

# Sponsorship Opportunity

## International Association of Business Communicators (IABC)/Toronto 2011 OVATION Awards

Join the celebration of IABC/Toronto's OVATION Awards Gala on May 25, 2011 at the Liberty Grand. Connect with and honour Greater Toronto's brightest business communicators and the most innovative teams as the industry's best work is showcased during an evening extravaganza.

### Audience Profile:

#### 1,700 IABC/Toronto members

- IABC is the world's largest association of business communicators with **16,000 members in 70 countries**
- IABC/Toronto is the **largest communications organization in Canada**
- IABC/Toronto is the **largest IABC chapter in the world**
- **More than 80%** of IABC/Toronto members are categorized as **intermediate** or **senior level communicators**
- IABC/Toronto won IABC's prestigious **2010 International Chapter of the Year** award as well as the **2010 Large Chapter of the Year** award
- **Most anticipated gala** on every Greater Toronto communicator's calendar

#### 300+ Special Event Attendees\*

- Attendees are senior leaders and decision makers who decide on budgets, suppliers and partners
- IABC events attract both IABC members and non-member communicators

*Please note:*

*\*Expected attendance based on previous OVATION Awards Galas. Audience numbers are not guaranteed*

*IABC/Toronto cannot guarantee that there will be an OVATION Award given in every category*

*All sponsorship opportunities are awarded on a first come, first served basis*



# International Association of Business Communicators (IABC)/Toronto 2011 OVATION Awards

## Platinum Sponsorship

Cost: \$2,500

### Opportunity onsite

- Opportunity to present one of the highest profile IABC/Toronto Awards of Distinction:
  - IABC/Toronto Student of the Year Award;
  - Bobbie Resnick Philanthropy Award;
  - Media Relations (includes three sub-categories available based on budget size);
  - Marketing Communications (includes three sub-categories based on budget size);
  - Independent or Small Agency of the Year (5 or fewer employees);
  - Mid-Sized (6-24 employees);
  - Large Agency of the Year (25 or more employees);
  - Corporate Communications Department of the Year; or
  - People's Choice Award.
- Prominent company name and logo representation through multimedia
- Verbal recognition during Gala proceedings
- Area signage (two signs) with company name and logo in cocktail lounge
- Prominent company name and logo representation in printed programme
- Two free Gala tickets and a 10% discount for up to six tickets (eight seats per table)
- Potential to include one promotional item in gift bag given to each attendee

### Opportunity above and beyond Gala

- Recognition in IABC/Toronto e-Lerts (emailed to 4,000 communicators, including 1,700 chapter members):
  - One exclusive OVATION Awards e-Lert highlighting all OVATION Awards sponsors
  - Recognition as event sponsor in all OVATION Awards update e-Lerts
  - Regular mention in IABC/Toronto's biweekly e-Lert to all members leading up to event
- Free, full-colour, half-page ad space in IABC/Toronto's post-Gala *Communicator* (hardcopy newsletter mailed to all 1,700 chapter members and posted on IABC/Toronto's website for continual access)
- Recognition as event sponsor in news release and/or media advisory distributed to news media
- Company name and logo featured on OVATION Awards page of IABC/Toronto website with link to sponsor's corporate website
- Rotating IABC/Toronto website banner ad for up to one month pre-Gala and one month post-Gala
- Prominent company name and logo representation in OVATION Awards Winning Entries eBook (downloadable from IABC/Toronto website)
- Recognition as event sponsor via IABC/Toronto's social media channels: Twitter (2,200+ followers), LinkedIn (600+ connections) and Facebook (800+ friends)

# International Association of Business Communicators (IABC)/Toronto 2011 OVATION Awards

## Diamond Sponsorship

Cost: \$1,500

### Opportunity onsite

- Opportunity to present one of the most popular IABC/Toronto Awards:
  - Social Responsibility including Economic, Societal and Environmental Development;
  - Employee/Member/HR Communications;
  - Special Events (includes three sub-categories based on budget size); or
  - Publications.
- Prominent company name and logo representation through multimedia
- Verbal recognition during Gala proceedings
- A 10% discount for up to eight OVATION Awards Gala tickets (eight seats per table)
- Prominent company name and logo representation in printed programme

### Opportunity above and beyond Gala

- Rotating IABC/Toronto website banner ad for up to one month pre-Gala and one month post-Gala
- Free quarter page ad space in IABC/Toronto's post-Gala *Communicator* (hard copy newsletter mailed to all 1,700 chapter members and posted on IABC/Toronto's website for continual access)
- Regular mention in IABC/Toronto's biweekly e-Lert to all members leading up to event
- Prominent company name and logo representation in OVATION Awards Winning Entries eBook (downloadable from IABC/Toronto website)

# International Association of Business Communicators (IABC)/Toronto 2011 OVATION Awards

## Gold Sponsorship

Cost: \$1,000

### Opportunity onsite

- Opportunity to present one of the following select IABC/Toronto Award categories:
  - Brand Communications;
  - Community Relations;
  - Electronic, Digital and Interactive Communications;
  - Issues Management and Crisis Communication;
  - Other Graphic Design/3D ;
  - Multimedia or Digital Content;
  - Publication Design;
  - Social Media;
  - Writing; or
  - Photography.
- Prominent company name and logo representation through multimedia
- Prominent company name and logo representation in printed programme
- Verbal recognition during Gala proceedings
- A 5% discount on up to eight Gala seats (eight seats per table)

### Opportunity above and beyond Gala

- Rotating IABC/Toronto website banner ads for up to one month pre-Gala and one month post-Gala
- Prominent company name and logo representation in OVATION Awards Winning Entries eBook (downloadable from IABC/Toronto website)
- Regular mention in IABC/Toronto's biweekly e-Lert to all members leading up to event

## International Association of Business Communicators (IABC)/Toronto **2011 OVATION Awards**

The OVATION Awards are a juried competition of the best of Greater Toronto's communications work. What the winners have in common is outstanding work that produces results for their organizations and clients. For each award category, there may be one or more Awards of Merit or Awards of Excellence depending on the results of the judging. Although there are entries in all categories cited in this sponsorship proposal, as entries are judged based on specific metrics, there is no guarantee that there will be a winner in every category.

The OVATION Awards Gala honours the winners and is the premiere chapter event of the year.

For more information visit: <http://toronto.iabc.com/ovations>

*“Sponsoring IABC events provides a rare opportunity to connect with members on a personal level, thereby establishing the significance of your involvement with the organization. Because members represent all segments of the communications community, the weight of sponsorship reaches new levels and opens areas of the marketplace previously unattainable. Aside from the obvious benefits to the success of your campaign, developing relationships with IABC members will enlighten and inspire those involved with new tools of communication.”*

*Debbie Arnold, R.I.B. (ON)  
Group Business Development Manager  
Sound Insurance Services Inc.*

By sponsoring these prestigious communications awards, you give your organization the opportunity to shine alongside the winners.

Select one or more of the packages outlined on the previous pages and join the stars at our 2011 Awards Gala! Opportunities are available on a first come, first served basis.

IABC/Toronto (<http://toronto.iabc.com>) is a non-profit organization.

### For more information:

Please contact Cyrus Mavalwala, ABC, VP, Advertising & Sponsorship for IABC/Toronto at [toronto-adsponsor@iabc.com](mailto:toronto-adsponsor@iabc.com) or (416) 848-1855