

Sponsorships

AdvoCon 2022

We champion and support children and youth with disabilities and complex learners to reach their full potential in education across British Columbia, and in all aspects of their lives. This is achieved through supporting families, sharing information, providing education to families, allies, professionals and students, providing community engagement and awareness, and other activities to promote equitable access to education and inclusion for all.

As a non-profit organization led by volunteers, we look to our community to support our annual advocacy conference. AdvoCon is a great opportunity to reach our audience and let them know that you share their values. We welcome financial and in-kind contributions from like-minded and supportive organizations.

This will be our eighth annual, and third fully virtual advocacy conference. The conference will be hosted online from Thursday, October 20 through Sunday, October 23, 2022. We would love to give as many people as possible the opportunity to be involved with the conference and to ensure that we are delivering the best event possible.

This year, we are using the *Whova* event app to heighten our attendee experience. This platform creates many opportunities to offer sponsorship with their data driven lead generation technology. Sponsors and exhibitors are able to create their own virtual profiles, upload organizations' contact information, and share promotional material.

Becoming a sponsor gives you the opportunity to support a great cause while also receiving promotion to the BCEdAccess community and our supporters. Our follower count grows each year, meaning that our 2022 sponsors are reaching more people than ever before.

- The private BCEdAccess Facebook group has over 4,600 members and is very active with upwards of 8 posts per day, all of which receive significant engagement
 - We have a significant number of followers on social media with over 4,700 followers on Facebook, 2,800 followers on Twitter, and 700 followers on Instagram
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- Our mailing list reaches over 1,000 subscribers
- On average, our blog posts have 3,000 visitors within 24 hours of being published
- Last year's virtual AdvoCon had great success with 182 attendees, and we are expecting higher numbers at our 2022 conference due to our increased remote events throughout this past couple of years.

If you're not a part of an organization, but would like to support AdvoCon, we are always thrilled to accept donations from individuals. As a registered charity with the CRA, BCEdAccess is now able to provide donors with tax receipts. You can make a donation to BCEdAccess at <https://bcedaccess.com/donate>, and please be sure to select AdvoCon as the donation program.

Exhibitor - \$150

- Display a virtual booth during the event
- Interact with attendees via Live stream or chat
- Upload your organizations content including photos, promos, and contact information
- Collect Leads that are automatically generated through the app
- Opportunity for passport contest to increase traffic to your booth

Supporter – \$100

- Logo placement on AdvoCon 2022 conference brochure sponsorship page
- Promotion to our email list

Friend – \$500

- Logo placement on AdvoCon 2022 brochure
- Logo placement on website, event platform and waiting room
- Logo advertisement on social media with other Friend sponsors
 - Friend sponsors will be featured twice alongside sponsors of the same tier, once prior to the event and once during
- Promotion to our mailing list
- Opportunity to include a small item in delegate bag
- Opportunity to provide an item for prize raffles or draws

Partner – \$1,500

- Logo placement on AdvoCon 2022 brochure
- Logo placement on website, event platform and waiting room
 - Webpage

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- Virtual Booth
 - Contact information, content, and ability to communicate with attendees by chat or livestream
- Logo advertisement on social media with Partner sponsors
 - Partner sponsors will be featured twice alongside sponsors of the same tier, once prior to the event, and once during
- Promotion to our mailing list
- Opportunity to include a small item in delegate bag
- Opportunity to provide an item for prize raffles or draws
- Organization displayed as a sponsor during one in-session pop-up
- One free ticket to provide equitable access to delegates

Advocate – \$3,000

- 1/8 page ad in AdvoCon 2022 brochure
- Logo placement on website, event platform and waiting room
 - Webpage
 - App Home Page
 - App Attendee Profile
- Virtual Booth
 - Contact information, content, and ability to communicate with attendees by chat or livestream
- Logo advertisement on social media individually
 - Advocate sponsors will each be featured twice, once prior to the event and once in a post-event thank you
- Promotion to our mailing list
- Opportunity to include a small item in delegate bag
- Opportunity to provide an item for prize raffles or draws
- Opportunity to sponsor a session
 - "Session brought to you by"
- Organization displayed as sponsor during one in-session pop-up
- Two free tickets to provide equitable access to delegates

Champion – \$5,000

- 1/4 page ad in AdvoCon 2022 brochure
- Logo placement on the interior cover of the AdvoCon 2022 brochure

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- Logo placement on website, event platform and waiting room
 - Webpage
 - App Agenda
 - App Home Page
 - App Attendee Profile
- Virtual Booth
 - Contact information, content, and ability to communicate with attendees by chat or livestream
- Opportunity to set up Virtual Exhibitor Booth
 - Interact with attendees via Live stream or chat
 - Upload your organizations content including photos, promos, videos and contact information
 - Collect Leads that are automatically generated through the app
 - Opportunity for passport contest to increase traffic to your booth
- Logo advertisement on social media individually
 - *Champion* sponsors will each be featured twice, once prior to the event and once in a post-event thank you
- Promotion on social media with text or graphic advert
 - Champion advertisements will be featured once during the event
- Promotion to our mailing list
- Opportunity to include a small item in delegate bag
- Opportunity to provide an item for prize raffles or draws
- Opportunity to sponsor a session
 - "Session sponsored by"
- Organization displayed as sponsor during two in-session pop-up
- Three free tickets to provide equitable access to delegates

