

# Sponsorship & Advertising Opportunities





## Co-Creation: Integration, Transformation, Practice

Calgary, Alberta: May 26 – 29, 2018

The Canadian Evaluation Society (CES) cordially invites you to participate in and support its 2018 annual conference, which will be hosted by the Alberta and Northwest Territories Chapter at the Hyatt Regency Calgary from May 26 - 29.

This annual event is the largest gathering for evaluators in Canada, providing them with professional development at an unprecedented scale. This year's conference is expected to attract an audience of some 500+ local, national and international participants. A high level of interest is generated annually at CES national conferences, as demonstrated through the receipt of on average over 450 proposals for workshops and presentations. Please visit our website to review our outstanding keynotes and other program and conference related news items: [c2018.evaluationcanada.ca](http://c2018.evaluationcanada.ca) and follow us on Twitter [@CES SCE c2018](https://twitter.com/CES_SCE_c2018).

Our sponsors are an important part of the CES Conference. This is your opportunity to:

- Promote your organization to local, national, and international evaluators;
- Increase the visibility of your products and services; and,
- Demonstrate your support for evaluation in Canada.

As a sponsor, you will draw attention to your professional capabilities in program evaluation and have the opportunity to network and promote your services. You will have top exposure to our Conference participants through a variety of venues and mechanisms, including our Conference App.

### Yellowknife Post-Conference Event

May 31 - June 1, 2018

This year CES is trying something different and hosting a c2018 after-conference event in Yellowknife, Northwest Territories. Although the two events are closely linked, they are being treated as discrete for sponsorship purposes.

For further information on the Yellowknife event and related sponsorship opportunities, please contact our co-chair, Debbie Delancey at: [ddelancey33@gmail.com](mailto:ddelancey33@gmail.com)



## THE CANADIAN EVALUATION SOCIETY

We are a professional association dedicated to advancing evaluation theory, knowledge and practice through leadership, advocacy and professional development for members and non-members (our mission). CES members include 1,700 professionals working in all levels of government in Canada, as well as in private and not-for-profit organizations, and internationally. To learn more about who we are, please download the CES membership infographic: [evaluationcanada.ca/sites/default/files/who-we-are.pdf](http://evaluationcanada.ca/sites/default/files/who-we-are.pdf)

## LEVELS OF SPONSORSHIP OPPORTUNITIES

We offer three levels of sponsorship packages and a number of *À la carte* options to add to your package if you wish. *À la carte* options are also available for purchase without a package. Each package level is outlined below. Costs are listed in the Sponsorship Agreement Form (attached, see next section).

| SPONSORSHIP PACKAGE   | Platinum     | Gold         | Silver   |
|---|--------------|--------------|----------|
| Logo Display Plenary Room Screen                                      | ✓            | ✓            | ✓        |
| Program Advertisement   | 1 page       | 1/2 page     | 1/3 page |
| Conference Website Sponsorship page                                   | ✓            | ✓            | ✓        |
| Logo Display of sponsors  | ✓            | ✓            | ✓        |
| Registration Kit Insert <b>OR</b><br>one full Conference registration | ✓            |              |          |
| Mobile app, key sponsor<br>(always shown in the main menu)            | ✓            |              |          |
| Mobile app, sponsor listing   | Text & Image | Text & Image | Text     |
| Mobile app, push notification   | 1            |              |          |
| Twitter Promotion (# of Tweets)                                       | 3            | 2            | 1        |



