



# Toronto Sponsorship Benefits Package

<b>BENEFITS</b>	<b><i>National</i></b>	<b><i>Gold</i></b>	<b><i>Silver</i></b>	<b><i>Bronze</i></b>
<b>ANNUAL FEES</b>				
➤ Sponsorship Fee	<b>\$5,700</b>	<b>\$2,000</b>	<b>\$1,000</b>	<b>\$500</b>
<b>MEMBERSHIP</b>				
➤ DRIE Memberships Included	4	7	2	1
<b>QUARTERLY SYMPOSIUMS</b>				
➤ All sponsors will be acknowledged by the meeting facilitator.	✓	✓	✓	✓
➤ 2 minute Sponsor introduction at the start of each Symposium	✓	✓	✓	
➤ Table-top display at each Symposium (2 sales support staff registrations)	✓	✓	✓	
➤ Print sponsor logo on the agenda	✓	✓	✓	
➤ Sponsor contact information and logo included in Sponsor PowerPoint loop during lunch and breaks.	1 minute per exposure	1 minute per exposure	30 seconds per exposure	15 seconds per exposure
➤ Presentation at selected Quarterly Sessions*(see notes)	1 x 20 mins	1 x 20 mins		
➤ Yearly Guest Passes to Symposiums (\$35 value per Pass)	10 / year	10 / year	8 / year	4 / year
➤ Symposium F&B Sponsorship opportunities (breakfast, lunch, reception)	✓	✓	✓	✓
➤ Brochure dissemination at Symposium	✓	✓	✓	
<b>DRIE TORONTO WEBSITE</b>				
➤ Sponsor Logo on the Home page and select DRIE Website pages	✓	✓		
➤ Sponsor Reference on select DRIE Website pages	✓	✓	✓	✓
➤ Sponsor listing and logo on Sponsor page with a link to the Sponsor's website	✓	✓	✓	✓
<b>DRIE DIGEST (4 Issues / Year)</b>				
➤ Full Colour Ad	Half Page	Half Page	Quarter Page	Bus. Card
➤ Article Opportunity (1500 words)	4 / year	4 / year	2 / year	
➤ Sponsor Appreciation Page	Large	Large	Medium	Small
➤ Sponsor events calendar	✓	✓		
<b>NETWORKING EVENTS</b>				
➤ Sponsor Hosted Event marketed by DRIE	1 / year	1 / year		
➤ DRIE Networking Events	✓	✓	✓	
➤ Attendance at all Networking Events	✓	✓	✓	✓
<b>SPONSOR'S EVENTS COMMUNICATION</b>				
➤ Include sponsor events in DRIE Calendar	✓	✓		
➤ Email sponsor events to the DRIE Membership	✓	✓		

## DRIE TORONTO SPONSORS

DRIE Toronto offers four (4) levels of sponsorship, each with specific benefits. The National Sponsorship includes exposure to all seven (7) Canadian Chapters providing national exposure at a savings of over 30% of what it would cost to join each DRIE Chapter individually.

Refer to the Sponsor Benefits chart and the detailed descriptions of each benefit below. If you have any questions, please email the Sponsorship Director at [sponsorship@toronto.drie.org](mailto:sponsorship@toronto.drie.org).

## ANNUAL FEES

Sponsorship fees are paid annually and are due on your renewal date. The renewal date is the date that you initially joined as a sponsor of DRIE Toronto. The DRIE accounting system will automatically issue an invoice to you 30 days in advance of your renewal date. Please be sure to pay your Sponsorship Fee by the renewal date to ensure continuation of all sponsorship benefits.

Sponsorship Fees can be paid electronically through the DRIE Website: Please log-in and go to the **Pay Membership Dues** link provided beside your membership information.

## MEMBERSHIP

As a sponsor you will be able to register additional people from your company as a member of DRIE Toronto at no additional cost. This is a value of \$125 per person and varies depending on the sponsorship level you have chosen.

