

SPONSORSHIP OPPORTUNITIES

2019 13TH ANNUAL SUMMIT

VANCOUVER ISLAND
ECONOMIC ALLIANCE



For more information

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- VANCOUVER ISLAND CONFERENCE CENTRE
- NANAIMO, BC
- OCTOBER 23 & 24, 2019

PROUDLY PRESENTED BY THE VANCOUVER ISLAND ECONOMIC ALLIANCE

SHARING IDEAS; LAUNCHING INITIATIVES; CROSS-SECTOR NETWORKING...

is what the 2019 Summit is all about!

The State of the Island Economic Summit is the MUST-ATTEND event of its kind on Vancouver Island - raise the profile of your organization by sponsoring at this October 23 & 24, 2019 event.

Since 2007, the Economic Summit has featured high profile presenters and advanced ideas important to the vitality and sustainability of the Island economy. In 2019, the Summit will focus on in-depth consideration of emerging trends, new opportunities, and solutions to nagging problems across sectors--public and private, including First Nations.


The State of the Island Economic Summit offers opportunity to network with proactive business, government and community leaders to build relationships, develop business, and identify potential opportunities. Participants represent all levels of government, but it is not a government event; the tradeshow offers great opportunity for business-to-business networking across sectors but it's not just a tradeshow; and the program content is geared to explore important issues and emerging trends with relevance to everyone on Vancouver Island.

We invite you to check out the sponsorship opportunities outlined on the next page.



Your 2019 State of the Island Economic Summit Planning Team

Dan Hurley, Lester Pearson College, Chair | Po Wan, Blackberry Creative | Dave Willie, Black & White Event Rentals | Katie Bishop, TD Bank | Julie Scurr, Coast Salish Insurance | William Litchfield, VIU | Darrell Paysen, VIREB | Bret Torok-Both, Island Savings | Wendy Sears, Lewis and Sears Marketing & Event Management | Larry Rummig, Larry Rummig Assessments | Graham Truax, Executive In Residence, Innovation Island | Matthew Larsen, Fasken, Martineau, DuMoulin LLP | George Hanson, VIEA



"All the executive level decision makers on the island in the same room for two days?! An incredible opportunity to connect personally and professionally!"

*~ Ann Squires Ferguson,
Western Interior Design*

SPONSORSHIP OPPORTUNITIES AND BENEFITS

Sponsors will be formally recognized and profiled throughout the Summit for maximum exposure to the expected audience of more than 600 Island leaders.

PREMIER SUMMIT SPONSOR (\$15,000) – One Available

- Exclusive host of the Summit Dinner & introduction of a Plenary Address
- Logo on all Summit media releases Island-wide
- 8'x8' Summit exhibition space
- Full page ad in Summit program
- Prominent logo on Summit promotions
- Prominent logo on Summit signage
- Formal recognition as the Summit's Premier Sponsor
- Exclusive opportunity to provide corporate branded centre pieces for ballroom tables for the duration of the Summit
- 8 complimentary Summit delegate/tradeshow registrations
- Head table reserved at sponsored plenary session
- Reserved table at all plenary sessions
- Recognition on VIEA website
- One-year VIEA membership

PLATINUM SUMMIT SPONSOR (\$10,000) – Three Available

- Exclusive opportunity to host and introduce presenters of a Plenary Address
- Logo on all Summit media releases Island-wide
- 8'x8' Summit exhibition space
- Full page ad in Summit program
- Prominent logo on Summit promotions
- Prominent logo on Summit signage
- Formal recognition as Summit Platinum Sponsor
- 6 complimentary Summit delegate/tradeshow registrations
- Reserved table at all plenary sessions
- Recognition on VIEA website
- One-year VIEA membership

- MNP
- VIU

2 SOLD

GOLD SUMMIT SPONSOR (\$7,500) – Four Available

- Exclusive opportunity to host and introduce a breakout presentation or networking break
- Logo on all Summit media releases Island-wide
- 8'x8' Summit exhibition space
- Half page ad in Summit program
- Prominent logo on Summit promotions
- Prominent logo on Summit signage
- Formal recognition as Summit Gold Sponsor
- 5 complimentary Summit delegate/tradeshow registrations
- Recognition on VIEA website
- One-year VIEA membership