| À LA CARTE  | Description   |
|---|---|
| <p><b>1. Opening Reception and Silent Auction</b><br/>(2 opportunities available)</p>                 | <ul style="list-style-type: none"> <li>▪ <b>What it is:</b> The first networking event to kick-off the conference on Saturday evening at the Hyatt Regency Hotel. The event will feature a silent auction in support of the CES Education Fund (CESEF), appetizers and music.</li> <li>▪ <b>What you get:</b> <ul style="list-style-type: none"> <li>/ Signage/logo at the event and on screens</li> <li>/ Advertisement in the program</li> <li>/ Advertisement on the conference website</li> <li>/ Acknowledgement by the event host in opening remarks</li> <li>/ Acknowledgement on Twitter with a photo from event</li> </ul> </li> </ul>                     |
| <p><b>2. Cocktail Party at the Observation Area Calgary Tower</b><br/>(2 opportunities available)</p> | <ul style="list-style-type: none"> <li>▪ <b>What it is:</b> The conference's feature event held at the Observation Area in the Calgary Tower with stunning views of mountains, sky and downtown Calgary. The evening will include a selection of Alberta inspired canapés and live entertainment.</li> <li>▪ <b>What you get:</b> <ul style="list-style-type: none"> <li>/ Signage/logo at the event and on screens</li> <li>/ Advertisement in the program</li> <li>/ Advertisement on the conference website</li> <li>/ Acknowledgement by the event host in opening remarks</li> <li>/ Acknowledgement on Twitter with a photo from event</li> </ul> </li> </ul> |
| <p><b>3. Fellows Panel</b><br/>(one opportunity available)</p>  | <ul style="list-style-type: none"> <li>▪ <b>What it is:</b> Fellows of CES are distinguished evaluators who have been recognized for their lifetime achievements, service and prominence in evaluation.</li> <li>▪ <b>What you get:</b> <ul style="list-style-type: none"> <li>/ Signage/logo at the plenary session</li> <li>/ Advertisement in the program</li> <li>/ Advertisement on the conference website</li> </ul> </li> </ul>  |
| <p><b>4. Keynote / Plenary Speaker(s)</b><br/>(Multiple opportunities available)</p>                  | <ul style="list-style-type: none"> <li>▪ <b>What it is:</b> Each day of the conference keynotes address the participants in plenary sessions. These persons have been recognized as having made major contributions to the advancement of evaluation and are invited to provide reflection and learning on the conference themes.</li> <li>▪ <b>What you get:</b> <ul style="list-style-type: none"> <li>/ Signage/logo at the plenary session</li> <li>/ Advertisement in the program</li> <li>/ Advertisement on the conference website</li> </ul> </li> </ul>  |
| <p><b>5. Program Ad</b><br/>(Multiple opportunities available)</p>                                    | <ul style="list-style-type: none"> <li>▪ <b>What it is:</b> Expand your presence by advertising your services and products in the conference program (colour and high resolution), both electronic and printed versions.</li> <li>▪ <b>What you get:</b> 1 page / 1/2 page / 1/3 page</li> </ul>  |
| <p><b>6. Registration Kit Insert</b><br/>(10 available)</p>   | <ul style="list-style-type: none"> <li>▪ <b>What it is:</b> Expand your presence with one promotional material in delegate registration kits.</li> <li>▪ <b>What you get:</b> <ul style="list-style-type: none"> <li>/ Your insert/print material in the delegate registration kits. <i>(please note: production of the insert is the sole responsibility of the sponsor)</i></li> </ul> </li> </ul>  |



| À LA CARTE  | Description   |
|---|---|
| <p><b>7. Breakfast signage</b><br/>(3 sponsorships available – one for each breakfast)</p>      | <ul style="list-style-type: none"> <li>▪ <b>What it is:</b> Expand your presence by sponsoring the Continental Breakfasts and the Thematic Breakfast roundtables.</li> <li>▪ <b>What you get:</b> <ul style="list-style-type: none"> <li>/ Signage/logo at entrance and on screens in plenary hall</li> <li>/ Mention in the program</li> <li>/ Acknowledgement on Twitter with a photo from event</li> </ul> </li> </ul>   |
| <p><b>8. Refreshment Break signage</b><br/>(5 opportunities available – one for each break)</p> | <ul style="list-style-type: none"> <li>▪ <b>What it is:</b> Expand your presence by sponsoring the refreshment breaks.</li> <li>▪ <b>What you get:</b> <ul style="list-style-type: none"> <li>/ Signage/logo on monitor in area</li> <li>/ Mention in the program</li> <li>/ Acknowledgement on Twitter with a photo from event</li> </ul> </li> </ul>  |
| <p><b>9. Charging Stations</b><br/>(2 opportunities available)</p>                              | <ul style="list-style-type: none"> <li>▪ <b>What it is:</b> Expand your presence and interaction with attendees by helping them charging up and staying connected. Sponsor the electronic device charging station located in high traffic areas with your logo on the station.</li> <li>▪ <b>What you get:</b> <ul style="list-style-type: none"> <li>/ Signage/logo on the charging station</li> <li>/ Mention in the program</li> <li>/ Acknowledgement on Twitter with a photo from event</li> </ul> </li> </ul> |
| <p><b>10. Student or NGO evaluator registration</b><br/>(Multiple opportunities available)</p>  | <ul style="list-style-type: none"> <li>▪ <b>What it is:</b> This is an opportunity to co-create evaluation capacity with emerging evaluators and the NGO sector evaluators.</li> <li>▪ <b>What you get:</b> <ul style="list-style-type: none"> <li>/ Mention in the program</li> <li>/ Acknowledgement on Twitter with a photo from the event</li> </ul> </li> </ul>  |

## OTHER NEEDS OR SPONSORSHIP IDEAS?

“ We are happy to co-create your sponsorship ideas with you for an alternative opportunity – one that better suits your needs or interests. Please be in touch and we will plan together! ”

