

# Sponsorship & Advertising Opportunities





## Evaluation on the Edge St. John's NL, June 5-8, 2016

The Canadian Evaluation Society (CES) cordially invites you to participate in and support its 2016 annual conference, which will be hosted by the Newfoundland & Labrador CES Chapter at the St. John's Sheraton from June 5-8.

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 325+ local, national and international participants. The high level of interest shown through proposals for workshops and presentations attests to the level of interest already. Please visit our website to review our industry leading keynotes, workshops and presenters <http://c2016.evaluationcanada.ca/>.

**This year's conference theme, Evaluation on the Edge, is an inspiration for participants, presenters, sponsors, and exhibitors.**

The CES conference is your opportunity to promote your organization to local, national, and international evaluators, increase the visibility of your products and services, and to demonstrate your support for evaluation in Canada. Sponsors have unparalleled exposure to our participants through various venues and mechanisms, including our Conference App. Our sponsorship opportunities start at \$300 (+ HST).

### 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 1,800 professionals working in all levels of government in Canada, as well as in private and not-for-profit organizations.

## SPONSORING THE CES 2016 CONFERENCE

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 level is outlined below (costs and deadlines are listed in the Sponsorship Agreement Form (attached)).

SPONSORSHIP PACKAGE			
Logo Display	Platinum	Gold	Silver
Plenary Room Screen	✓	✓	x
Program Advertisement	1 page	1/2 page	1/3 page
Conference Website Sponsorship page	✓	✓	✓
Delegate Kit Bag Informational Insert	✓	x	x
Mobile app, key sponsor (always shown in the main menu)	✓	x	x
Mobile app, sponsor listing	Full	Text and image	Text
Mobile app, promoted posts	3	2	1
Mobile app, push notification	1	x	x
Twitter Promotion (# Tweets)	3	2	1

### À la carte

#### Breakfasts

*Noted in conference program and signage at entrance and on screens*

#### Refreshment Breaks

*Noted in conference program and signage on break tables*

#### Evening Social Events

*Noted in conference program and signage at entrance to event*

#### Delegate Kit Insert

*Promotional material to be inserted in delegate bags*

#### Logo imprinted on Delegate Kit

*One sponsor's logo will be printed on the delegate kit bag*

#### Program Ads

*1 page, 1/2 page, 1/3 page*

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.

## STEPS FOR SPONSORS

1. Confirm your selection of level of sponsorship to **Frédéric Bertrand**:  
[sponsorships@evaluationcanada.ca](mailto:sponsorships@evaluationcanada.ca)
2. Forward payment and Sponsor Agreement Forms (attached) to the Canadian Evaluation Society: [secretariat@evaluationcanada.ca](mailto:secretariat@evaluationcanada.ca)
3. Once your payment is processed, Conference Event Planner Mark McCarthy ([mark@mccarthyparty.com](mailto:mark@mccarthyparty.com)) will contact you to confirm the promotional material to be provided under the agreement and to offer any logistical support.

## QUESTIONS?

If you have any questions regarding Sponsorship opportunities, please do not hesitate to contact the Sponsorship and Exhibitors Committee at: [sponsorships@evaluationcanada.ca](mailto:sponsorships@evaluationcanada.ca)

# SPONSOR AGREEMENT FORMS

**PLEASE MAKE A COPY OF THESE FORMS FOR YOUR RECORDS**

## SPONSOR INFORMATION

Sponsor Agreement Form: 1 of 3

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**Contact person:**

**Title:**

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**Organization (full name):**

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

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**Department:**

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**Address:**

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**City:**

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**Province:**

**Postal code:**

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**Telephone:**

**Fax number:**

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**Email address:**

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**Website**

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**Twitter Username**

## SPONSORSHIP TYPE

Sponsor Agreement Form: 2 of 3

Please select the appropriate box(es) below and enter the total amount.

Sponsorship level	Select	Amount	Deadline for LOGO Receipt
Platinum package	<input type="checkbox"/>	\$2,000	March 30, 2016
Gold package	<input type="checkbox"/>	\$1,500	March 30, 2016
Silver package	<input type="checkbox"/>	\$1,000	March 30, 2016
<b>À la carte items (please check each you would like to secure)</b>			
Breakfast signage (3 sponsorships available – one for each Breakfast)	<input type="checkbox"/>	\$300	
Refreshment Break signage (5 opportunities available – one for each Break)	<input type="checkbox"/>	\$300	
Evening Social Events (2 opportunities available – one for each of Opening Reception and Kitchen Party)	<input type="checkbox"/>	\$500	
Delegate Kit insert (10 available)	<input type="checkbox"/>	\$750	
Delegate Kit Logo Imprint (1 available)	<input type="checkbox"/>	\$1000	March 30, 2016
<b>Program Ad</b> 1 page	<input type="checkbox"/>	\$1000	March 30, 2016
<b>Program Ad</b> ½ page	<input type="checkbox"/>	\$800	March 30, 2016
<b>Program Ad</b> 1/3 page	<input type="checkbox"/>	\$600	March 30, 2016
<b>TOTAL</b>			<b>(\$)</b>

## METHOD OF PAYMENT

Sponsor Agreement Form: 3 of 3

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 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

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**Credit Card Number:**

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**Expiry Date:**

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

**Name on Credit Card:**

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**Authorized Signature:**

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**Date of authorization:**

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## Form Submission

**Send completed forms 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

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

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