

ICD  
FELLOWSHIP  
AWARDS

Demonstrate Excellence.  
Recognize it in others.

**Sponsorship opportunities.**



INSTITUTE  
OF CORPORATE  
DIRECTORS

Better Directors. Better Boards. Better Business



Each year the ICD bestows Fellowship Awards upon a prominent group of individuals who continue to distinguish themselves by bringing exceptional corporate governance leadership to boardrooms throughout the country.



## We are proud to honour this year's ICD Fellows:

**Bill Anderson, Toronto**

Director: TransAlta, Gildan Activewear Inc., MDS Inc.

**Claude Fontaine, Q.C., ICD.D, Montreal**

Past Director: Petro-Canada, Optimum General Inc., Domtar Inc.

**S. Barry Jackson, Calgary**

Chairman, TransCanada Corporation. Director: Nexen Inc., Westjet Airline Ltd.

**John Thompson, Toronto**

Chairman, TD Financial Group Director: Thomson Reuters Corporation, Royal Philips Electronics



Be recognized among the best:





## Why Sponsor the ICD Fellowship Awards?

Sponsorship in the *ICD Fellowship Awards* is an opportunity to:

- Demonstrate your company's support for excellence in corporate governance
- Take your place among an audience of over 600 national and international business leaders from across Canada
- Benefit from excellent corporate visibility in promotions before the Gala, in recognition at the Gala and in the post-Gala "thank you"
- Associate your brand with the leading director community in Canada – the Institute of Corporate Directors
- Honour and invest in the highest standards of director professionalism.



## Sponsorship Levels

Gala Sponsor                      \$25,000

Dinner Sponsor                    \$15,000



## Gala Sponsor \$25,000

- Half page ad in June 2010 edition of ICD Director newsletter (circ. 4000)
- Logo in all promotion
  - Logo in Globe & Mail ads minimum of 1, maximum of 3
  - Logo and description in two issues of the ICD's monthly events e-newsletter (circ. 6200)
  - Logo and description on Fellowship Awards Website
  - Prominent logo on all e-marketing
  - Name and logo included in Summer 2010 issue of the ICD Director Journal (circ. 4000)
  - Logo featured on the ICD website until the end of September 2010
  - Logo and description in a special section of the June issue of "Eyes on Governance" e-newsletter



## Gala Sponsor \$25,000

- Gala Benefits
  - One Corporate Table of 10
  - Name and logo featured in sponsor **recognition slide show** running before and during the dinner on giant screens in and outside the dining room
  - Logo featured on the back cover of the dinner program



## Dinner Sponsor \$15,000

- Logo in all promotion
  - Logo in Globe & Mail ads minimum of 1, maximum of 3
  - Logo and description in two issues of the ICD's monthly events e-newsletter (circ. 6,200)
  - Logo and description on Fellowship Awards Website
  - Logo on all e-marketing
  - Name and logo included in Summer 2010 issue of the *ICD Director Journal*
  - Logo featured on the ICD website until the end of September 2010 (circ. 4000)
  - Logo and description in a special section of the June issue of "Eyes on Governance" e-newsletter



## Dinner Sponsor \$15,000

- Gala Benefits
  - Name and logo featured in sponsor **recognition slideshow** running before and during the dinner on giant screens in and outside the dining room
  - Logo featured on the back cover of the dinner program



## Sponsorship Overview

	Gala Sponsorship	Dinner Sponsorship
<b>Promotional Recognition</b>		
Half page ad in June 2010 edition of <i>ICD Director Journal</i>	●	
Logo in <i>Globe &amp; Mail</i> ads min. 1, max of 3	●	●
Logo in 2 issues of monthly events e-newsletter	●	●
Logo on the ICD Fellowship Awards Website site for one year	●	●
Logo on all e-marketing	●	●
Logo included in Summer 2010 issue of the <i>ICD Director Journal</i>	●	●
Logo in a special June issue of " <i>Eyes on Governance</i> "	●	●
<b>Gala Benefits</b>		
One Corporate Table of 10	●	
Name and logo featured in sponsor recognition slide show	●	●
Logo featured on the back cover of the dinner program	●	●





## Event Information

The Institute of Corporate Directors is pleased to announce that the Hon. **Brian Tobin**, P.C., ICD.D will be the Master of Ceremonies for this year's Fellowship Awards Gala.

- **Date:**  
Wednesday, June 2, 2010
- **Location:**  
Hyatt Regency Calgary
- **Time:**  
Reception: 5:30pm  
Dinner: 7:00pm



## Corporate Table

- In addition to the opportunities outlined above, the ICD also offers corporate table sponsorships.
- Cost of a table is \$3,250
  - 10 tickets to the event
  - Table signage



## Contact Us

For additional information or to discuss your sponsorship needs, please contact **Judith Campbell, Director, Member & Chapter Services**, [jcampbell@icd.ca](mailto:jcampbell@icd.ca) or 416-593-7741 ext. 244.

The Institute of Corporate Directors (ICD) is a not-for-profit, member-based professional association representing Canadian directors and boards across the for-profit, not-for-profit, and government sectors. With more than 3,000 members and a network of nine chapters, the ICD promotes the professionalism and effectiveness of directors by providing professional development activities including director education and certification, and information and resources including a board placement service and networking opportunities.

To learn more about the ICD, visit our website at [www.icd.ca](http://www.icd.ca)