Columbia and promotes excellence and professionalism in British Columbia's not-for-profit community.

Our B.C Network sponsorship programs, outlined in the following pages, are a vital component to our ability to organize the many exciting professional events and educational programs that the CSAE BC offers to the association management industry in British Columbia.

Both our Corporate Partner Program and Events Sponsorship Program are designed to help your organization meet its unique marketing and sponsorship objectives, and opportunities have been created to meet a wide range of budgets and scope: if your organization is seeking significant and prominent branding/recognition throughout the year in all our annual events, and in all E-marketing and communication channels, we invite your organization to become one of our key Corporate Partners; or if your organization is seeking more specific and flexible opportunities for increased visibility, then we invite you to consider our Events Sponsorship Program.

Your CSAE BC Network Corporate Partner Program or Events Sponsorship Program is an investment in your immediate and long-term marketing plan. Every dollar will be dedicated to enhancing the association management industry in British Columbia.

For further information or if you have any questions, please contact our Network Manager of Events and Sponsorships at [bc@csae.com](mailto:bc@csae.com). Thank you for your consideration and we look forward to hearing from you.

Sincerely,



Giovanna Boniface  
Chair, CSAE BC

# CORPORATE PARTNER PROGRAM

**\$4,000.00 per year** (*limited to 8 partners per year*)



The CSAE BC Corporate Partner Program provides organizations with unparalleled access to the CSAE BC network of not-for-profit leaders and decision makers, and you will be recognized as strong supporters of the association management industry in British Columbia. No advertising dollar can buy the visibility and reputation you gain as a CSAE BC Corporate Partner.

As outlined below, Corporate Partners receive prominent recognition throughout the year for all CSAE BC Network events and on-going E-marketing and communication vehicles, therefore reminding members of your support and investment in their association.

## **Corporate Partner Benefits\***

- Recognition on the CSAE BC website, including direct links from our website to your company website
- Recognition throughout the year on the CSAE's social media
- Advance access to attendee list for each event
- Company logo /branding on all pre-event advertising and promotion, partnership acknowledgement during each event and prominent branding on all day-of event signage and materials , as well as post-event recognition for each of the following events:
  - Educational events (Lunch & Learn events) and webinars (*valued at approx. \$1,000*);
  - MLA Panel Event and Luncheon (*valued at approx. \$700*);
  - Annual Holiday Reception and Luncheon (*valued at approx. \$600*);
  - Networking /Social Events (*valued at approx. \$500*); and
  - Regional Roundtables 2 x's per year (*valued at approx. \$250*)
- Company logo branding/ recognition in the following E-marketing /communication vehicles (*valued at approx. \$1700.00*):
  - CSAE BC Network monthly E-Newsletter plus 10% advertising discount;
  - CSAE BC event promotional E-Blasts; and
  - CSAE BC Network website and social media
- Complimentary tickets to all annual\* CSAE BC events:
  - Educational Presentations and Luncheons (*two complimentary tickets valued at \$170.00*);
  - MLA Panel Event and Luncheon (*two complimentary tickets valued at \$170.00*);
  - Holiday Reception and Luncheon (*two complimentary tickets valued at \$140.00*);
  - Networking / Social Events (*two complimentary tickets value at \$140.00*); and
  - Regional Roundtables (*one complimentary ticket and valued at \$25.00*)

(\* This is a one year program and the CSAE National Conference is **not** included)

# EVENTS SPONSORSHIP PROGRAM

The CSAE BC Events Sponsorship Program provides members with flexible and specific opportunities for increased visibility and profile amongst the leaders in the association management industry. We invite your participation in this program for any one of our events, and we can tailor your organization's efforts to specific events based on your marketing needs, resulting in increased value for your sponsorship dollar.

Outlined in the following pages are our upcoming 2019-2020 events, their levels and accompanying benefits. Please choose the level which best meets your company's objectives and goals. We would also be happy to meet with you to discuss a sponsorship package customized to your specific requirements and preferences. Please note that the following opportunities include both cash and in-kind products/services.

