

# CWMA Conference 2021

## Two Formats: One Unique Experience

This year we will combine our popular in-person format with our success in 2020 with an amazing virtual event. It will include livestreams, live attended events, pre-recorded content, on-demand content so delegates can watch anytime before, after or on their breaks between main event times. The combination will all combine for a lively, interactive, but well-paced event!

**Build brand awareness, be visible, and make valuable connections by sponsoring this unique hybrid event!**

### **Our In-Person Conference Hall**

We will be taking over the 2nd floor of the Victoria Convention Center (VCC). The VCC is a stunning homage to the cultures and traditions that make Victoria a great place to connect. VCC is the city's largest conference facility and can easily manage the potential variability we may face with changing local health orders and give all of our attendees a safe and

- ✓ Spread out a smaller number of people
- ✓ Fill a space with as many as we are allowed to have
- ✓ Adjust quickly with changing health orders

### **Our Virtual Conference Hall**

Once again, we will be using the amazing EventMobi virtual events platform which delegates can easily access on any internet browser using their desktop computer, laptop, iPad, iPhone, or android device. Regardless of when a delegate is In-person or Virtual, they will use the EventMobi software for interactive discussion, q & a for plenary sessions, and game competition to further-engage participation.

Every delegate will use the virtual software, so will have access to the live plenary sessions, in-depth information on attendees, speakers, sessions, and sponsors.

### **Hybrid is Awesome for Delegates & Sponsors**

The virtual event option is really important to give affordable and accessible options for our delegates. Many of our regular attendees are excited to get together in-person but allowing every combo delegate to attend both in-person and virtually will give them important options for engaging in the event. Sponsors will benefit from making connections on both formats!

### **Sponsorship & Connecting Opportunities**

See our sponsorship opportunities chart for all the possibilities. Your options for engagement and branding are fantastic.

### **The Numbers**

Learn more fast facts about past CWMA conferences on our [webpage](#).

# Sponsorship Opportunities

## Benefits

### Full-Access VIRTUAL Delegate Passes

Virtual Conference Delegate (VCD): A delegate that will attend virtually only.

| CONTRIBUTOR \$250 | SUPPORTER \$500 | BRONZE \$1,000 | SILVER \$2,000 | GOLD \$3,000 LTD SPACES | PLATINUM \$4,000 LTD SPACES |
|-------------------|-----------------|----------------|----------------|-------------------------|-----------------------------|
| 1                 | 1               | 2              | 3              | 3                       | 4                           |

### Full-Access COMBO Delegate Passes

Combo Conference Delegate (CCD): A delegate that will attend in-person and virtually. One COMBO can be substituted for two VIRTUAL passes instead.

| CONTRIBUTOR \$250 | SUPPORTER \$500 | BRONZE \$1,000 | SILVER \$2,000 | GOLD \$3,000 LTD SPACES | PLATINUM \$4,000 LTD SPACES |
|-------------------|-----------------|----------------|----------------|-------------------------|-----------------------------|
|                   | 1               | 2              | 2              | 3                       | 4                           |

### Social Media Shout Outs

LinkedIn, Facebook and Twitter.

| CONTRIBUTOR \$250 | SUPPORTER \$500 | BRONZE \$1,000 | SILVER \$2,000 | GOLD \$3,000 LTD SPACES | PLATINUM \$4,000 LTD SPACES |
|-------------------|-----------------|----------------|----------------|-------------------------|-----------------------------|
| ✓                 | ✓               | ✓              | ✓              | ✓                       | ✓                           |

### Recognition/Logo on Event Materials & CWMA Website

Company logo on event marketing leading up to the event and then for one year past that time. The level of sponsorship determines the size, placement and reach of the logo. Website URL link will be included where possible.

| CONTRIBUTOR \$250 | SUPPORTER \$500 | BRONZE \$1,000 | SILVER \$2,000 | GOLD \$3,000 LTD SPACES | PLATINUM \$4,000 LTD SPACES |
|-------------------|-----------------|----------------|----------------|-------------------------|-----------------------------|
| ✓                 | ✓               | ✓              | ✓              | ✓                       | ✓                           |

