

**site** Canada



---

## Education Day 2023 Sponsorship Opportunities





## Why become a SITE Canada sponsor?

**SITE Canada is the association for incentive travel professionals in Canada!**

- Increase brand awareness to incentive industry decision makers
- Exposure to members across Canada and beyond
- Overall membership and average event attendance is typically a 60/40 supplier/buyer ratio
- A wide variety of diverse events to meet your sponsorship needs
- Intimate in person events allow for greater interaction opportunities with attendees
- Unique and customizable opportunities – let's work together!
- Active social media channels for even more exposure

# Event Sponsorship Opportunities



---

## **Keynote Speaker Sponsor - \$3,500 each** (*3 cash sponsors*)

- Speaker introduction podium time.
- Sponsor logo PPT overlay during speaker introduction.
- Logo placement on the SITE Canada event registration and linked agenda pages.
- Logo placement on SITE Canada social media sites promoting the speakers.
- Attendee list with email (if consent provided).
- Two (2) complimentary registrations to attend the event.

# Event Sponsorship Opportunities



---

## **Lunch Sponsor - \$2,750** *(1 cash sponsor)*

- 1 Minutes of podium time at lunch to address the attendees.
- Logo placement on the SITE Canada event registration and linked agenda pages.
- Signage and promotional material at the lunch event (provided by sponsor)
- Attendee list with email (if consent provided).
- One (1) complimentary registrations to attend the event.

## **Cocktail Reception Sponsor - \$2,750** *(1 cash sponsor)*

- 1 Minute of podium time at lunch to address the attendees.
- Logo placement on the SITE Canada event registration and linked agenda pages.
- Signage and promotional material at the cocktail reception event (provided by sponsor)
- Attendee list with email (if consent provided).
- One (1) complimentary registrations to attend the event.

## **Breakfast Sponsor - \$2,000** *(1 cash sponsor)*

- Logo placement on the SITE Canada event registration and linked agenda pages.
- Signage and promotional material at the breakfast event (provided by sponsor)
- Attendee list with email (if consent provided).
- One (1) complimentary registrations to attend the event.

# Event Sponsorship Opportunities



---

## **Rotating Presentations - \$3,000** (*1 cash sponsor*) – *4 speakers on trending topics, 15 mins. ea.*

- Logo placement on the SITE Canada event registration and linked agenda pages.
- Logo slide on screen before speaker presents
- Introduction of speaker
- Placement of sponsor promotional material in room (materials at sponsors expense).
- Two (2) complimentary registrations to attend the event.

## **Morning and Afternoon Plenary Video Loops - \$1,200** (*2 cash sponsors*)

- Provide a Promotional Video up to 2 min. in length. (specs: 16:9, 1920x1080)
- One (1) complimentary registration to attend the event

# Giftng Partner



---

Giftng partners can enhance the attendee experience which can be recreated at their own events. The exposure opportunity helps the vendor by showcasing their product and through marketing, it helps SITE Canada increase participation at Education Day.

This sponsor provides each registered attendee (buyers and suppliers) with a takeaway gift. All costs for gifts are covered by sponsor.

Items must have a high perceived value and be approved by the SITE Canada Education Committee.

- Benefits include:
  - logo included in all pre and post event marketing
  - logo signage at the event
  - One (1) complimentary registration
  - recognition from the stage
  - attendee list with email (if consent provided)

# Raffle Prizes



---

## Raffle Prizes

We are seeking any form of raffle prize donation to enhance the Education Day attendee experience. Items could include:

- hotel packages/certificates
  - airline tickets
  - destination packages
  - cruise experiences
  - theatre, sporting event and concert tickets
  - authentic artisan crafts/gifts
  - gift baskets
  - gift cards
  - any other items that fit our industry and attendees.
- For your donation, your company name, donated item with description, and value amount will be shared with attendees during and prior to the event. **Please note, donations do not fall under sponsorship benefit categories.**

# Let's Work Together!

---

Please contact either:

**Matina Kalkounis**

Education Day Sponsorship

[matina.kalkounis@scotiabank.com](mailto:matina.kalkounis@scotiabank.com)

Or

**Janet Cuffie**

SITE Canada Sponsorship Director

[jcuffie@Bahamas.com](mailto:jcuffie@Bahamas.com)

[www.sitecanada.org](http://www.sitecanada.org)

Facebook - [@SITECan](#)

Instagram - [sitecanada](#)

Twitter - [@sitecanada](#)

[LinkedIn](#)

