



SPONSORSHIP BROCHURE 2009

Public Affairs Association of Canada
301-250 Consumers Road, Toronto, Ontario, M2J4V6
416-367-2223, info@publicaffairs.ca

Sponsorship Opportunities

PAAC is the premier Canadian organization for practitioners in the public affairs arena.

As a sponsor partner of the association, you will have access to our members and to a wide audience of intersecting groups whose interest or responsibilities lie in the area of issues management, government relations, trend analysis, policy development, strategic planning, audience or constituency relations – incl. public, media, labour and investor relations:

- Corporate CEOs
- Government professionals
- Self-employed Consultants
- Communication Specialists
- Public Relations Professionals
- Not-for-Profit Professionals
- Partner organizations and interest groups
- Students and newcomers to the profession – our future leaders and clients

PAAC holds monthly events in Toronto, and an annual Fall Conference. These venues provide a targeted, cost-effective means of accessing and promoting your products and services to the top public affairs professionals around the country.

In addition, our partners will receive promotion through our electronic notices, links from our website and in all other printed material, as well as on signage at relevant events.

Don't miss this opportunity to become a strategic partner with us!

Becoming a strategic partner will allow you to:

- Target a rapidly growing segment of the public affairs industry
- Position your organization as a leader
- Receive repeated exposure to public affairs audiences throughout the year, with highlighted benefits at certain events depending on level of support
- Benefit from extensive promotional campaign showcasing your firm's logo through our conference communications campaign
- Influence and win the loyalty of public and private decision-makers and stakeholders
- Reinforce your status as an engaged and connected corporate citizen

PAAC 2009 Sponsorship Options

PAAC Partner Sponsorship Package	\$1250.00
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- Recognition as a PAAC Sponsor – Your Logo will appear on the PAAC Website, in PAAC electronic notices and on appropriate signage at the PAAC Annual Conference.
- 1 Complimentary Registration to any PAAC Event
- 1 Complimentary Registration to the PAAC Annual Conference

Co-Sponsorship of a PAAC event	\$750.00
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- 1 Complimentary Registration
- Recognition of Co-sponsorship on all print materials and electronic notices.
- Opportunity to introduce or thank the speaker or panel.

PAAC website Banner ad – per 3-month duration	\$750.00
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- Prominent placement of your Ad on www.publicaffairs.ca

Conference Title Sponsor	\$10,000.00
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- Inclusion as title sponsor on all promotional materials related to the conference
- Featured inclusion on the conference website (logo) including company profile and direct link to your website
- Recognition at the event as the premier sponsor via signage and verbal acknowledgment
- 4 complimentary conference registrations
- 4 invitations to The President's Reception
- An opportunity for a qualified representative of your organization to make a 5 minute presentation, chair a panel or facilitate a breakout session during the conference
- Insert of corporate literature in delegate kits and/or distribution on display table
- On-site signage
- Photo opportunity with PAAC Executive
- Full page ad in conference brochure
- Full access to master attendee list for follow up
- First right of refusal for future events

Award of Distinction Luncheon Sponsor	\$7,500.00
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- Recognition as the Award of Distinction sponsor on all promotional materials related to the conference
- Featured inclusion on PAAC Conference website (logo) and direct link to your website
- 1 complimentary conference registration and 2 complimentary luncheon registrations
- Introduction of Award of Distinction recipient
- Photo opportunity with Award of Distinction recipient
- Insert of corporate literature in delegate kits and/or on display
- Recognition at the Luncheon as the Award of Distinction Sponsor
- On-site signage
- Half page ad in the conference brochure

Presidents' Reception Sponsor	\$4,500.00
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- Logo inclusion on all promotional materials related to the conference
- Featured inclusion on PAAC Conference website (logo) and direct link to your website
- 1 complimentary conference registration & 2 invitations to the Presidents' Reception.
- Photo opportunity with PAAC Executive
- On-site signage
- Formal acknowledgment during the reception

Conference Portfolios	\$3,000 + applicable taxes
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- Company logo on delegate portfolios

Advertising opportunities for the PAAC Conference Program

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| • Half page – Inside booklet | \$250.00 |
| • Full page – Inside Front or Back Cover | \$400.00 |
| • Full page – Outside back cover: | \$500.00 |

PAAC 2009 Sponsorship Purchase Form

Company Information

Company Name: _____

Address: _____

City: _____ Province: _____ Postal Code: _____

Phone Number: _____ Website: _____

Contact Information

First Name: _____ Last Name: _____

Phone: _____

Sponsorship Package Selection:

PAAC Partner Sponsorship Package	\$1250.00	_____
Co-Sponsorship of a PAAC Event	\$750.00	_____
3 month Website Banner Ad	\$750.00	_____
Conference Title Sponsor	\$10,000.00	_____
Award of Distinction Luncheon Sponsor	\$7500.00	_____
Presidents' Reception Sponsor	\$4500.00	_____
Conference Portfolios	\$3000.00	_____
Half page – Inside booklet (Conference Program)	\$250.00	_____
Full page – Inside Front or Back Cover (Conference Program)	\$400.00	_____
Full page – Outside back cover (Conference Program)	\$500.00	_____

Total: _____

Method of Payment:

Cheque (to the order of PAAC)

Visa
 MasterCard
 Amex

Credit Card #: _____ Expiry Date: ____/____

Signature: _____ Name on Card: _____