



Sponsorship Strategy for Yellowknife 2007

Yellowknife 2007 Organizers have identified a number of conference-related costs for which we are seeking corporate sponsorship. These include expenses associated with the conference itself (e.g. printing costs for the program and abstracts volume) and a number of social events (e.g. the pre-meeting ice breaker). Attached is a list of items that are currently available for sponsorship and their associated costs.

Companies interested in sponsoring a specific technical session may choose to cover the costs of lecture room rental, and where applicable, travel expenses for the keynote speaker. If this is the case, please be aware that we will not be able to provide final costs for a given session until closer to the conference, as details of the technical program (room allocations, # of days, etc) will not be finalized until the abstract deadline has closed (late January).

Contributions by sponsors have been divided into six categories, and details of how these categories will be acknowledged are outlined below.

Yellowknife 2007 Bronze

Cost: \$100

Recognition: Sponsoring organization name will be listed at the back of the printed program.

Yellowknife 2007 Silver

Cost: \$500

Recognition: Sponsoring organization name and logo will be listed in the front of the printed program.

Yellowknife 2007 Gold

Cost: \$1000

Recognition: Sponsoring organization name and logo will be listed in the front of the printed program, and the logo projected on-screen between talks during the technical sessions (distinguished as a Gold Sponsor).

Yellowknife 2007 Diamond

Cost: \$2500

Recognition: Sponsoring organization name and logo will be listed in the front of the printed program, the logo will be projected on-screen between talks during the technical session (distinguished as a Diamond Sponsor), and the logo will be displayed on a banner in the Katimavik Rooms where the trade show and technical poster sessions will be held.

Yellowknife 2007 Student Sponsor

This category of sponsorship is designed specifically to assist students with travel expenses; it will allow undergraduate and graduate students to attend the conference and present the results of their research to their peers. Companies who have particular interest in an individual's work may specify the recipient of their contribution.

Cost: \$900

Recognition: A special section in the printed program will list the student sponsors, and student presenters will display their sponsor's logo and acknowledge their contribution in their presentation.

Yellowknife 2007 Event Sponsor

This category of sponsorship will allow a company, or group of companies, to sponsor a social and/or technical event at the conference.

Cost: will vary; estimate \$3,000 to \$10,000, depending on the event

Recognition: A banner with the sponsoring organization's logo will give exclusive recognition to the sponsor at the event. In addition, the sponsoring organization's name and logo will be listed in the front of the printed program (along with Silver, Gold and Diamond Sponsors), and their name will appear beside the event in the program itself.

In addition to the above, ALL Yellowknife 2007 sponsors will be acknowledged on the Yellowknife GAC-MAC 2007 website.

Sponsorship Requirements

Item	Details	Estimated cost
General Conference-related costs		
Shuttle bus	Shuttle bus to move delegates between multiple venues during the conference; 3 buses @ \$70/hr @ 8 hr/day	\$6,000/day or \$18,000 total
Coffee	Coffee in multiple venues @ \$1500/day total	\$1,500/day or \$4,500 total
Audio Visual	Rental of projectors, sound systems	\$15,000
Web site	Maintenance, updates to conference website	\$8,000
Conference flyers	Two circulars (October, January) for distribution @ \$1,500 each	\$3,000
Printing	Printing costs for program, abstract volumes	\$35,000
CD-ROM	Production of CD-ROM with abstracts	\$6,000
Signage	Signs to direct delegates between venues	\$2,500
Delegate bags	Bags distributed at registration	\$3,000
Badge holders	To display name, affiliation of delegates	\$1,000
Student travel	Financial assistance for student travel costs	\$900/student
Conference Venues		
Lecture rooms	Various meeting rooms and theatres for hosting oral presentations	\$200-\$1,300/day/room
Poster session	Partial rental cost of Katimavik Rooms	\$1,000/day or \$3,000 total
Social Events		
President's reception	Reception for presidents and executive councils of GAC, MAC at Visitors' Centre (60 pp@\$30)	\$1,800
Ice Breaker	Katimavik Rooms, Explorer Hotel; cash bar with 2 drink tickets/delegate (450 pp@\$15)	\$6,750
"Diamond Daze" Social	Downtown venue rental, buffet appetizers, cash bar with 2 drink tickets/delegate (cost estimate TBA)	TBA
Midnight Sun Golf Tourney	Round of golf and BBQ (50 pp @ \$80; charge \$50/person)	\$1,500
Student "Bowl-a-rama"	Rental of 3 bowling lanes and shoes; pizza and drink tickets (15 students @ no charge)	\$725