



## 2011 SPONSOR/EXHIBITOR Prospectus

### Visibility – Recognition - Access

Banff Compass is the evolution of a highly successful bi-annual conference held in Alberta since 1992. The Association of Fundraising Professionals, Calgary and Area Chapter (AFP) is hosting Banff Compass 2011. The Banff Centre is our venue from Sunday, May 29<sup>th</sup> – Wednesday, June 1<sup>st</sup>, 2011

Delegates, comprised of professional fundraisers, executive directors, board members and volunteers who are directly or indirectly engaged in fundraising activities, are expected to attend, making Banff Compass 2011 a significant fundraising conference for Western Canada. We expect delegates from Western Canada to take advantage of the outstanding learning opportunities for both senior professionals and those new to the profession.

There are a limited number of sponsorship opportunities available this year. Together with name and logo recognition, there are a large number of benefits that are included with your sponsorship, and are intended to help you reach a major target market.

AFP is a recognized leader globally – the preeminent professional organization dedicated to fundraising and philanthropy. It is a role that AFP takes seriously and that is why conferences such as Banff Compass are so important. Through your generous support, AFP Calgary and Area Chapter is able to provide key learning opportunities ensuring continued excellence in the profession, and to stimulate and initiate innovative approaches to fundraising.

### Capture Your Market Share

AFP Banff Compass 2011 offers opportunities to:

- Build credibility, gain recognition and establish relationships in the fundraising/philanthropy marketplace
- Showcase your products and services by becoming an exhibitor
- Increase your visibility through promotional opportunities such as sponsoring plenary luncheons, networking breaks or session rooms
- Target your marketing efforts with the delegates' mailing list
- Highlight your commitment to the fundraising profession



## Sponsor & Exhibit Opportunities

### Presenting Sponsor

#### One (1) Exclusive Offer: \$7,500

This is the most comprehensive sponsorship of the conference, offering the most visibility for your organization leading up to and at Banff Compass itself. Your organization's name and logo will be featured on advance conference marketing material. Onsite, your organization's logo will appear on all conference materials. You will have the opportunity to speak prior to the first keynote address and introduce the keynote speaker. We will also have the option to place your logo on the delegate bag or binder – giving your organization long-lasting recognition and remembrance with delegates.

#### Benefits include:

- ✓ Four (4) complimentary conference registrations
- ✓ Complimentary exhibit booth space (8 X 10)
- ✓ Access to delegate list pre-conference
- ✓ Corporate logo on delegate package
- ✓ Reserved VIP table at all meals
- ✓ Link-through logos on Banff Compass website
- ✓ Promotional materials in delegate's welcome package
- ✓ Logo recognition in delegate program
- ✓ Full page corporate ad placed in delegate program (artwork supplied by sponsor)
- ✓ Access to delegate list post-conference
- ✓ Corporate logo recognition in pre-conference materials
- ✓ Corporate logo recognition on all conference signage
- ✓ Corporate logo recognition on Banff Compass website
- ✓ Corporate material / display at all plenary sessions
- ✓ Opportunity to introduce the Opening Plenary speaker
- ✓ Recognized from podium in welcoming remarks, plenary sessions and social events



## Registration Sponsor

**One (1) Exclusive Offer: \$3,000**

Benefits include:

- ✓ One (1) complimentary exhibitors booth
- ✓ Opportunity to display corporate materials at registration area
- ✓ Promotional materials in delegate's welcome package
- ✓ Reserved VIP table at all meals
- ✓ Logo recognition in delegate program
- ✓ Half page corporate ad placed in delegate program (artwork supplied by sponsor)
- ✓ Recognition on sponsored event signage
- ✓ Corporate logo on all delegate identification
- ✓ Corporate logo recognition in pre-conference materials
- ✓ Corporate logo recognition on all conference signage
- ✓ Corporate logo recognition on Banff Compass website

## Educational Track Sponsor

**Two (2) Available: \$2,000**

Benefits include:

