

Sponsorship Opportunities

www.ocasa.on.ca/sponsorships



Our partners value our members.

OCASA provides access to a growing, dynamic market of 24 colleges in 200 communities.

We also provide our members with access to emerging trends, information and services that support their strategic and business initiatives.



See next page and consider how your partnership goals can be met with OCASA's sponsorship program.

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Did you know?

Numbering more than 2,000, college administrators lead all facets of college life:

- Managing and overseeing the business of 24 colleges, across 200 communities, with an aggregate budget exceeding \$3 billion
- Providing leadership as academic deans, directors, supervisors, managers, vice-presidents
- Representing all departments including academic, finance, purchasing, facilities, human resources, student services, applied research, marketing/communications... and more
- ✓ Overseeing program and student needs for 200,000 full-time students and 300,000 part-time students and clients



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DIGITAL

Benefits of Being a Partner

- ✓ Reach a targeted audience of managers in 24 colleges
- Y Package sponsorship to maximize on-site, print and digital communications
- V Include conference sponsorship for intimate networking and exhibit display
- ✓ Increase your exposure in the Ontario college market
- Y Enjoy flexible options to suit your budget and marketing interests

Gifts-in-kind

Talk to us about opportunities for gifts-in-kind – printing, hospitality, signage, door prizes.

	Sponsorship Opportunities	Premier Sponsor (Exclusive) \$7,500 ANNUAL PARTNER ONE PER CATEGORY	Platinum Sponsor \$4,000 ANNUAL PARTNER OPEN	Gold Sponsor \$2,500 ANNUAL PARTNER OPEN	Silver Sponsor \$1,500 CONFERENCE			Bronze Sponsor \$750			
	Sponsorship Amount Category Maximum Number of Sponsors										
								MEMBER	EXCELLENCE	CONFERENCE	
					Regis- Hospi- Workshop tration tality Track (3 Sessions)		Session	COMMUNI- Cations	AWARD Sponsor	EXHIBITOR	
					1	1	4	3	5	3	10
CATIONS	Member news (<i>minimum 12 times</i>)								\checkmark		
	Logo & link on OCASA website (12 months)	V	\sim	\checkmark							
	Conference e-communications	\checkmark	\checkmark								
PKIN I/ Advertising	1/2 Page colour ad in magazine, College Administrator			V							
	One full page colour ad in magazine (or 2 half page ads across two issues)	~	V								
ANNUAL CONFERENCE	Logo on conference spread in magazine	~	V								
	Logo on conference program	~	\checkmark	\checkmark	\sim	\sim	\sim	\sim			
	Logo on conference signage	×	\checkmark	\checkmark	\sim	\sim	\sim	\sim			
	Display table	V	\sim	\checkmark	\sim	\sim	\sim	\sim			\checkmark
	Insert in conference bag	~	\checkmark	\checkmark	\sim	\checkmark	\checkmark	\sim			
	Participation at registration table				\sim						
	Moderator/welcome during workshop series						\sim				
	Public acknowledgement from podium	V	\sim	\checkmark	\sim	\sim	\sim	\sim			\checkmark
	Public acknowledgement during sponsored event									V	
	Introduction of plenary session/speakers							\sim			
	Welcome address from podium	V									
	Unique signage during hospitality					\sim					
	Complimentary conference registration	V	\checkmark								
	Delegates list	×	\checkmark	\checkmark	\sim	\sim	\sim	\sim		\checkmark	V
	Logo on conference bag	V									
	Logo on printed & framed award									\checkmark	
	EXCLUSIVE PRIVILEGES										



Please return your signed agreement indicating your sponsorship level to OCASA.

Email: info@ocasa.on.ca

For further information and to discuss your unique needs, please contact:

Erin Roberts Executive Director info@ocasa.on.ca 1-866-742-5429

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Ontario College Administrative Staff Association

Vision Your partner in administrative excellence

Values Professionalism | Excellence | Integrity | Collegiality

Mission OCASA is a voluntary, professional association which supports and advocates for Ontario's community college administrators, while building and promoting administrative excellence for the betterment of the college system.

Strategic Priorities

OCASA is firmly committed to supporting and building college administration through five strategic priorities:

Leadership Professional Excellence Community Building Advocacy Sustainability

OCASA engages members through professional development, annual conference, webinars, communications and provincial representation. Opportunities for sponsoring partners exist in all avenues.

Confirmation of Sponsorship

I have read the sponsorship opportunities and agree to purchase the following sponsorship package:

Premier \$7,500		Platinum \$4,000		Gold \$2,500	
	Silver \$1,500:				
	Bronze \$750:			_	
Cont	act Name:	Phone #	:		
Ema	il:	Date	:		
Sign	ature:				