


Sponsorship Opportunities

The national conference is Orchestras Canada's biggest event of the year, bringing together 80-100 orchestra leaders, administrators, specialized personnel and other stakeholders from across Canada for learning and exchange.

This year, the conference will be at the Centre for Continuing Education, McMaster University in downtown Hamilton, Ontario from May 20-22 in collaboration with the [Hamilton Philharmonic Orchestra](#). The conference will focus on the themes of resilience, change, vitality, and relevance. As usual, the program will offer a combination of keynote speakers, break-out sessions, and networking opportunities. On May 23, we will host an additional day of workshop programming for smaller budget orchestras.

We invite your participation as a conference sponsor and registrant. New this year is the opportunity to brand your business as a  Green Sponsor, which means promotion without paper or single-use plastics. We are providing plenty of in-person and digital opportunities for you to participate in this way and welcome your feedback and suggestions of sponsorship options not listed below. Contact: Sarah Thomson, sarah@oc.ca

Benefits of conference sponsorship for **all conference sponsors**:

- ✓ logo recognition on OC's conference website (with a link to your website or a video)
- ✓ logo recognition in conference digital communications (as detailed below) and sponsor slides
- ✓ advance access to the conference delegate list with contact emails
- ✓ recognition in OC's annual report

CONFERENCE PARTNERS

Title Sponsor – 1 available @ \$10,000

As Title Sponsor, your organization is an exclusive conference partner and will receive priority recognition at the conference and beyond. In addition to the universal benefits, you receive:

- ✓ Recognition from the podium at conference opening
- ✓ Banner (provided by you) display in the plenary room for the duration of the conference
- ✓ Banner ad in two conference email communications
- ✓ Priority placement of your logo in all conference communications
- ✓ Year-round recognition on OC's website home page as a major funding partner

Translation Sponsor - 1 available @ \$3,500

As Translation Sponsor, you will support the cost of providing dual-language conference and post-conference resource materials. Note that we will not provide simultaneous interpretation this year. In addition to the universal benefits, you receive:

- ✓ Acknowledgment as the Translation Sponsor in all on-line resources drawn from conference sessions
- ✓ Recognition from the podium at conference opening
- ✓ Banner (provided by you) display in the plenary room for the duration of the conference
- ✓ banner ad in two conference email communications

PARTICIPATION SPONSORS

Next Generation Arts Leaders Program Sponsor: \$1000/participant (maximum of 5 participants)

Make your mark by sponsoring the attendance of an up-and-coming arts leader. OC will select participants through an application process (criteria to follow). In addition to the universal benefits, you receive:

- ✓ Banner ad in two conference email communications
- ✓ Organized social event for sponsors and recipients at the conference

Travel Bursary Fund Donor: minimum \$250

Help to bring participants from smaller orchestras to the conference. OC will award travel bursaries through an application process. In addition to the universal benefits, you receive:

- ✓ Banner ad in two conference email communications
- ✓ Tax receipt from OC

PROGRAM SPONSORS

Keynote/Presentation Sponsor: 2 available @ \$1000

Align your brand with the speaker and topic (more details to follow). Exclusive opportunity to be in front of full conference delegation. In addition to the universal benefits, you receive:

- ✓ Banner ad in two conference email communications
- ✓ Opportunity to introduce the speaker from the podium
- ✓ Recognition as session sponsor on conference website
- ✓ Acknowledgment as Keynote or Presentation Sponsor in on-line resources created from the sponsored session

Workshop Sponsor: 10 available @ \$500

Host one of the break-out sessions – a variety of options are available each day (more details to follow).

