



Corporate Sponsorship

Platinum Sponsors

- Investment in the St. John's Board of Trade **Platinum Sponsorship Program** is limited to Six (6) companies. The number of companies is limited to ensure maximum exposure and benefits.
- The partnership will be for a period of three years. Exclusivity in industry is guaranteed at the Platinum Sponsor level.
- The St. John's Board of Trade is seeking expressions of interest from qualified members to be Platinum Sponsors of the Board of Trade.

Partnership Recognition includes:

1. Business Excellence Awards –Signature Event

- Seat at awards luncheon head table
- Complimentary table for awards luncheon
- Corporate logo on all pre-event promotional print material
- Corporate logo and sponsorship recognition included in an audiovisual presentation running continuously throughout the awards luncheon

2. Regular Luncheons

- Head table seat at every luncheon that the Board of Trade hosts. It is a prestigious opportunity to stand and be introduced to hundreds of attendees, at regular luncheons. Also a great opportunity to interact with Guest Speaker, other Platinum Sponsors and Board of Trade Executive

3. One Presenting Partner Opportunity

- As a Presenting Partner you can avail of a five minute speaking opportunity at one regular Board of Trade luncheon per year. In addition, the sponsor can set up a display booth in the reception area at this luncheon and distribute literature or prizes at the seats

3. Other Recognition

- **Twenty (20) complimentary Board of Trade luncheon vouchers per year**
- **Electronic Business Show pass to be distributed – unlimited distribution**
- **Company name and logo displayed in the annual business directory**
- **Company name and logo on the Board's website with hotlink to the partner's website.** The entire investment attraction piece is displayed on the website.
- **Company logo on a 15 ft banner to be displayed prominently at all Board luncheons**
- **Four quarter-page ads in Business News per year**
- **Policy advisory group** -Opportunity to meet twice per year with the Board of Trade executive to discuss current policy and to offer input into the Board's policy direction for the coming year
- **Logo included on all new member recruitment materials**
- **Platinum Partner promotional products**

Cost of the program:

The cost of the 2012 – 2015 Platinum Partner Sponsorship Program is \$12,500 +HST per year per sponsor. Start date is July 1, 2012 and runs to June 30, 2015.

For additional information or to submit an expression of interest in the Platinum Partner program please contact Margie Davis, Sales Manager at mdavis@bot.nf.ca or by phone (709)726-2961 ext 2

Platinum Sponsorship

Expression of Interest

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

1. Platinum sponsorship will be for a three-year term.
2. Total sponsorship price is \$37,500 +HST. Sponsors will be invoiced \$12,500 +HST per year for three years, payable within 30 days. Sponsors also have the option to be invoiced in July and January each year in the amount of \$6,250 +HST for each installment.
3. A Platinum Sponsor is entitled to exclusivity in their category/industry sector for three 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 three years.
5. If the incumbent wishes to be the Platinum Sponsor in their particular industry sector's category for another three-year term they will be required to express that interest in the general call for expressions of interest to members for Platinum Sponsorship. If more than one member from that category expresses interest a lottery will be held to determine the sponsor for the forthcoming three-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 3rd term as a Platinum Sponsor.
6. An excluded company can again participate in the Platinum sponsorship general call for expressions of interest after three years have elapsed. They can participate in other levels of sponsorship during the exclusionary period.
7. There are currently 5 industry sectors included in the Platinum sponsorship platform (telecommunications, insurance, law, chartered accountants, and financial institutions). We are opening it up to include a sixth sector (e.g.) oil & gas/ mining sector. Priority consideration will be given to these sectors; however should companies from other sectors be interested in becoming a Platinum Sponsor they are encouraged to submit an expression of interest. The St. John's Board of Trade commits to ensure maximum exposure for Platinum 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 silver 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 _____