*Kate Woodman and Frédéric Bertrand*

Please contact us at: [sponsorships@evaluationcanada.ca](mailto:sponsorships@evaluationcanada.ca)



## CONTACT INFORMATION

If you have any questions regarding sponsorship and exhibiting opportunities, please do not hesitate to contact **Frédéric Bertrand** (CES National Sponsorship Working Group) or **Kate Woodman** (CES 2018 Calgary Conference Sponsorship Planning Sub-Committee) at: [sponsorships@evaluationcanada.ca](mailto:sponsorships@evaluationcanada.ca)

## STEPS FOR SPONSORS

1. Confirm your selection of level of sponsorship to **Frédéric Bertrand** or **Kate Woodman** at: [sponsorships@evaluationcanada.ca](mailto:sponsorships@evaluationcanada.ca)
2. Forward your payment and completed Sponsor Agreement Forms (attached) to Méлина Menard, the Canadian Evaluation Society secretariat at: [melinamenard@evaluationcanada.ca](mailto:melinamenard@evaluationcanada.ca)
3. Once your payment is processed, Ms. **Terrilyn Chao** from eVoque event management group ([terrielyn@evoque.ca](mailto:terrielyn@evoque.ca)) will contact you to confirm the promotional material to be provided under the agreement and to offer any logistical support.

# Sponsor Agreement Form

**Please complete this form and send it by e-mail or fax to:**

**Mélina Menard**

Canadian Evaluation Society

P.O. Box 370 - 3-247 Barr Street

Renfrew, Ontario K7V 1J6

Tel: +1 (855) 251-5721

Fax: +1 (613) 432-6840

[melinamenard@evaluationcanada.ca](mailto:melinamenard@evaluationcanada.ca)



Canadian Evaluation Society

Société canadienne d'évaluation



## SPONSOR INFORMATION

Contact person:

Title:

Organization (full name):

Organization (name to be used in conference material/ web site):

Department:

Address:

City:

Province:

Postal code:

Telephone:

Fax number:

Email address:

Website:

Twitter Username:



## SPONSORSHIP TYPE

Please select the appropriate boxes below and enter the total amount.

| Sponsorship level  | Select                   | Amount  |
|--|--------------------------|---------|
| Platinum package   | <input type="checkbox"/> | \$3,000 |
| Gold package   | <input type="checkbox"/> | \$2,000 |
| Silver package   | <input type="checkbox"/> | \$1,000 |
| <b>À la carte items</b>  |                          |         |
| 1. Opening Reception and Silent Auction<br>(2 opportunities available)   | <input type="checkbox"/> | \$1,500 |
| 2. Cocktail Party – Calgary Tower<br>(2 opportunities available)   | <input type="checkbox"/> | \$1,500 |
| 3. Fellow Panel  | <input type="checkbox"/> | \$750   |
| 4. Keynote Speakers  | <input type="checkbox"/> | \$600   |
| 5a. Program Ad – 1 page  | <input type="checkbox"/> | \$1,000 |
| 5b. Program Ad – 1/2 page  | <input type="checkbox"/> | \$750   |
| 5c. Program Ad – 1/3 page  | <input type="checkbox"/> | \$500   |
| 6. Registration Kit Insert<br>(10 available)   | <input type="checkbox"/> | \$500   |
| 7. Breakfast signage<br>(3 sponsorships available – one for each breakfast)  | <input type="checkbox"/> | \$400   |
| 8. Refreshment Break signage<br>(5 opportunities available – one for each break)   | <input type="checkbox"/> | \$400   |
| 9. Charging Stations<br>(2 opportunities available)  | <input type="checkbox"/> | \$500   |
| 10. Student or NGO evaluator registration(s)<br>(If sponsoring more than one, please indicate the number here:<br>_____) | <input type="checkbox"/> | \$600   |
| <b>Total (s)</b>   |                          |         |





## METHOD OF PAYMENT

Payment is required by cheque or credit card upon submission of your Agreement Form. The CES Secretariat will send you an invoice if required, but the agreement will not be deemed as accepted until payment is received. Make cheques payable to **Canadian Evaluation Society**. This name will appear on credit card statements if paying by credit card.

- Invoice / Purchase Order
- Cheque enclosed (make payable to: Canadian Evaluation Society)
- MasterCard
- Visa

**Credit Card Number:**

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**Expiry Date:**

**Card Code  
Verification  
(CCV)<sup>1</sup>**

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**Name on Credit Card:**

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**Authorized Signature:**

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**Date of authorization:**

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<sup>1</sup> 3-digit card security code located on the back of VISA® and MasterCard® cards.