- ✓ One (1) complimentary registration
- ✓ Opportunity to address session of your choice in your chosen track
- ✓ Opportunity to display corporate material in all specific track sessions
- ✓ Promotional materials in delegate's welcome package
- ✓ Reserved VIP table at all meals
- ✓ Logo recognition in delegate program
- ✓ Half page corporate ad placed in delegate program (artwork supplied by sponsor)
- ✓ Logo recognition on sponsored event signage
- ✓ Corporate logo recognition in pre-conference materials
- ✓ Corporate logo recognition on all conference signage
- ✓ Corporate logo recognition on Banff Compass website



## Welcome /Networking Reception Sponsor (May 29)

One (1) Exclusive Offer: \$2,000

Benefits include:

- ✓ One (1) complimentary registration
- ✓ Reserved VIP table at all meals
- ✓ Link-through logos on Banff Compass website
- ✓ Opportunity to speak at sponsored event
- ✓ Opportunity to display corporate materials at sponsored event
- ✓ Promotional materials in delegate's welcome package
- ✓ Logo recognition in delegate program
- ✓ Half page corporate ad placed in delegate program (artwork supplied by sponsor)
- ✓ Access to delegate list post-conference
- ✓ Corporate logo recognition in pre-conference materials
- ✓ Corporate logo recognition on all conference signage
- ✓ Corporate logo recognition on Banff Compass website

## Gala Dinner Sponsor (May 31)

One (1) Exclusive Offer: \$2,000

Benefits include:

- ✓ One (1) complimentary registration
- ✓ Access to delegate list pre-conference
- ✓ Reserved VIP table at all meals
- ✓ Link-through logos on Banff Compass website
- ✓ Opportunity to speak at sponsored event
- ✓ Opportunity to display corporate materials at sponsored event
- ✓ Promotional materials in delegate's welcome package
- ✓ Logo recognition in delegate program
- ✓ Half page corporate ad placed in delegate program (artwork supplied by sponsor)
- ✓ Access to delegate list post-conference
- ✓ Corporate logo recognition in pre-conference materials
- ✓ Corporate logo recognition on all conference signage
- ✓ Corporate logo recognition on Banff Compass website



## Monday Plenary

**One (1) Exclusive Offer: \$2,000**

Benefits include:

- ✓ One (1) complimentary registration
- ✓ Opportunity to introduce Plenary speaker
- ✓ Opportunity to display corporate materials at sponsored event
- ✓ Promotional materials in delegate's welcome package
- ✓ Reserved VIP table at all meals
- ✓ Logo recognition in delegate program
- ✓ Half page corporate ad placed in delegate program (artwork supplied by sponsor)
- ✓ Recognition on sponsored event signage
- ✓ Corporate name recognition in pre-conference materials
- ✓ Corporate name recognition on all conference signage
- ✓ Corporate name recognition on Banff Compass website

## Tuesday Plenary

**One (1) Exclusive Offer: \$2,000**

Benefits include:

- ✓ One (1) complimentary registration
- ✓ Opportunity to introduce Plenary speaker
- ✓ Opportunity to display corporate materials at sponsored event
- ✓ Promotional materials in delegate's welcome package
- ✓ Reserved VIP table at all meals
- ✓ Logo recognition in delegate program
- ✓ Half page corporate ad placed in delegate program (artwork supplied by sponsor)
- ✓ Recognition on sponsored event signage
- ✓ Corporate name recognition in pre-conference materials
- ✓ Corporate name recognition on all conference signage
- ✓ Corporate name recognition on Banff Compass website

## Closing Plenary

**One (1) Exclusive Offer: \$2,000**

Benefits include:

- ✓ One (1) complimentary registration
- ✓ Opportunity to introduce Plenary speaker
- ✓ Opportunity to display corporate materials at sponsored event
- ✓ Promotional materials in delegate's welcome package
- ✓ Reserved VIP table at all meals
- ✓ Logo recognition in delegate program
- ✓ Half page corporate ad placed in delegate program (artwork supplied by sponsor)
- ✓ Recognition on sponsored event signage
- ✓ Corporate name recognition in pre-conference materials
- ✓ Corporate name recognition on all conference signage
- ✓ Corporate name recognition on Banff Compass website



## Luncheon Sponsor (Monday or Tuesday)

Two (2) Available: \$1,500 each

Benefits include:

- ✓ Opportunity to display corporate materials at sponsored event
- ✓ Promotional materials in delegate's welcome package
- ✓ Name recognition in delegate program
- ✓ Name recognition on sponsored event signage
- ✓ Corporate logo on table signage as *"This lunch brought to you by Company"*
- ✓ Reserved seating at all meals (if desired)
- ✓ Corporate name recognition in pre-conference materials
- ✓ Corporate name recognition on all conference signage
- ✓ Corporate name recognition on Banff Compass website

## Breakfast Sponsor (Monday, Tuesday or Wednesday)

Three (3) Available: \$1,000 each

Benefits include:

- ✓ Recognition in delegate program
- ✓ Recognition on sponsored event signage
- ✓ Corporate logo on table signage as *"This breakfast brought to you by Company"*
- ✓ Reserved seating at all meals (if desired)
- ✓ Corporate name recognition in pre-conference materials
- ✓ Corporate name recognition on all conference signage
- ✓ Corporate name recognition on Banff Compass website

## Break Session Sponsor

Four (4) Available: \$750 each

Benefits include:

- ✓ Name recognition in delegate program
- ✓ Name recognition on sponsored event signage
- ✓ Corporate logo on signage as *"This break brought to you by Company"*
- ✓ Reserved seating at all meals (if desired)
- ✓ Corporate name recognition in pre-conference materials
- ✓ Corporate name recognition on all conference signage
- ✓ Corporate name recognition on Banff Compass website



## Exhibitor

**Fourteen (14) Available: \$2,500 AFP Members/\$3,000 Non-Members**

The conference is proud to offer exhibitors plenty of dedicated exhibition time, allowing more face-to-face marketing time for your sales team. All networking breaks will take place within the exhibit hall.

Benefits include:

- ✓ 2 Full Conference Registrations (includes all meals and social events), additional registrations available
- ✓ Accommodations' (shared room) for 3 nights at the Banff Centre, additional room(s) are extra
- ✓ Promotional materials in delegate's welcome package
- ✓ Recognition in delegate program
- ✓ Corporate name recognition on Banff Compass website
- ✓ Access to delegate list post-conference
- ✓ 8' x 10' Exhibit Booth
- ✓ Opportunity for reduced sponsorship cost of Breakfast, Lunch or Nutrition breaks available

### **Additional Opportunities**

Do you have a specific objective that we can help you meet? Custom Sponsorship Opportunities may be arranged. Additionally, opportunities exist for in-kind sponsorships.

**For further information please contact:**

Karen Filbert  
Co-Chair, Banff Compass 2011  
Office: 403.984.1228 Cell 403.835.3099  
Email: [filbert@kidscancercare.ab.ca](mailto:filbert@kidscancercare.ab.ca)



## SPONSORSHIP/EXHIBITOR REQUEST FORM

Visibility – Recognition - Access

Name of Organization: \_\_\_\_\_  
Name of Contact: \_\_\_\_\_  
Company Address: \_\_\_\_\_  
City: \_\_\_\_\_ Province: \_\_\_\_\_ Postal Code: \_\_\_\_\_  
Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_  
Email: \_\_\_\_\_

We apply to sponsor the following:

Event/Item: \_\_\_\_\_  
Amount: \_\_\_\_\_ Date of Event (if applicable): \_\_\_\_\_  
Signature: \_\_\_\_\_

### Submission Instructions:

Please forward this form to AFP Calgary & Area Chapter, Attention Karen Filbert at Fax 403. 297-1035 or email [filbert@kidscancercare.ab.ca](mailto:filbert@kidscancercare.ab.ca) to reserve the event or item you wish to sponsor.

### Submission Deadlines:

Sponsor opportunities will be allocated on a first-come, first served basis. Note that print deadline are in effect for several benefits, and early sponsorship selection will ensure all benefits can be realized. An eps version of your corporate logo is required.

### Payments:

Once sponsorship of an event/item has been confirmed, a contract will be issued together with an invoice.

### Additional Note:

AFP Calgary & Area Chapter reserves the right to approve sponsorship to ensure it conforms to the standards required by the conference. Exhibitors will be required to adhere to the Exhibitor Regulations as set forth by the Banff Compass.

For more information, contact:  
Karen Filbert, Banff Compass 2011 Co-chair  
Phone: 403.984.1228 cell 403.835.3099  
Email: [filbert@kidscancercare.ab.ca](mailto:filbert@kidscancercare.ab.ca)