Title Sponsor – \$10,000

- ½ page ad in AdvoCon 2022 brochure
- Logo placement on all covers of the AdvoCon 2022 brochure
- Logo placement on website, event platform and waiting room
 - Webpage
 - App Agenda
 - App Home Page
 - App Attendee Profile
- Virtual Booth
 - Contact information, content, and ability to communicate with attendees by chat or livestream

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- Opportunity to set up Virtual Exhibitor Booth
 - Interact with attendees via Live stream or chat
 - Upload your organizations content including photos, promos, videos and contact information
 - Collect Leads that are automatically generated through the app
 - Opportunity for passport contest to increase traffic to your booth
 - “[Organization name] presents AdvoCon 2022”
 - Central logo placement on event platform landing page/waiting room
 - Prominent logo placement on delegate bags, shipped to their residence
 - Logo placement on general social media releases
 - Individual logo advertisement on social media
 - Title sponsors will each be featured three times, once prior to the event, once during and once in a post-event thank you
 - Promotion on social media with text or graphic advert
 - Title advertisements will be featured twice, once prior to the event and once during the event
 - Promotion to our mailing list
 - Opportunity to include a small item in delegate bag
 - Opportunity to provide an item for prize raffles or draws
 - Opportunity to sponsor keynote speaker session
 - "Session sponsored by"
 - Organization displayed as sponsor during three in-session pop-ups
 - Opportunity to host a debrief or conversation with small groups of delegates
 - Engage directly with the attendees, making real connections
 - Opportunity to introduce a conference speaker to attendees
 - Five free tickets to provide equitable access to delegates
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Breakdown of packages by what sponsors will receive:

	Supporter	Exhibitor	Friend	Partner	Advocate	Champion	Title Sponsor
Promotion on AdvoCon 2022 brochure	✓		✓	✓	✓	✓	✓
Promotion to email list	✓		✓	✓	✓	✓	✓
Logo placement on event platform landing page			✓	✓	✓	✓	✓
Logo advertisement on social media			✓	✓	✓	✓	✓
Opportunity to include a small item in attendee swag bag			✓	✓	✓	✓	✓
Opportunity to donate a prize for raffles/draws			✓	✓	✓	✓	✓
Organization displayed during in-session question(s)				✓ (1)	✓ (1)	✓ (2)	✓ (3)

	Supporter	Exhibitor	Friend	Partner	Advocate	Champion	Title Sponsor
Event Booth with organizations' content and ability to livestream and chat with attendees			✓	✓	✓	✓	✓
Free Ticket(s)				✓ (1)	✓ (2)	✓ (5)	✓ (10)
Organization sponsored session					✓	✓	✓
Organization sponsored post-session debrief						✓	✓
Exhibitor Booth		✓				✓	✓
Advertisement on social media with text & graphics						✓	✓
Logo placement on general social media releases							✓
Centralized logo placement on all promotional materials							✓

	Supporter	Exhibitor	Friend	Partner	Advocate	Champion	Title Sponsor
Logo placement on swag bags							✓
"[Your Organization Name] Presents AdvoCon 2022"							✓
Opportunity to introduce a conference presenter							✓

Couldn't find a sponsorship package that works for your organization, but still want to help AdvoCon succeed? Check out our Program Sponsorship Opportunities below!

Please note that we are hoping for full coverage of the following programs. These programs are crucial because they ensure that AdvoCon is as accessible as possible. Sponsors for these programs will be credited throughout the conference for providing the funding for the following accessibility services.

Program Sponsorship Opportunities

Option 1: Full coverage

Captioning - \$3,500

¼ page ad in AdvoCon 2022 brochure

- Logo placement on website, event platform and waiting room
- Logo advertisement on social media with co-sponsor
 - The captions sponsor will be featured twice, once prior to the event and once in a post-event thank you
- Promotion to our mailing list
- Organization displayed as sponsor during two in-session pop-up
- Two free tickets to provide equitable access to delegates
- “Captions brought to you by”

ASL Interpretation - \$4,500

- ¼ page ad in AdvoCon 2022 brochure
- Logo placement on website, event platform and waiting room
- Logo advertisement on social media individually
 - ASL interpretation sponsor will be featured twice, once prior to the event and once in a post-event thank you
- Promotion to our mailing list
- Organization displayed as sponsor during two in-session pop-up
- Three free tickets to provide equitable access to delegates
- “ASL Interpretation brought to you by”

Option 2: Partial coverage

Captioning - \$1,750

- ⅛ page ad in AdvoCon 2022 brochure
 - Logo placement on website, event platform and waiting room
 - Logo advertisement on social media with co-sponsor
 - The captions sponsor will be featured twice, once prior to the event and once in a post-event thank you
 - Promotion to our mailing list
 - Organization displayed as sponsor during two in-session pop-up
 - One free ticket to provide equitable access to delegates
 - “Captions brought to you by”
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ASL Interpretation - \$2,250

- 1/8 page ad in AdvoCon 2022 brochure
- Logo placement on website, event platform and waiting room
- Logo advertisement on social media individually
 - ASL interpretation sponsor will be featured twice, once prior to the event and once in a post-event thank you
- Promotion to our mailing list
- Organization displayed as sponsor during two in-session pop-up
- One free ticket to provide equitable access to delegates
- “ASL Interpretation brought to you by”

Still looking for another way to get involved with AdvoCon? Email us at **development@bcdaccess.com** to inquire about additional sponsorship opportunities including, but not limited to:

- Donating additional tickets to those in need of financial support
- Paying speaker honorariums
- Purchasing ad space
- Covering printing costs

Thank you for your interest in supporting AdvoCon 2022! We hope to hear from you.