### Virtual Booth

This is a dedicated, highly engaging space for sponsors to post logos, links to resources, website urls and social media links. Plus a section for sponsor representatives information for fast outreach and more!

| CONTRIBUTOR \$250 | SUPPORTER \$500 | BRONZE \$1,000 | SILVER \$2,000 | GOLD \$3,000 LTD SPACES | PLATINUM \$4,000 LTD SPACES |
|-------------------|-----------------|----------------|----------------|-------------------------|-----------------------------|
|                   |                 | ✓              | ✓              | ✓                       | ✓                           |

## Add-on



### In-Person Booth

In person, how exciting! We have a room to spread out and if health orders should only allow limited numbers, we will manage this by creating a paced booth-visit loop for those who can be in person. \*available only with Bronze or higher sponsorship

| CONTRIBUTOR \$250 | SUPPORTER \$500 | BRONZE \$1,000 | SILVER \$2,000 | GOLD \$3,000 LTD SPACES | PLATINUM \$4,000 LTD SPACES |
|-------------------|-----------------|----------------|----------------|-------------------------|-----------------------------|
| N/A               | N/A             | \$300          | \$300          | \$300                   | \$300                       |

### Virtual Hall Game Points (traffic/engagement)

We will have a point scoring game competition for all delegates to further-engage participation. They will be able to score points by visiting your booth, answering a question about your organization, or a similar outreach.

| CONTRIBUTOR \$250 | SUPPORTER \$500 | BRONZE \$1,000 | SILVER \$2,000 | GOLD \$3,000 LTD SPACES | PLATINUM \$4,000 LTD SPACES |   |
|-------------------|-----------------|----------------|----------------|-------------------------|-----------------------------|---|
|                   |                 |                | 2              | 3                       | 4                           | 5 |

### Session Sponsorship Recognition

Sponsorship recognition before and after a session including a pre-and-post stream image.

| CONTRIBUTOR \$250 | SUPPORTER \$500 | BRONZE \$1,000 | SILVER \$2,000 | GOLD \$3,000 LTD SPACES | PLATINUM \$4,000 LTD SPACES |
|-------------------|-----------------|----------------|----------------|-------------------------|-----------------------------|
|                   |                 |                | ✓              | ✓                       | ✓                           |

### Pre-Recorded On-Demand Presentation/Videos/Webinars

Optional. Have your current marketing videos or presentation content in the virtual hall for on-demand playback by delegates before, during and after the conference. All content will be highlighted in the app and in ongoing marketing.

**NOTE:** If needed, we can help by creating a Zoom presentation room for you to record if you do not have your own presentation/webinar/video available..

| CONTRIBUTOR \$250 | SUPPORTER \$500 | BRONZE \$1,000 | SILVER \$2,000 | GOLD \$3,000 LTD SPACES | PLATINUM \$4,000 LTD SPACES |
|-------------------|-----------------|----------------|----------------|-------------------------|-----------------------------|
|                   |                 |                |                | ✓                       | ✓                           |

### Rotating Banner Ads

Banner ads being seen consistently in the EventMobi app and in the main hall at the Victoria Convention Centre. Brand awareness at it's best!

| CONTRIBUTOR \$250 | SUPPORTER \$500 | BRONZE \$1,000 | SILVER \$2,000 | GOLD \$3,000 LTD SPACES | PLATINUM \$4,000 LTD SPACES |
|-------------------|-----------------|----------------|----------------|-------------------------|-----------------------------|
|                   |                 |                |                | 2                       | 3                           |

### Key Sponsor for a Regular CWMA Event, Roundtable or Workshop in 2022 (\$500 value)

| CONTRIBUTOR \$250 | SUPPORTER \$500 | BRONZE \$1,000 | SILVER \$2,000 | GOLD \$3,000 LTD SPACES | PLATINUM \$4,000 LTD SPACES |
|-------------------|-----------------|----------------|----------------|-------------------------|-----------------------------|
|                   |                 |                |                |                         | ✓                           |