

Sponsorship & Advertising Opportunities



CES - SCÉ
VANCOUVER 2017

FACING FORWARD • FACE À L'AVENIR

Facing Forward: Innovation, Action, Reflection

Westin Bayshore Vancouver, April 30 – May 3, 2017

The Canadian Evaluation Society (CES) cordially invites you to participate in and support its 2017 annual conference, which will be hosted by the British Columbia and Yukon CES Chapter at the Westin Bayshore Vancouver from April 30 to May 3.

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 400+ local, national and international participants. A high level of interest has already been demonstrated through our receipt of over 375 proposals for workshops and presentations. Please visit our website to review our outstanding keynotes and other program and conference related news items: <http://c2017.evaluationcanada.ca>.

Our sponsors are an important part of the CES Conference. This is your opportunity to promote your organization to local, national, and international evaluators, to increase the visibility of your products and services, and to 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.

For an overview of CES Conference, please download the C2015 fact sheet: [PDF](#)

THE CANADIAN EVALUATION SOCIETY

The Canadian Evaluation Society (CES) is a professional association dedicated to enhancing and promoting professional and ethical evaluation practices. Evaluation is a multi-disciplinary field focusing on documenting whether programs and projects work; for whom and why. It has broad applications in many areas including government, health care, education, and non-profit organizations across Canada. CES members include approximately 1,700 professionals working in all levels of government in Canada, as well as in private and not-for-profit organizations, and internationally.

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	✓	✓	✓
Registration Kit Insert or one full Conference registration	✓		
Mobile app, key sponsor (always shown in the main menu)	✓		
Mobile app, sponsor listing	Text & Image	Text & Image	Text
Mobile app, promoted posts	3	2	1
Mobile app, push notification	1		
Twitter Promotion (# of Tweets)	3	2	1

À LA CARTE	Description
1. Opening Reception and Silent Auction (2 opportunities available)	<ul style="list-style-type: none"> ▪ What it is: The first networking event to kick-off the conference on Sunday evening at the Westin Bayshore Hotel. The event will feature a silent auction, appetizers and music. ▪ What you get: <ul style="list-style-type: none"> / Signage/logo at the event and on screens / Advertisement in the program / Advertisement on the conference website / Acknowledgement by the event host in opening remarks / Acknowledgement on Twitter with a photo from event
2. Cocktail Soirée in the Park at the Vancouver Rowing Club (2 opportunities available)	<ul style="list-style-type: none"> ▪ What it is: The conference's feature event held at the Vancouver Rowing Club in Stanley Park with stunning views of downtown Vancouver. The evening will include a selection of West Coast inspired canapés and live entertainment. ▪ What you get: <ul style="list-style-type: none"> / Signage/logo at the event and on screens / Advertisement in the program / Advertisement on the conference website / Acknowledgement by the event host in opening remarks / Acknowledgement on Twitter with a photo from event

À LA CARTE	DESCRIPTION
3. Charging Stations (2 opportunities available)	<ul style="list-style-type: none"> ▪ What it is: 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. ▪ What you get: <ul style="list-style-type: none"> / Signage/logo on the charging station / Mention in the program / Acknowledgement on Twitter with a photo from event
4. Program Ad (Multiple opportunities available)	<ul style="list-style-type: none"> ▪ What it is: Expand your presence by advertising your services and products in the conference program (colour and high resolution), both electronic and printed versions. ▪ What you get: / 1 page / 1/2 page / 1/3 page
5. Networking Space (2 opportunities available)	<ul style="list-style-type: none"> ▪ What it is: Expand your presence and interaction by sponsoring a featured space in conference hotel which can include interactive networking activities proposed by your organization. ▪ What you get: <ul style="list-style-type: none"> / Signage/logo at featured space / Mention in the program / Acknowledgement on Twitter with a photo from event
6. Breakfast signage (3 sponsorships available – one for each breakfast)	<ul style="list-style-type: none"> ▪ What it is: Expand your presence by sponsoring the Continental Breakfasts and the thematic Breakfast roundtables. ▪ What you get: <ul style="list-style-type: none"> / Signage/logo at entrance and on screens / Mention in the program / Acknowledgement on Twitter with a photo from event
7. Refreshment Break signage (5 opportunities available – one for each break)	<ul style="list-style-type: none"> ▪ What it is: Expand your presence by sponsoring the refreshment breaks. ▪ What you get: <ul style="list-style-type: none"> / Signage/logo on break tables / Mention in the program / Acknowledgement on Twitter with a photo from event
8. Registration Kit Insert (10 available)	<ul style="list-style-type: none"> ▪ What it is: Expand your presence with one promotional material in delegate registration kits. ▪ What you get: <ul style="list-style-type: none"> / Your insert/print material in the delegate registration kits. <i>(please note: production of the insert is the sole responsibility of the sponsor)</i>

OTHER NEEDS OR SPONSORSHIP IDEAS?

“If your organization has an idea for an alternative sponsorship opportunity – one that better suits your needs or interests – please get in touch. We are flexible and willing to consider unique sponsorship ideas.”

Brian McGowan and Frederic Bertrand

Please contact us at: sponsorships@evaluationcanada.ca

CONTACT INFORMATION

If you have any questions regarding sponsorship and exhibiting opportunities, please do not hesitate to contact **Frederic Bertrand** (CES Sponsorship Working Group) or **Brian McGowan** (CES 2017 Vancouver Conference Sponsorship Planning Sub-Committee) at: sponsorships@evaluationcanada.ca

STEPS FOR SPONSORS

1. Confirm your selection of level of sponsorship to **Frédéric Bertrand** or **Brian McGowan** at: sponsorships@evaluationcanada.ca
2. Forward your payment and completed Sponsor Agreement Forms (attached, see next section) to **Nanci Lines**, the Canadian Evaluation Society secretariat at: nancilines@evaluationcanada.ca
3. Once your payment is processed, Ms. **Devon Douglas** from eVoque event management group (devon@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:

Nanci Lines

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
nancilines@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
À la carte items		
1. Opening Reception and Silent Auction (2 opportunities available)	<input type="checkbox"/>	\$1,500
2. Cocktail Soirée in the Park – Vancouver Rowing Club (2 opportunities available)	<input type="checkbox"/>	\$1,500
3. Charging Stations (2 opportunities available)	<input type="checkbox"/>	\$2,000
4a. Program Ad – 1 page	<input type="checkbox"/>	\$1,000
4b. Program Ad – 1/2 page	<input type="checkbox"/>	\$750
4c. Program Ad – 1/3 page	<input type="checkbox"/>	\$500
5. Networking Space (2 opportunities available)	<input type="checkbox"/>	\$1,000
6. Breakfast signage (3 sponsorships available – one for each breakfast)	<input type="checkbox"/>	\$400
7. Refreshment Break signage (5 opportunities available – one for each break)	<input type="checkbox"/>	\$400
8. Registration Kit Insert (10 available)	<input type="checkbox"/>	\$500
TOTAL (\$)		

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 to be 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: _____

Expiry Date: _____

Card Code
Verification
(CCV)¹

Name on Credit Card: _____

Authorized Signature: _____

Date of authorization: _____

¹ 3 digit card security code located on the back of VISA® and MasterCard® cards.