



TRILLIUM

REQUEST FOR PARTNERSHIP CSAE – TRILLIUM 2020 PDX PROGRAM and SPECIAL EVENTS

The Canadian Society of Association Executives (CSAE) is the largest professional association of association executives in Canada. Winner of the 2012 and the 2013 CSAE Chapter of the Year Award, CSAE Trillium is the largest network of CSAE and has national associations as its members as well as regional, provincial and local associations. Currently CSAE Trillium **is made up of more than 1,340 members – a mixture of 80% association executives and 20% business members!**

As a member, you have the opportunity to showcase your products and services to a vast audience of association executives through a number of different vehicles. The main goal of the Chapter is to offer superior professional development and networking to association executives and business members, at the lowest possible cost to our members.

In an effort to give you the best opportunity to promote your products and services, the Canadian Society of Association Executives (CSAE) Trillium is inviting proposals from member companies that wish to connect with association executives. CSAE Trillium is seeking partners to present both the PDX program as well as four special events in 2020.

2020 PDX PROGRAM PARTNERSHIP

PDX Events – January – December, 2020

Professional development and networking are two of the cornerstones of CSAE Trillium. To that end, the chapter presents a number of events throughout the year that encompass PD and/or networking. The Professional Development Exchange (PDX) is primarily focussed on education and learning. The new PDX schedule begins in January and runs throughout the year. Sponsors of the PDX Program receive recognition throughout the year at each of these events as well as pre and post event promotion. CSAE Trillium will be presenting 4-6 PDX events throughout the year.

The Trillium Chapter is seeking the following partnerships for the 2020 PDX Program

- Platinum Partner - \$8,000
- Gold Partner - \$6,000
- Silver Partner - \$4,000
- Bronze Partner - \$2,000

Partnership Benefits (please see full benefit brochure attached)

Some of the benefits of partnering for the PDX Program may (depending upon the value of the sponsorship) include:

- **PDX sponsorship includes sponsorship of ALL 4-6 PDX events in the year.**
- Advance access to attendee list from sponsored event
- Complimentary registration(s) to all PDX events

- Complimentary registration to some TC Special Events
- Company logo on all CSAE Trillium promotional materials related to the event
- Partnership recognition at the AGM and Awards Recognition Dinner
- Company logo profiled at events, in the newsletter, on the website
- Direct marketing opportunity (email) once per year
- Company profile in FORUM, the TC's e-newsmagazine

2020 SPECIAL EVENT PARTNERSHIPS

The four special events provide a balance of professional development and networking. Three of the four annual special events include both professional development as well as networking. The 4th special event (Holiday Season Reception and Dinner) focuses mostly on networking/social activity and has a charitable component to it.

Special Event Partnership Benefits (please see full benefit brochure attached)

Highlights of the benefits of partnering for this event may (depending upon the value of the sponsorship) include:

- Advance access to attendee list from sponsored event
- Complimentary registration(s) to sponsored event
- Company logo on all CSAE Trillium promotional materials related to the event
- Partnership recognition at the AGM as well as Awards Recognition Dinner
- Company logo profiled at events, in the newsletter, on the website
- Direct marketing opportunity (email) once per year

10th Annual Winter Summit Conference– February 6-7, 2020

Nottawasaga Inn Resort & Conference Centre, Burlington, Ontario

2 day event

250-290 delegates

The Winter Summit just keeps on growing and has become a permanent member of the special event program. Last year, the over 245 attendees rated the Winter Summit with an overall 85% satisfaction rate. A full 100% of the participants stated they would return again next year. This opportunity provides our business members with very important one-on-one face time with association executives.

The ratio of business member to association executive is kept at 1:1 and for the last couple of years we have had at least 20 more association executives (planners) than business members (suppliers).

This is not a trade show with many booths, but an opportunity to build important and meaningful relationships. There are professional development workshops Thursday and Friday. On Thursday evening there is a networking reception that is second to none and is always fun, upbeat and most importantly productive for both our business and association executive members.

