



**Ontario College Administrative Staff Association
invites you to partner with us.**

Connect with Ontario's college decision makers.

What is OCASA?

OCASA is a voluntary, professional association which supports and advocates for Ontario's community college administrators, and promotes administrative excellence for the betterment of the college system. OCASA enjoys close to 40% membership of all college administrators. The annual conference is open to all administrators, members and non-members.

Who are college administrators?

Numbering more than 1,900, college administrators are:

- managers overseeing the business of 24 community colleges, including academic programming, facilities, finance, human resources, purchasing, corporate training
- academic deans, academic chairs, supervisors, managers, directors, vice-presidents
- **budget holders, contract makers, decision makers.**

With more than 150,000 full-time students and more than 300,000 part-time students, and a total budget of \$2.6 billion these administrators are remarkable managers, remarkable leaders ... remarkable people!

Benefits

Why support OCASA? The benefits to sponsors are significant.

- Your sponsorship supports the work of college administrators. Through web, print and conference exposure your commitment will be noted by all key decision makers in the system. Promotional materials are received by all administrators, all college Presidents, all Boards of Governors and college partners.
- Through our network, OCASA is able to connect with all administrators easily and quickly.
- Although the market potential is obvious, OCASA's commitment to "professionalism, excellence and learning for the betterment of the community college system" is a message with which any college supplier would be pleased to partner.

Opportunities

4 levels of sponsorship make your decision easy: Platinum, Gold, Silver and Bronze. Gifts-in-kind are also an important sponsorship opportunity.

New This Year: Conference Showcase Sponsorships



New this year...

EXHIBITOR SHOWCASE SPONSORSHIPS

Leading for Tomorrow

Technology in Colleges Showcase

Show us how technology is working for colleges,
and what we can expect in the future.

All-inclusive package

Monday, June 20, 2011
Blue Mountain Resort, Collingwood

Showcase 3:00 pm – 6:00 pm
Cocktail Reception (cash bar) 5:30 pm
Dinner 6:30 pm
Keynote Speaker: Jesse Hirsh 8:00 pm

Cost: \$750

Note: This covers the cost for one exhibitor to attend the dinner & keynote. Additional tickets may be purchased for \$100 (exhibitors rate).

Register for the conference and continue to display throughout the conference. Network with the decision makers of Ontario's community colleges.

Conference sponsorship is granted on a first come first served basis.



**Jesse Hirsh,
Internet Strategist**

"I know of no one who understands modern society, the turn of events or especially the internet, better than Jesse. He is the smartest young man I have encountered over my professional career."

— Allan Gregg
<http://allangregg.com>
Chair of Harris/Decima
<http://www.harrisdecima.ca/en>

Sponsorship Opportunities with OCASA 2011

PLATINUM Sponsor \$4,000	
PLATINUM Sponsor Benefits	Value
<ul style="list-style-type: none"> 1 full page colour ad (or 2 ½ page ads in two issues) in <i>COLLEGE ADMINISTRATOR</i> (professional journal for all college administrators, circulation of 3000 reaching all administrators, presidents, Boards of Governors, Colleges Ontario, Ministry staff and other college partners.) 	\$2,000 Value
<ul style="list-style-type: none"> Logo on conference promotional spread in <i>College Administrator</i> (prominent place), released prior to event (must be confirmed by February 15, artwork in by February 28) 	Circulation: 3000
<ul style="list-style-type: none"> 1 complimentary registration to the Annual PD Conference 	\$500 Value
<ul style="list-style-type: none"> Website link from OCASA website for 12 months following conference 	\$1000 Value
<ul style="list-style-type: none"> Recognition on email promotion for Conference, sent to all admin staff, college presidents and partners 	Distribution of 2000 people 6-10 emails
<ul style="list-style-type: none"> Inclusion of literature/give-away in conference bags (100 bags) 	\$500 Value
<ul style="list-style-type: none"> Display space throughout conference 	\$500 Value
<ul style="list-style-type: none"> Prominent identification at the sponsored event on printed materials and/or signage 	Minimum of 5 signs
<ul style="list-style-type: none"> Public acknowledgement of corporate support from the podium throughout Conference/ Slide projection of sponsor's logo 	Minimum 5 times

GOLD Sponsor \$2,500	
GOLD Sponsor Benefits	Value
<ul style="list-style-type: none"> 1 half page colour ad in <i>COLLEGE ADMINISTRATOR</i> 	\$1,000 Value
<ul style="list-style-type: none"> Website link from OCASA website for 12 months following conference 	\$1000 Value
<ul style="list-style-type: none"> Recognition on email promotion for Conference, sent to all admin staff, college presidents and partners 	Distribution of 2000 people 6-10 emails
<ul style="list-style-type: none"> Inclusion of literature/give-away in conference bags (100 bags) at annual conference 	\$500 Value
<ul style="list-style-type: none"> Display space throughout conference 	\$500 Value
<ul style="list-style-type: none"> Prominent identification at the sponsored event on printed materials and/or signage 	Minimum of 5 signs
<ul style="list-style-type: none"> Public acknowledgement of corporate support from the podium throughout Conference/ Slide projection of sponsor's logo 	Minimum 5 times

Sponsorship Opportunities with OCASA 2011

SILVER Sponsor \$1,500	
SILVER Sponsor Benefits	Value
• Website link from OCASA website for 12 months following conference	\$1000 Value
• Inclusion of literature/give-away in conference bags (100 bags) at annual conference	\$500 Value
• Display space at annual conference	\$500 Value
• Identification at the sponsored event on printed materials and/or signage	Minimum of 5 signs
• Public acknowledgement of corporate support from the podium throughout Conference/ Slide projection of sponsor's logo	Minimum 5 times

BRONZE Sponsor \$750	
BRONZE Sponsor Benefits	Value
• Display space at annual conference	\$500 Value
• Identification at the sponsored event on printed materials and/or signage	Minimum of 5 signs
• Public acknowledgement of corporate support from the podium at the Conference	Minimum 5 times

CONFERENCE EVENT Sponsorships	
Plenary Speaker:	\$2,500 (GOLD Benefits)
Awards Banquet	\$2,500 (GOLD Benefits)
Concurrent Workshops Sponsor (4)	\$1,500 (SILVER Benefits)
Meal sponsor/ Hospitality sponsor	\$1500 (SILVER Benefits)
Showcase Reception Sponsor	\$1,500 (SILVER Benefits)
Single Workshop Sponsor	\$750 (BRONZE Benefits)
Registration Table	\$750 (BRONZE Benefits)

Gifts in Kind Sponsorship

- contributors will receive recognition on conference program and/or signs
- If the value of the gift-in-kind is of equal value to a benefit level sponsor (i.e. Bronze), then those benefits will be offered

Signage	• 5 conference signs (2' x 3')
Printing/Design	• Printing/Design of programs, conference materials
Audio Visual	• Wireless microphones for plenary speakers • screens • LCD Projectors (4)
Awards Banquet	• Flowers • Musical entertainment
Conference Bags & Give aways	• 100 bags
Door Prizes	• Several draws throughout conference
Hospitality	• Hospitality beverages/refreshments



Sponsorship Opportunities with OCASA 2011

Confirmation of Sponsorship

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

☐ PLATINUM ☐ GOLD ☐ SILVER ☐ BRONZE ☐ Other: _____

☐ Conference Event: _____

Organization: _____

Billing Address: _____

Contact Name: _____ Phone #: _____

Date: _____

Signature: _____

Please return your signed agreement indicating your 2011 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:**

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