To register additional people under your sponsorship, simply email a list to [sponsorship@toronto.drie.org](mailto:sponsorship@toronto.drie.org). Please include the following information for each person you wish to register:

- First Name
- Last Name
- Job Title
- Email Address
- Business Phone #
- Mobile #
- Role
- Field
- Industry Sector

## QUARTERLY SYMPOSIUMS

DRIE holds 4 Symposiums per year typically in January, March, June, and December. The December Symposium includes official DRIE Toronto AGM activities including a report on the past year and plans for the future year. We also look to focus one of our Symposiums on 'C – level' subject matter to attract more senior executives from companies. DRIE Sponsors are eligible to participate at various degrees based on their sponsorship level. Participation details are described below:

**Acknowledgement** – All sponsors will be acknowledged by the meeting facilitator.

*Note: For National Sponsors this will occur across all Chapter meetings.*

**Table-top Display** - National, Gold and Silver sponsors have the opportunity to have a table-top at each symposium. The Sponsorship Director will send you a Symposium Registration Package prior to each symposium. Display rules vary depending on the venue and will be detailed in the registration package.

**Sales Support Staff** - National, Gold and Silver sponsors have the opportunity to bring up to two (2) sales support staff to the event.

*Note: For National Sponsors this will occur across all Chapter meetings.*

**Logo on Agenda** - National, Gold and Silver sponsors will have their company logo printed on the meeting agenda which is distributed at each meeting.

*Note: For National Sponsors this will occur across all Chapters for each Chapter Annual Symposium.*

**Sponsor Introductions** - National, Gold and Silver sponsors also have the opportunity to address the attendees. At the start of each Symposium you will be given an opportunity to address the attendees for up to 2 minutes to introduce your company and any products or services that you offer. We feel it is important that DRIE Members stay current with available products and services.

**Sponsor Logo Loop** - During lunch and breaks, a PowerPoint presentation will be playing as a loop of all sponsors, including contact information and the Sponsor logo. Each level of sponsorship will remain on the screen for a designated amount of time (ie. National and Gold = 1 minute per exposure, Silver = 30 seconds per exposure, Bronze = 15 seconds per exposure). The loop will continue throughout the break, which may result in your company being displayed multiple times while the loop is running.

*Note: For National Sponsors this will occur across all Chapter meetings.*

**Speaking Opportunity** - National and Gold sponsors have the opportunity to be part of the agenda at one (1) of the four (4) Symposiums throughout the year. As the Theme for each Symposium is established, you will receive a notice from the Program Committee announcing each theme. The Program Committee will consider topics that support the Theme of the Symposium and are not sales oriented. This is a great opportunity for your company to gain additional exposure and show your support for DRIE Toronto. If you have a topic that supports any symposium Theme, please submit it to the Program Director at [program@toronto.drie.org](mailto:program@toronto.drie.org).

*Note: For National Sponsors this will occur across all Chapter meetings.*

**Guest Passes** – From time to time you may wish to invite a guest to attend the Symposium. Guest passes have a value of \$35.00 each. National and Gold Sponsors are entitled to invite up to 10 guests per year, Silver Sponsors up to 8 guests per year and Bronze Sponsors up to 4 guests per year. Guests will still need to register. The Sponsor Registration Form you receive from the Sponsorship Director will include a section for you to register guests.

**Sponsor Brochures** – National, Gold and Silver Sponsors may distribute brochures at the event. Either bring them with you or send them to the Sponsorship Director in advance of the Symposium.

*Note: For National Sponsors this will occur across all Chapter meetings.*

**F&B Sponsorship Opportunities** – During any Symposium there is typically food and beverage (F&B) being served. Sponsoring the F&B for events can provide additional recognition for sponsors. We also appreciate this extra support as it helps to offset our event expenses. Every event is different and offers varying exposure for each F&B sponsorship. Prior to each event the Sponsorship Director will offer you an opportunity to sponsor all or part of the F&B expenses for each event. Special signage will be placed in close proximity to the food and beverage table prominently displaying sponsor logos. In addition, the chairperson will give special thanks during the opening and closing remarks. Any F&B Sponsor will also be permitted to distribute company brochures at the event.

## **DRIE TORONTO WEBSITE**

**Sponsor Reference on Home Page** – National and Gold Sponsors will be referenced at the bottom of the DRIE Toronto Home page as well as various other pages on the site.

**Sponsor Page** – All sponsors will have their company name listed under the appropriate sponsorship level. Each sponsorship level page will include the following in addition to a Hyperlink to the company web site:

- Sponsor Logo
- Sponsor company Name with hyperlink

- Contact Person, title, phone and e-email
- Services (Description of relevant services. Up to 500 characters.

*Note: National sponsors will have their company logo displayed on all DRIE Chapters with a hyperlink to their company web site.*

## **DRIE DIGEST – (4 issues per year)**

DRIE Toronto issues an electronic newsletter (DRIE Digest) to all DRIE Toronto Members each quarter. It is filled with topical articles for readers and provides a number of opportunities to sponsors.

