WCCA Fundraising

To stimulate discussion and hopeful eventual clarity this document has been developed to illustrate how Sponsors could choose how they are recognized through event opportunties.

WCCA SPONSORSHIP OPPORTUNITIES

Platinum Sponsor ($50,000+)

Platinum Sponsors customize their sponsorship benefits and maximize exposure to the global WCCA audience. Recognition options include the opportunity to chair one plenary session or a breakout session. Additional benefits:

• five conference registrations

• high profile recognition in all promotional materials

• include giveaway item in packets (with committee approval)

• display or poster space

* Ability to purchase up to 50 producers at reduced registration cost

**Gold Sponsor ($30,000+)**

Gold Sponsors select from available event opportunities after January 1, 2014, to build custom recognition benefits. This could include moderating a breakout session. Additional benefits:

• three conference registrations

• profile recognition in all promotional materials

* Ability to purchase up to 40 producers at reduced registration cost

**Silver Sponsor ($15,000+)**

Silver Sponsors receive recognition before and during WCCA. Benefits:

• recognition at the event

• one conference registration

• recognition in all promotional materials

* Ability to purchase up to 30 producers at reduced registration cost

**Bronze ($5,000+)**

Bronze Sponsors are recognized:

• at the event in all promotional materials

* Ability to purchase up to 10 producers at reduced registration cost

WCCA Fundraising Committee will develop exhaustive list (as best we can) of potential recognition opportunities at the event. These include:

* Registration packet
* Lanyards
* Plenary Session host (3)
* Breakout Session host (#?)
* Breakfast host (3)
* Lunch host (3)
* Dinner host (2)
* Opening Reception host (1)
* Internet Café (1)
* VIP Lounge (1)
* Keynote Speaker(s) (#?)
* Conference Organization (1) – maybe something we can sell to Government of Canada?
* Poster Session host (#?)
* Other ideas…….
	+ Stairs from 1st to 2nd floor
	+ Signage in elevators

Many sponsors like to work with the portion of the event they are recognized at to make it unique and their own. By allowing sponsors to select how/when they are recognized it allows them to customize their portion of the event. This allows us to capitalize on their creativity rather than burdening them with our ideas.

Sponsors would be able to preferentially select from the menu of recognition opportunities in the following manner:

* Platinum only up to Jan 1, 2014
* Platinum and Gold only up to Mar 1, 2014
* Platinum, Gold and Silver up to April 1, 2014
* Open selection up to date of conference

\*within each time window opportunities would be “first come first served” and would need to be managed by either our committee chair or the event organizer.

OR

Set benefits for each medal level, including some of the additional, then put price on other opportunities, which can be selected as a la carte