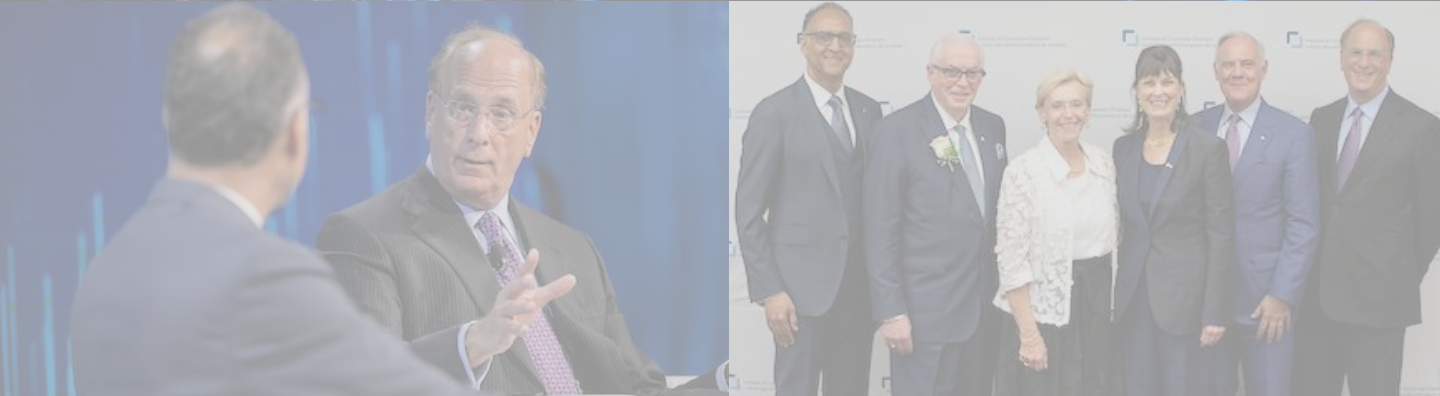




ICD 2020 National Conference & Fellowship Awards Gala

May 27 & 28, 2020
Halifax, Nova Scotia



Sponsorship Opportunities

icd.ca/conference

For more information, please contact:
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Institute of Corporate Directors
Institut des administrateurs de sociétés

SPONSORSHIP OPPORTUNITIES

AT A GLANCE



Sponsor Benefits	Lead (\$70K)	Premium (\$45K)	Conf. Patron (\$25K)	Gala Patron (\$25K)
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MARKETING EXPOSURE

Logo placement on marketing materials as outlined below: <ul style="list-style-type: none"> National and local print advertisements Director Journal marketing initiatives Direct and electronic mail 	■	■	Select	Select
Logo included within sponsored conference session(s)	■			
Exclusive half-page advertisement in Director Journal	■			
Logo & link placement within Conference & Gala website	■	■	■	■
Integration within ICD social media posts	■	■		
ICD to like/share sponsor created social media posts	■	■	■	■
Distribution of pre-conference thought leadership content	■			

ONSITE EXPOSURE

Digital & print signage including all sponsor levels	■	■	Conf. Only	Gala Only
Advertisement in the Conference and Gala programs	Full Page	Half Page	Half Page Conf. Only	Half Page Gala Only
Exclusive sponsor of one (1) conference session or pre/post event activation (includes logo integration on signage)	■	\$ pre/post only		
Sponsor of one (1) onsite activation (e.g. Receptions, Breaks)	■	\$	\$	\$
Introduction of sponsored session(s)	■	If selected		
Ability to display corporate signage at sponsored activation	■	■		
Ability to provide branded item for distribution to attendees	■			
Branded Gala table signage	■	■		■

ONSITE NETWORKING & ACCESS

Opportunity to host thought leadership session (pre/post)	\$			
Access to exclusive sponsor lounge	■	■	■	■
Conference Tickets / Gala Tickets	6 / 10	4 / 10	4 / -	- / 10
ICD.D Luncheon Tickets – if applicable <ul style="list-style-type: none"> Guests must have ICD.D designation 	2			
Pre & Post Conference Paid Event Tickets	2 per event			
Ability to host private VIP function (up to 30 guests)	\$			

Lead Sponsorship Package



Value of \$70,000

Your organization will be featured prominently as a Lead Sponsor leading up to and through the promotion of the 2020 ICD National Conference & Fellowship Awards Gala. Lead Sponsor benefits include:



MARKETING EXPOSURE:

- Lead sponsor of both the ICD National Conference and the ICD Fellowship Awards Gala
- Featured as a Lead Sponsor on all National and Local advertising promoting the Conference & Gala where sponsors are listed, including, but not limited to:
 - National and local print advertisements (such as The Globe and Mail)
 - Director Journal marketing efforts
 - Promotional brochures mailed to the Director community
 - Direct and electronic mail to ICD's membership
 - Inclusion within one (1) media advisory
 - Featured in post-event sponsor appreciation advertisement
- Featured as an Exclusive Sponsor of one (1) Conference session or one (1) pre/post activation
- Integration within ICD's digital and social media, including:
 - Logo and link within the Conference & Gala website
 - Logo within all activations that your organization sponsors
 - Brand integration within two (2) ICD initiated LinkedIn & Twitter posts
 - ICD to like/share up to three (3) relevant social media posts
- One (1) full-page advertisement in both the Conference and Gala programs
- One (1) half-page advertisement in the ICD Director Journal
- One (1) thought leadership white paper/article to be distributed to delegates pre-conference via digital outreach