SPONSORSHIP OPPORTUNITIES AND BENEFITS

SILVER SUMMIT SPONSOR (\$5,000) – Thirteen available

- Exclusive opportunity to host and introduce a breakout presentation or networking break
- Logo on all Summit media releases Island-wide
- 8'x8' Summit exhibition space
- Quarter page ad in Summit program
- Logo on Summit promotions
- Logo on Summit signage
- Formal recognition as Summit Silver Sponsor
- 4 complimentary Summit delegate/tradeshow registrations
- Recognition on VIEA website

- **Port Alberni Port Authority**
- **Hemlock Printers**
- **CPABC**

3 SOLD

BRONZE SUMMIT SPONSOR (\$2,650) – No Limit

- Name on all Summit media releases Island-wide
- 8'x8' Summit exhibition space
- Eighth page ad in Summit program
- Corporate listing on Summit Promotions
- Formal recognition as Summit Bronze Sponsor
- 2 complimentary Summit delegate/tradeshow registrations
- Recognition on VIEA website

- **Northwest Properties**
- **Blackberry Creative**
- **St. Jean's Cannery & Smokehouse**
- **Habitat Systems Inc**

4 SOLD

"There is no question that business leaders create this conference. It keeps 600 of the most influential Island entrepreneurs engaged, providing an intense atmosphere of information flow and discussion. It creates opportunities for business promotion, personal growth and education, and most impressive is the constant dialogue and innovative collaboration that gets results,"

~ 2018 Summit delegate



MEDIA SPONSORSHIP OPPORTUNITIES

VIEA will provide return value to the sponsor commensurate with the 'Gold, Silver, or Bronze' sponsorship opportunities outlined on the previous page in return for the television, magazine, newspaper, radio, social media, and website sponsors providing in-kind promotions to include:

TELEVISION SPONSOR - Exclusive

- Pre and post event interviews to increase awareness of the event & of VIEA
- Pre-event advertising/PR spots
- Pre-event promotion via sponsor's televised and on-line community calendars
- Promotion prior to and during the event via sponsor's social media capacity (e.g. Twitter, Facebook, Website)
- Televised news coverage of the event 'as it's happening'
- Anything else that you think might help that we haven't asked for...

PRINT MEDIA SPONSOR - MAGAZINE - Geographic/Market Exclusivity

- Topical articles, interviews, editorials pre and post event to increase awareness of the event & of VIEA
- Pre-event advertising
- Pre-event promotion via sponsor's print and on-line community calendars
- Promotion prior to and during the event via sponsor's social media capacity (e.g. Twitter, Facebook, Website)
- News and editorial coverage of the event before, during and after the event
- Anything else that you think might help that we haven't asked for...

PRINT MEDIA SPONSOR - NEWSPAPER - Geographic/Market Exclusivity

- Topical articles, interviews, editorials pre and post event to increase awareness of the event & of VIEA
- Pre-event advertising
- Pre-event promotion via sponsor's print and on-line community calendars
- Promotion prior to and during the event via sponsor's social media capacity (e.g. Twitter, Facebook, Website)
- News and editorial coverage of the event before, during and after the event
- Anything else that you think might help that we haven't asked for...

WEBSITE SPONSOR - Exclusive

- Provide design, creative, maintenance, hosting, editing, troubleshooting, positioning, analyzing, and advising a strong web presence in support of VIEA and the Economic Summit
- Anything else that you think might help that we haven't asked for...

RADIO SPONSOR - Exclusive **Jim Pattison Broadcast Group**

- Pre and post event interviews to increase awareness of the event & of VIEA
- Pre-event advertising/PR spots
- Pre-event promotion via sponsor's televised and on-line community calendars
- Promotion prior to and during the event via sponsor's social media capacity (e.g. Twitter, Facebook, Website)
- Radio news coverage of the event 'as it's happening'
- Anything else that you think might help that we haven't asked for...

SOCIAL MEDIA SPONSOR - Exclusive

- Topical articles, interviews, editorials, photos pre and post event in media such as Facebook, Website, Blog to increase awareness of the event & of VIEA
- Pre-event, during, and post-event promotion by Twitter, Facebook, Blog, Website, etc;
- Pre-event promotion via on-line community calendars
- Live Streaming video during events
- Anything else that you think might help that we haven't asked for...

2018 SUMMIT DEMOGRAPHICS