## ANNUAL STRATEGIC PLANNING SESSION

Once a year, the CSAE BC Executive Leadership Team of volunteers spends a day-or-two away from the office in order to discuss, strategize and plan the CSAE BC Networks priorities and goals for the upcoming year.



### Sponsorship Opportunities:

- Venue sponsorship (In-kind) (accommodations, meeting room facilities, catering)

### Sponsor Benefits:

- Company logo branding/recognition on the sessions signage, E-Newsletters, event E-Blasts, and the B.C Network website and;
- Opportunity to display and distribute your organization's promotional materials and signage at the session.

## REGIONAL ROUNDTABLE

In the Spring and Fall of 2019, the Okanagan Region will host Regional Breakfast Roundtables: these Roundtables provide our attendee's with valuable, interactive information and networking.



### Sponsorship Opportunities:

- Venue sponsorship (In-kind) (accommodations, meeting room facilities, catering)

### Sponsor Benefits:

- Company logo branding/recognition on the Roundtables event signage, E-Newsletters, event E-Blasts, and the B.C Network website; and
- Opportunity to display and distribute your organization's promotional materials and signage at the session.

## MLA EVENT AND LUNCHEON

This event provides a unique opportunity for CSAE BC members and guests to connect with BC's political parties and is designed to raise the profile of associations and CSAE BC with government and the public.

'Government + Associations = Better Decisions'

Effective advocacy is fundamental to the not-for-profit sector as you seek to represent your members' interests with key government decision-makers.

(Held annually – 70+ attendees per event)



### **Sponsorship Opportunities:**

- Gold Sponsor (\$1,250)
- Silver Sponsor (\$1,000)
- Bronze Sponsor (\$750)

### **Sponsor Benefits:**

- Two (2) complimentary tickets to the event;
  - Prominent company logo recognition as a Gold Sponsor on all day-of event signage and event materials;
  - Opportunity to display your organization's signage during the workshop and luncheon;
  - Opportunity to display and distribute your organization's promotional materials (flyers/ brochures) at the event registration table;
  - Podium presentation opportunity (10 – 5 min.); and
  - Company logo branding/recognition on all pre-event advertising and post- event recognition including the CSAE BC monthly E-Newsletters, event E-Blasts and the B.C Network website.
- 
- One (1) complimentary ticket to the event;
  - Company logo recognition as a Silver Sponsor on all event day-of signage and event materials;
  - Opportunity to display your organization's signage during the networking luncheon; and
  - Company logo branding/recognition on all pre-event advertising and post- event recognition including the CSAE BC monthly E-Newsletters, event E-Blasts and the B.C Network website.
- 
- Recognition as a Bronze Sponsor on day-of event signage and event materials; and
  - Company logo branding/recognition on post- event recognition including the CSAE BC monthly E- Newsletter.

## BC NETWORKING & SOCIAL EVENTS

Our networking and social events are designed to give our members the opportunity to network, allowing them to build connections, market their business and expand their network and all in a relaxed and enjoyable setting.

It is a valuable, productive and meaningful way to interact with fellow CSAE BC members!



### Sponsorship Opportunities:

- Gold Sponsor (\$1,000)
- Silver Sponsor (\$750)
- Bronze Sponsor (\$500)

### Sponsor Benefits:

- Two (2) complimentary ticket to the event;
  - Prominent company logo recognition as a Gold Sponsor on day-of event signage and materials;
  - Opportunity to display your organization's signage during the networking event;
  - Opportunity to display and distribute your organization's promotional materials (flyers/brochures) at the event registration;
  - Podium presentation (5 min.) during opening comments; and
  - Branding/recognition on all pre-event advertising and post-event recognition including the CSAE BC monthly E-Newsletters, event E-Blasts and B.C Network website.
- 
- Company logo recognition as a Silver Sponsor on all event day-of signage and materials;
  - One (1) complimentary ticket to the event;
  - Opportunity to display your organization's signage during the event; and
  - Branding/recognition on all pre-event advertising and post-event recognition including the CSAE BC monthly E-Newsletters, event E-Blasts and B.C Network website.
- 
- Recognition as a Bronze Sponsor on day-of event signage and event materials; and
  - Company logo branding/recognition on post- event recognition including the CSAE BC monthly E- Newsletter.

