



Attention: Sales and Marketing

In September 2010 Thompson Rivers University will play host to the annual W3 Conference. The theme for this year's event is "Surviving Change". This conference brings together approximately 100 delegates from Finance, Supply Management, Risk Management and Resource Planning from all Universities in Western Canada.

The continued success of the W3 Conference can be largely attributed to the strong support received from our Corporate Sponsors. Opportunities for corporate involvement at the 2010 W3 Conference are numerous, diverse, and priced to suit any marketing or community investment budget. Our objective is to ensure that ALL conference sponsors receive brand and business exposure to all conference participants. We will ensure that your investment is well served and that your company is recognized for sponsoring our conference.

Sponsorship Benefits Include:

1. **Expose your business to key purchasing entities:** A large number of Western Canadian Universities are attending the conference and your presence as a sponsor will give you valuable exposure to both existing clientele and potential new markets.
2. **Generate Awareness – Build Relationships:** Sponsorship is an effective way of raising the profile of your organization with those in the University Community providing increased visibility, name recognition and a variety of other unique opportunities.
3. **Maximize your marketing dollars:** Sponsorship of the 2010 W3 Conference provides value for your investment. Sponsorship is a cost-effective marketing tool providing a one-stop opportunity to introduce your company to approximately 100 representatives of numerous University organizations.

For any questions or concerns or for more information please contact either:

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The following document further explains our sponsorship opportunities. These opportunities will be filled on a first come, first served basis. We thank you in advance for your consideration.

Sponsorship Opportunities include:

OPENING RECEPTION HOST

When: Wednesday September 22, 2010

Availability: ONE Sponsor - \$5,000.00 cash

Benefits Include:

- Welcome Address at Reception (15 minutes)
- Podium mention by conference emcee
- Complimentary tickets to the opening reception and the networking evening
- Company ad/advertorial in printed conference program
- Company logo on conference signage
- Company logo on W3 website
- Arrange for company banner, etc.
- Hot link to your company website on W3 website
- Opportunity to provide information on your company in conference package

BREAKFAST OR LUNCH HOST

When: **Breakfast:** Thursday September 23, 2010

Lunch: Thursday, September 23, 2010

Breakfast: Friday September 24, 2010

Availability: Three Sponsorships - \$2,000.00 cash each

Benefits Include:

- Welcome Address at Breakfast (5-10 minutes)
- Podium mention by conference emcee
- Complimentary tickets to sponsorship meal with opportunity to network
- Company ad/advertorial in printed conference program
- Company logo on conference signage
- Company logo on W3 website
- Hot link to your company website on W3 website
- Opportunity to provide information on your company in conference package

NUTRITION BREAK HOST

When: Wednesday Afternoon September 22, 2010

Thursday Morning September 23, 2010

Thursday Afternoon September 23, 2010

Friday Morning September 24, 2010

Availability: Four Sponsorships - \$1,000.00 cash each

Benefits Include:

- Podium mention by conference emcee
- Invite to opening reception and refreshment break with opportunity to network
- Company ad/advertorial in printed conference program
- Company logo on conference signage
- Company logo on W3 website

- Hot link to your company website on W3 website
- Opportunity to provide information on your company in conference package

BAG LUNCH HOSTS

When: Friday, September 24, 2010

Availability: TWO Sponsors - \$1,000.00 cash

Benefits Include:

- Podium mention by conference emcee
- Invite to opening reception and refreshment break with opportunity to network
- Company ad/advertorial in printed conference program
- Company logo on conference signage
- Company logo on W3 website
- Hot link to your company website on W3 website
- Opportunity to provide information on your company in conference package

NETWORKING EVENING HOST

When: Thursday September 24, 2010

Availability: ONE Sponsor - \$5,000.00 cash

Benefits Include:

- Welcome Address at Reception (15 minutes)
- Podium mention by conference emcee
- Complimentary tickets to the opening and networking evening
- Company ad/advertorial in printed conference program
- Company logo on conference signage
- Company logo on W3 website
- Arrange for company banner etc.
- Hot link to your company website on W3 website
- Opportunity to provide information on your company in conference package

DELEGATE GIFTS

Availability: Total Sponsored Value – Miscellaneous Promotional Items for Each Delegate (product must be able to travel by air with recipient unless sponsor will cover shipping costs)

– estimated attendance 100 delegates

– cash or in kind sponsorship options available

Benefits Include:

- Podium mention by conference emcee
- Company ad/advertorial in printed conference program
- Company logo on delegate gift if printing opportunity permits
- Company handouts
- Company logo on W3 website
- Hot link to your company website on W3 website
- Opportunity to provide information on your company in conference package

DELEGATE REGISTRATION PORTFOLIO and FEEDBACK FORM PRIZE

Availability: ONE Sponsor - \$1,500.00 cash
Miscellaneous Promotional Items For Each Delegate

Benefits Include:

- Invite to opening reception
- Podium mention by conference emcee
- Company ad/advertorial in printed conference program
- Company logo on conference signage
- Company logo on W3 website
- Company logo on delegate portfolio if printing opportunity permits
- Hot link to your company website on W3 website
- Opportunity to provide information on your company in conference package

DOOR PRIZES

Availability: Unlimited sponsorships of in-kind contribution (product must be able to travel by air with recipient unless sponsor will cover shipping costs)

Benefits Include:

- Podium mention by conference emcee
- Company ad/advertorial in printed conference program
- Company logo on conference signage
- Company logo on W3 website
- Opportunity to provide information on your company in conference package