

# Corporate Sponsorship



## Gold Sponsors 2014-2016

Investment in the St. John's Board of Trade Gold Sponsorship Program is limited to 10 companies. The partnership will be a period of two years. Exclusivity in industry is guaranteed at the Gold Sponsor level.

### Partnership recognition includes:

#### Board of Trade Business Show

- Corporate logo presence in all pre-event promotional print and media material
- Corporate logo on special section of Board of Trade website
- 20 VIP Business Show passes
- Corporate logo on VIP Business Show passes
- Full page ad in the Business Show Day Guide
- Corporate logo presence on all venue signage
- Opportunity to have an organization representative present at official Business Show opening with recognition of your sponsorship
- Sponsorship recognition in post-event Business News publication (media sponsors will be partnering at this event)

#### Business Outlook Conference and Annual General Meeting

- Corporate logo presence in all pre-event promotional print and media material
- Corporate logo on conference and AGM event section of Board of Trade website
- Corporate logo presence on all venue signage
- Sponsorship recognition in post-event Business News publication

- Ten (10) complimentary Board of Trade luncheon tickets (redeemable at regular luncheons and lunch and learns but not for special events)
- Opportunity to sit at the head table in event Platinum Partners are not able to attend.
- Two Complimentary tickets to the Annual *Business Excellence Awards Luncheon*.
- Opportunity for Sponsorship hole at Annual Golf Tournament. Must be booked by June 1<sup>st</sup> (*Otherwise it will be made available to another member organization!*)
- Complimentary 1/2 page ad in any issue of Business News magazine
- Company logo on a 15 foot banner to be displayed prominently at all Board luncheons
- Company logo to be displayed on AV at luncheon when AV media used.
- Company name and logo displayed in the annual Business Directory
- Company name and logo on the Board's website with hyperlink to partner's website
- Company name and logo displayed on all Small Business Week and Board of Trade week advertising
- Logo included on all new member recruitment materials
- Gold Sponsor promotional items

### Cost of the Program

The cost of the 2014-2016 Gold Partner sponsorship program is \$8,500 +HST per year per sponsor. Start date is July 1, 2014 and runs to June 30, 2016.

For additional information or to express interest in the Gold Partnership Program 2014 - 2016, please contact Margie Davis, Executive Sales Director, at 726-2961, ext. 2 or email [mdavis@bot.nf.ca](mailto:mdavis@bot.nf.ca).

## Gold Sponsorship

### Expression of Interest

If you are interested in becoming a Gold Sponsor please review the following terms and agreements and acknowledge your expression of interest with your signature below.

1. Gold sponsorship will be for two-year terms.
2. Total sponsorship price is \$17,000 +HST for the two terms. Sponsors will be invoiced \$ 8500 +HST per year for two years, payable within 30 days. Sponsors will also have the option to be invoiced in July and January in the amount of \$4,250 +HST for each installment.
3. A Gold Sponsor is entitled to exclusivity in their category/industry sector for two years.
4. As a fair, open and transparent organization, the St. John's Board of Trade believes in providing all members opportunities to participate in programs; therefore there is no automatic renewal at the conclusion of the two years.
5. If the incumbent wishes to be the Gold Sponsor in their particular industry sector's category for another two-year term they will be required to express that interest in the general call for expressions of interest to members for Gold Sponsorship. If more than one member from that category expresses interest, a lottery will be held to determine the sponsor for the forthcoming two-year term. A third term will be subject to the following conditions: 1. they will not be eligible for a lottery, if there is interest from other members in their industry sector and 2. If there is no interest from other members in their industry then they can have a 3<sup>rd</sup> term as a Gold Sponsor.
6. An excluded company can again participate in the Gold Sponsorship general call for expressions of interest after two years have elapsed. They can participate in other levels of sponsorship during the exclusionary period.
7. There are currently 10 industry sectors included in the gold sponsorship platform (law, travel, financial institution, property management, chartered accountants, oil and gas and insurance). Priority consideration will be given to these sectors; however should companies from other sectors be interested in becoming a Gold Sponsor they are encouraged to submit an expression of interest. The St. John's Board of Trade commits to ensure maximum exposure for Gold Sponsors and will set a limit on the number of sectors eligible in this category.

Name of company \_\_\_\_\_

Contact name \_\_\_\_\_

Telephone \_\_\_\_\_ Email \_\_\_\_\_

I have reviewed the above noted terms and conditions and agree to abide by them. I confirm that I have read, understood and accept the above noted terms and conditions of Gold Sponsorship. I agree to be bound by all the terms and conditions of this agreement, and understand that I must remain a member in good standing during the duration of this agreement. The St. John's Board of Trade reserves the right to cancel sponsorship if I do not abide by the by-laws of the organization.

Signature \_\_\_\_\_ Date \_\_\_\_\_