

Sponsorship Opportunities

OCASA 2014

www.ocasa.on.ca/sponsorships



OCASA values its partnerships.

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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Benefits of Being a Partner

- ✓ Reach a targeted audience of managers in 24 colleges
- ✓ Package sponsorship to maximize on-site, print and digital communications
- ✓ Include conference sponsorship for intimate networking and exhibit display
- ✓ Increase your exposure in the Ontario college market
- 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	Platinum Sponsor \$4,000 ANNUAL PARTNER	Gold Sponsor \$2,500 ANNUAL PARTNER	Silver Sponsor \$1,500 CONFERENCE				Bronze Sponsor \$750		
	Sponsorship Amount Category Maximum Number of Sponsors										
									MEMBER	EXCELLENCE	CONFERENCE
					tration tality Trac Sess	Workshop Track (3 Sessions)	k (3 Session ons)	COMMUNI- CATIONS	AWARD SPONSOR 3	EXHIBITOR 10	
						4					
DIGITAL Communi- Cations	Member news (<i>minimum 12 times</i>)								V		
	Logo & link on OCASA website (12 months)	V	V	V							
	Conference e-communications	V	V								
PRINT/ 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	V	V	V	~	~	~	~			
	Logo on conference signage	V	√	V	V	V	~	~			
	Display table	V	V	V	~	~	~	~			V
	Insert in conference bag	V	V	V	V	V	~	~			
	Participation at registration table				V						
	Moderator/welcome during workshop series						~				
	Public acknowledgement from podium	V	~	V	~	~	~	~			V
	Public acknowledgement during sponsored event									~	
	Introduction of plenary session/speakers							~			
	Welcome address from podium	V									
	Unique signage during hospitality					~					
	Complimentary conference registration	V	V								
	Delegates list	V	V	V	~	V	~	V		V	V
	Logo on conference bag	V									
	Logo on printed & framed award									V	



Please return your signed agreement indicating your 2014 sponsorship level to OCASA.

Email: info@ocasa.on.ca Fax: 1-866-742-5430

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

Diane Posterski

Executive Director
diane.posterski@ocasa.on.ca
1-866-742-5429 ext. 102

Signature:

www.ocasa.on.ca/sponsorships

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