**Full Colour Ad** – Sponsors have the opportunity to place a full colour ad in each of the Digest publications. The size of the Ad varies based on the level of sponsorship (ie. National & Gold = Half Page, Silver = Quarter Page, Bronze = Business Card size). All ads must be sent to the Communications Director one month prior to the issue. If you are interested, please email [communications@toronto.drie.org](mailto:communications@toronto.drie.org) with your completed ad in .jpg or .png format.

<b>Ad Size</b>	<b>Dimensions (w x h inches)</b>
Half Page	8” x 10.5”
Quarter Page	6.25” x 4.75”
Business Card	3.5” x 2”
Ad sizes are approximate. Adjustments may be necessary to accommodate available space.	

**Article Opportunity** – National, Gold and Silver sponsors have the opportunity to submit articles for publication in the DRIE Digest (ie. National and Gold = 1 article per issue, Silver – 1 articles per 2 issues). Each issue will have a Theme. The Communication Committee will send you the Theme for each issue allowing you time to submit a relevant article. All submissions must be received 30 days prior to publication. Articles must not exceed 1500 words and should be sent by email to [communications@toronto.drie.org](mailto:communications@toronto.drie.org) in an unprotected Word or Text format.

**Sponsor Logo** – All Digest issues will include a sponsor appreciation section that will include sponsor logos. Logo size will vary based on the sponsorship level. National and Gold sponsors will also have their logos included on the first page of the DRIE Toronto Digest.

## **NETWORKING EVENTS**

### **DRIE Networking Events**

Throughout the year DRIE will host various networking events designed to get members together in either a social environment or seminar/workshop setting. This is also an opportunity for sponsors to gain additional exposure. Where possible, DRIE Toronto Sponsors will be acknowledged through a formal announcement by a DRIE Board Member.

**Sponsor Logo Loop** - The sponsor PowerPoint logo loop will be displayed for all to see. All sponsors are welcome to register as attendees for these networking events.

**F&B Sponsorship Opportunities** – During any Networking Event there is typically food and beverage (F&B) being serviced. Sponsoring the F&B for events can provide additional recognition for sponsors. We also appreciate this extra support as it helps to offset our event expenses. Every event is different and offers varying exposure for each F&B sponsorship. Prior to each event the Sponsorship Director will offer you an opportunity to sponsor all or part of the F&B expenses for each event. A special pull-up banner will be placed in close proximity to the food and beverage table prominently displaying sponsor logos. In addition, the DRIE representative (typically a DRIE Board Member) will give special thanks during the event.



**F&B Sponsorship Fee: \$250 (maximum 6 sponsors)**

F&B Sponsorship for our December Symposium /Annual General Meeting will be offered to one sponsor for the entire event. The Sponsor will then retain the first right to sponsor the event the following year and must confirm their intent by August 31<sup>st</sup>.

**F&B Sponsorship Fee (December Symposium): \$2,000**

**Sponsor Hosted Event**

National and Gold sponsors will have the opportunity to host an event where they fully fund and manage the content. These events give sponsors the opportunity to work with DRIE to attract attendance at an event that has a sponsor-centric agenda. If you are interested in scheduling a Sponsor Event, please contact the Special Events Director at [events@toronto.drie.org](mailto:events@toronto.drie.org).

DRIE will promote the event to the membership and participate at the event. Coordination of the event will be shared between DRIE and the Sponsor as follows:

- The event will be posted on the DRIE Web Site where DRIE members can also register for the event.
- DRIE will attend and help with registration, including bringing the name badges if desired.
- A DRIE Board member will attend to participate in the session introduction.
- The Sponsor will provide the speakers and agenda.
- The Sponsor will coordinate the meeting room, audio visual, and food & beverage and are responsible for all costs.

**SPONSOR'S EVENTS COMMUNICATION**

National and Gold sponsors will have the opportunity to publish their specific events on the DRIE Toronto Calendar. Each event will have a hyperlink to the sponsor event page for easy access by viewers. This is a great opportunity to inform all DRIE Members of your events.

In addition, regular communication will be sent to all DRIE Toronto members of specific sponsor events. All events must be sent to [communications@toronto.drie.org](mailto:communications@toronto.drie.org).

*Note: National Sponsors will benefit from the communication of their events by all Chapters through communication with each Chapter Communications Director.*