# ANNUAL HOLIDAY RECEPTION & LUNCHEON

Come dressed in your favorite holiday tie, earrings or reindeer sweater! This annual CSAE BC Network event includes lunch, entertainment and the opportunity to mix with your peers leading into the holiday season. Executive Members are encouraged to bring their staff to this not-to-be-missed event!



(Held annually – 70+ attendees per event)

## Sponsorship Opportunities:

- Gold Sponsor \$1,000

Entertainment  
Sponsor (\$1,000)

- Silver Sponsor (\$750)

- Bronze Sponsor (\$500)

\*\* Auction Donations

## Sponsor Benefits:

- Two (2) complimentary tickets to the event;
- Prominent company logo recognition as Gold Sponsor on day-of event signage and materials;
- Opportunity to display your organization's signage during the networking luncheon;
- Podium presentation opportunity (5 min);
- Opportunity to display and distribute your organization's promotional materials (flyers/brochures) at the event registration table; and
- Branding/recognition on all pre-event advertising and post-event recognition including the CSAE BC monthly E-Newsletters, event E-Blasts and the B.C Network website.

\*\* Will receive the same benefits as a 'Gold' sponsor, plus receive recognition by the entertainment

- One (1) complimentary ticket to the event;
  - Company logo recognition as Silver Sponsor on event day-of signage and materials;
  - Opportunity to display your organization's signage during the networking luncheon; and
  - Branding/recognition on all pre-event advertising and post-event recognition including the CSAE BC monthly E-Newsletters, event E-Blasts and B.C Network website.
- 
- Recognition as a Bronze Sponsor on day-of event signage and event materials; and
  - Company logo branding/recognition on post- event recognition including the CSAE BC monthly E- Newsletter

Raise your organization's profile by donating a gift to the live/silent auction, while providing an opportunity to have your organization's branding/promotional signage on the auction tables.



# ANNUAL LUNCH & LEARNS

The CSAE BC Network ANNUAL Lunch & Learns are designed to educate and inform our members through industry experts and practitioners on topics that are critical to day-to-day association operations and management.

(50+ attendees per event)



## Sponsorship Opportunities:

- Gold Sponsor (1,000)
- Silver Sponsor (\$750)
- Bronze Sponsor (\$500)

## Sponsor Benefits:

- Two (2) complimentary tickets to the event;
- Prominent company logo recognition as a Gold Sponsor on all day-of event signage and materials;
- Opportunity to display your organization's signage during the networking luncheon;
- Opportunity to display and distribute your organization's promotional materials (flyers/ brochures) at the event registration table;
- Event podium presentation opportunity (5 min.); and
- Branding/recognition on all pre-event advertising and post-event recognition including the CSAE BC monthly E-Newsletters, event E-Blasts and the B.C Network website.
- One (1) complimentary ticket to the event;
- Company logo recognition as a Silver Sponsor on event day-of signage and materials;
- Opportunity to display your organization's signage during the networking luncheon; and
- Branding/recognition on all pre-event advertising and post-event recognition including the CSAE BC monthly E-Newsletters, event E-Blasts and B.C Network website.
- Recognition as a Bronze Sponsor on day-of event signage and event materials; and
- Company logo branding/recognition on post-event recognition including the CSAE BC monthly E- Newsletter.