Lead Sponsorship Package



Value of \$70,000



ONSITE EXPOSURE

- Exclusive Sponsor of One (1) Conference session or pre/post event session. Benefit includes:
 - Opportunity to introduce Conference session
 - Logo on session specific print and/or digital materials
 - Ability to display corporate signage in the sponsored session
- Sponsor of one (1) premium onsite activation (Limit 3 sponsors per)
 - Such as Welcome Reception, Breakfast Reception, Networking Breaks, and Pre-Gala Reception
- Featured as a Lead Sponsor on all onsite print and/or digital collateral where all sponsors appear
- Premium table placement within the Fellowship Awards Gala
- Branded Gala table signage



ONSITE NETWORKING & ACCESS

- Opportunity to host one (1) thought leadership session 1 day prior or 1 day following the Conference & Gala
 - Organization, execution and affiliated costs responsibility of Sponsor
 - Online and onsite registration processes responsibility of ICD
- Ability to host a private VIP function for up to 30 guests (incremental \$)
- Delegate passes to the following Conference & Gala events:
 - Six (6) tickets to the ICD National Conference & Welcome Reception
 - Ten (10) tickets to the ICD Fellowship Awards Gala
 - Six (6) tickets to the exclusive Sponsor's Lounge
 - Two (2) tickets to the ICD.D luncheon (ICD.D designation only)
 - Two (2) tickets to all pre- and post- Conference & Gala events
- Ability to provide One (1) branded item to be distributed to attendees

Premium Sponsorship Package



Value of \$45,000

Your organization will be featured prominently as a Premium Sponsor leading up to and through the promotion of the 2020 ICD National Conference & Fellowship Awards Gala. Premium Sponsor benefits include:



MARKETING EXPOSURE:

- Premium sponsor of both the ICD National Conference and the ICD Fellowship Awards Gala
- Featured as a Premium Sponsor on all National and Local advertising promoting the Conference & Gala where Premium sponsors are listed, including, but not limited to:
 - National and local print advertisements (such as The Globe and Mail)
 - Director Journal marketing efforts
 - Promotional brochures mailed to the Director community
 - Direct and electronic mail to ICD's membership
 - Featured in post-event sponsor appreciation advertisement
- Integration within ICD's digital and social media, including:
 - Logo and link within the Conference & Gala website
 - Brand integration within one (1) ICD initiated LinkedIn & Twitter posts
 - ICD to like/share up to two (2) relevant social media posts
- One (1) half-page advertisement in both the Conference and Gala programs



ONSITE EXPOSURE

- Opportunity to sponsor one (1) premium onsite activation (incremental \$)
 - Such as Welcome Reception, Breakfast Reception, Networking Breaks, and Pre-Gala Reception (includes 2-minute welcome)
 - Corporate signage may be displayed
- Featured as a Premium Sponsor on all onsite print and/or digital collateral where all sponsors appear
- Premium table placement within the Fellowship Awards Gala
- Branded Gala table signage



ONSITE NETWORKING & ACCESS

- Delegate passes to the following Conference & Gala events:
 - Four (4) tickets to the ICD National Conference & Welcome Reception
 - Ten (10) tickets to the ICD Fellowship Awards Gala
 - Four (4) tickets to the exclusive Sponsor's Lounge

ICD National Conference Patron Sponsorship Package



Value of \$25,000

Your organization will be featured as a Conference Patron Sponsor leading up to and through the promotion of the 2020 ICD National Conference. Conference Patron sponsor benefits include:



MARKETING EXPOSURE:

- Conference Patron sponsor of the ICD National Conference
- Featured as a Conference Patron Sponsor on all National and Local advertising promoting the Conference where Conference Patron sponsors are listed, including, but not limited to:
 - National and local print advertisements (such as The Globe and Mail)
 - Director Journal marketing efforts
 - Promotional brochures mailed to the Director community
 - Direct and electronic mail to ICD's membership
 - Featured in post-event sponsor appreciation advertisement
- Integration within ICD's digital and social media, including:
 - Logo and link within the Conference & Gala website
 - ICD to like/share up to one (1) relevant social media post
- One (1) half-page advertisement in the Conference program



ONSITE EXPOSURE

- Featured as a Conference Patron Sponsor on all onsite print and/or digital collateral where Conference sponsors appear



ONSITE NETWORKING & ACCESS

- Delegate passes to the following Conference & Gala events:
 - Four (4) tickets to the ICD National Conference & Welcome Reception
 - Two (2) tickets to the exclusive Sponsor's Lounge

ICD Fellowship Awards Gala Patron Sponsorship Package



Value of \$25,000

Your organization will be featured as a Fellowship Awards Gala Patron Sponsor leading up to and through the promotion of the 2020 ICD Fellowship Awards Gala. Fellowship Awards Gala Patron sponsor benefits include:



MARKETING EXPOSURE:

- Patron sponsor of the ICD Fellowship Awards Gala
- Featured as a Fellowship Awards Gala Patron Sponsor on all National and Local advertising promoting the ICD Fellowship Awards Gala where Gala Patron sponsors are listed, including, but not limited to:
 - National and local print advertisements (such as The Globe and Mail)
 - Director Journal marketing efforts
 - Promotional brochures mailed to the Director community
 - Direct and electronic mail to ICD's membership
 - Featured in post-event sponsor appreciation advertisement
- Integration within ICD's digital and social media, including:
 - Logo and link within the Conference & Gala website
 - ICD to like/share up to one (1) relevant social media post
- One (1) half-page advertisement in the ICD Fellowship Awards Gala program



ONSITE EXPOSURE

- Featured as a Fellowship Awards Gala Patron sponsor on all onsite print and/or digital collateral where Fellowship Awards Gala sponsors appear



ONSITE NETWORKING & ACCESS

- Delegate passes to the following Conference & Gala events:
 - Ten (10) tickets to the ICD Fellowship Awards Gala
 - Two (2) tickets to the exclusive Sponsor's Lounge