In addition to the universal benefits, you receive:

- ✓ Logo in one conference email communication
- ✓ Recognition in the on-site session introduction
- ✓ Recognition in session description in conference website
- ✓ Acknowledgment as session sponsor in on-line resources created from the sponsored session
- ✓ Opportunity to participate in the discussion

Small Budget Orchestra Workshop Sponsor (May 23): 4 available @ \$500 OR 1 at \$1,500

Small budget orchestras, often community orchestras, have in common limited resources and administrative personnel. This full day of workshop programming will focus on challenges and solutions unique to smaller orchestras. In addition to the universal benefits, you receive:

- ✓ Logo in one conference email communication
- ✓ Banner (supplied by you) display in the plenary room for the duration of the workshop
- ✓ Recognition in the workshop description on the conference website or app
- ✓ Acknowledgment as major sponsor in on-line resources created from the SBO workshop

Podium Sponsor: 1 available @ \$400

As Podium Sponsor, you supply the podium and/or provide branding suitable to a podium. In addition to the universal benefits, you receive:

- ✓ Branding from the podium in plenary sessions for the duration of the conference
- ✓ Logo in one conference email communication

TECHNOLOGY SPONSORS

Production Technology Sponsor: 1 available @ \$1000

Our Production Technology Sponsor helps to defray audio-visual expenses. In addition to the universal benefits, you receive:

- ✓ Banner ad in two conference email communications
- ✓ Recognition from the podium
- ✓ Banner (supplied by you) display in the registration area for the duration of the conference

Livestream/Recording Sponsor: 1 available @ \$1,000

Keynotes will be livestreamed from the plenary room to external audiences; panel discussions will be recorded and archived for post-conference distribution. In addition to the universal benefits, you receive:

- ✓ Banner ad in two conference email communications
- ✓ Recognition in event description
- ✓ Logo present on all graphics advertising the session

Facebook Live Sponsor: 1 available @ \$1,000

The conference will include some one-on-one interviews with selected guests, using Facebook Live to share and engage both in-house and remote participants. Details of selected guests to follow. In addition to the universal benefits, you receive:

- ✓ Banner ad in two conference email communications
- ✓ Option to introduce the sessions and/or guests
- ✓ Recognition in session descriptions
- ✓ Logo present on all graphics advertising the sessions

WiFi Sponsor: Daily @ \$200 per day OR full conference @ \$500

WiFi is an essential service for the duration of the conference and highly valued by delegates. In addition to the universal benefits, you receive:

- ✓ Logo in one conference email communication
- ✓ Recognition from the podium
- ✓ Branded WiFi slide displayed in plenary and breakout rooms
- ✓ Branded daily SMS message with WiFi access information to all delegates
- ✓ Banner (provided by you) display in registration area for the duration of the conference

HOSPITALITY SPONSORS

Refreshment Break Sponsor: 5 available @ \$500

Refreshment breaks provide sustenance and networking opportunities for conference delegates. In addition to the universal benefits, you receive:

- ✓ Logo in one conference email communication
- ✓ Banner (supplied by you) display and the opportunity to display audio-visual materials about your offerings in the refreshment area for the duration of the break
- ✓ Opportunity to welcome delegates at the start of the break

- ✓ Logo in one conference email communication

Neck Wallet OR Lanyard & Name Badge Sponsor: 1 available @ \$500

As the sponsor of name badges, your brand will be front and center for the duration of the conference. In addition to the universal benefits, you receive:

- ✓ Logo in one conference email communication

First Night Reception Sponsor: 10 available at \$400 (non-exclusive)

This year, we're offering the opportunity to share the hosting of the opening night conference reception. In addition to the universal benefits, you receive:

- ✓ Logo in one conference email communication
- ✓ Banner (supplied by you) display and shared space at the event to profile your business for the duration of the evening – let's discuss eco-friendly options!
- ✓ Shared hosting of the event, with the opportunity for extended networking time with delegates

Charging Station Sponsor: 1 available @ \$350

OC will provide outlets and power bars, and you do the branding. In addition to the universal benefits, you receive:

- ✓ Banner (supplied by you) display at the charging station for the duration of the conference
- ✓ Logo in one conference email communication

Reusable Water Bottle Sponsor - 1 available @ \$250 (you supply) OR \$500 (OC supplies)

OC is making every effort to make this conference an eco-friendly one, which includes waste reduction. You are invited to supply branded water bottles to conference delegates. In addition to the universal benefits, you receive:

- ✓ Logo in one conference email communication
- ✓ Automatic branding as a Green Sponsor