**SPONSORSHIP APPLICATION**

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

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

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

City: \_\_\_\_\_ Prov: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

**SPONSORSHIP:**

- Corporate Partner - \$4,000 \$ \_\_\_\_\_
- Annual Planning Session \$ \_\_\_\_\_ (In-kind Value)
- Regional Roundtables \$ \_\_\_\_\_ (In-kind Value)
- MLA Event & Luncheon \$ \_\_\_\_\_ Sponsorship Level: \_\_\_\_\_
- Networking or Social Events \$ \_\_\_\_\_ Sponsorship Level: \_\_\_\_\_
- Annual Holiday Reception/Luncheon \$ \_\_\_\_\_ Sponsorship Level: \_\_\_\_\_
- Lunch & Learn's \$ \_\_\_\_\_ Sponsorship Level: \_\_\_\_\_

**PAYMENT**

Cheque

VISA / Mastercard

Card Number: \_\_\_\_\_ Expiry Date: \_\_\_\_\_

Name on Card: \_\_\_\_\_ Sec Code: \_\_\_\_\_

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

## LETTER OF AGREEMENT

Sponsorship of \_\_\_\_\_  
*[Corporate Partnership or Name of Event]*

Thank you for your sponsorship and support. The purpose of this letter is to confirm the sponsorship arrangements, which are set out below, employing the terms with the meanings.

1. Sponsorship is due upon receipt and payable prior to the event date.
2. The sponsorship amount is net of any taxes, which if due, will be paid by the sponsor.
3. Sponsorship is a business expense and therefore a charitable tax receipt cannot be issued.
4. The sponsor must deliver any sponsor materials to CSAE BC by a set due date or dates previously agreed to.
5. The sponsor grants to CSAE BC a non-exclusive license to use the sponsor logo(s) in the CSAE BC event promotion and membership materials, but only for the purpose of conferring the sponsorship benefits in relation to the event. Any materials that are provided to or created by the CSAE BC pursuant to this agreement are the property of the CSAE BC.
6. CSAE BC must use the sponsor logo(s) in the colours and font type as per the sponsor's branding guidelines/policy.
7. CSAE BC will duplicate the sponsor logo(s) in such size and prominence as CSAE BC reasonably decides, having regard to:
  - a) The size of the location where it will be used;
  - b) The relative size of the logos of other sponsors; and
  - c) The sponsor's and other sponsors' comparative level of sponsorship.
8. The sponsor warrants that:
  - a) It is the owner of the logo(s); and
  - b) It is entitled to grant a license of those registered logo(s) in accordance with this agreement.
9. The sponsor warrants that the sponsor logo(s) do not infringe the rights of another person and/or organization.
10. The sponsor indemnifies CSAE BC from and against all actions, claims, proceedings, and demands arising from any claim that a logo infringes the rights of another person and/or organization.
11. Neither party may assign or sub-contract this agreement, or any rights or obligations in this agreement without the other's prior written consent.

12. Either party may terminate this agreement without cause on giving 30 days' written notice of termination to the other party. The sponsor agrees that, in the event of any termination of this agreement by the sponsor, no refunds shall be given under any circumstances.
13. This agreement is governed by the laws of British Columbia.
14. No modification of this agreement is effective unless it is in writing and signed by the parties.
15. The agreement may be entered into by each party signing a separate copy of this agreement (including a photocopy or faxed copy) and delivering it to the other party in person by fax or scanned copy.

*[Name of Sponsor]* \_\_\_\_\_ accepts the terms set out above and agrees to sponsor the CSAE BC and/or CSAE BC Event(s) in accordance with the above terms.

THE PARTIES have duly executed this Agreement the \_\_\_\_\_ day of \_\_\_\_\_, \_\_\_\_\_.

**SIGNED AND DELIVERED** on behalf of the CSAE BC by an authorized representative of the CSAE BC

**SIGNED AND DELIVERED** by or on behalf of the Sponsor.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Name

\_\_\_\_\_  
Date

\_\_\_\_\_  
Name

\_\_\_\_\_  
Date