The audience at this event is comprised of Executive and Business members. Executive members carry titles such as President and CEO, Executive Director, Association Administrator, Events & Special Projects Coordinator, Conference Directors, etc. Business members carry titles such as Director of Sales, Hotel & Convention Sales Manager, and Marketing Director.

The program is tailored to the needs of our membership, therefore, CSAE Trillium staff and volunteers work tirelessly to bring a program that is unique, inspiring and actionable upon return to one's day to day work.

CSAE Trillium is seeking the following partnerships for the Winter Summit:

- Platinum Partner - \$8,000
- Branded Room Partner - \$6,500 (please contact tracy@csae-trillium.com to ensure availability)
- Gold Partner - \$6,000
- Silver Partner - \$4,000
- Bronze Partner - \$2,000
- Bronze Break Partner - \$3,000 (includes additional signage, recognition during break)
- Event Partner - \$1,000

15th Annual Summer Summit Conference – July 15-17, 2020

Venue: Deerhurst Resort, Muskoka, Ontario

2 day event

250 - 300 delegates

The Summer Summit has been increasing in success over the past 14 years. Always a sold-out event, this opportunity provides our business members with very important one-on-one face time with association executives. **The ratio of business member to association executive is kept at 1:1 with the 2018 Summer Summit having 30 more association executives (planners) than business members (suppliers).** The Summer Summit has had growth in attendance year over year, with each year being better than before.

This is not a trade show with many booths, but an opportunity to build important and meaningful relationships. There are professional development workshops Thursday and Friday. On Thursday evening there is a networking reception that is second to none and is always fun, upbeat and most importantly productive for both our business and association executive members.

The audience at this event is comprised of Executive and Business members. Executive members carry titles such as President and CEO, Executive Director, Association Administrator, Events & Special Projects Coordinator, Conference Directors, etc. Business members carry titles such as Director of Sales, Hotel & Convention Sales Manager, and Marketing Director.

The program is tailored to the needs of our membership, therefore, CSAE Trillium staff and volunteers work tirelessly to bring a program that is unique, inspiring and actionable upon return to one's day to day work.

The Trillium Chapter is seeking the following partnerships for the Summer Summit:

- Platinum Partner - \$8,000
- Branded Room Partner - \$6,500
- Gold Partner - \$6,000
- Silver Partner - \$4,000
- Bronze Partner - \$2,000
- Bronze Break Partner - \$3,000 (includes additional signage, recognition during break)
- Event Partner - \$1,000

AGM and Awards Recognition Dinner – Fall 2020 (September or October)

Venue: TBD
Evening event
230 attendees

Each year, CSAE Trillium celebrates outstanding Business and Executive members through an Awards Recognition Program. This event is an opportunity for you to connect directly with the leadership of CSAE Trillium to celebrate volunteerism within the association community and to acknowledge the amazing efforts of a number of individuals receiving awards.

Recognition of CSAE Trillium's volunteers is an important part of this event and in particular attracts the outstanding leadership in the sector. History shows that approximately 200 - 250 members will attend this event.

A professional yet informal and fun atmosphere we recognize all of our volunteers, sponsors and donors as well as give special recognition to our award winners.

This is an excellent opportunity for you to showcase your products and services to the leadership in association management.

CSAE Trillium is seeking the following partnerships for the 2018 AGM and Awards Recognition Dinner:

- Platinum Partner - \$8,000
- Gold Partner - \$6,000
- Silver Partner - \$4,000
- Bronze Partner - \$2,000
- Event Partner - \$1,000

2018 Holiday Season Reception and Dinner –December 2020

Venue: TBD
Evening event
330 delegates in 2018

December is a time for socializing with friends and colleagues and CSAE Trillium members are no exception. Every year, CSAE Trillium hosts a Holiday Season Reception and Dinner that brings together both association executives as well as business members. This event is an opportunity for you to connect directly with association executive members of CSAE Trillium in an informal and fun environment.

The focus of this event includes networking amongst colleagues and raising funds for CSAE Trillium's Charity of Choice. The evening kicks off with a cocktail reception followed by a three-course dinner. History shows that this is bound to be a sell-out event.

This is an excellent opportunity for you to showcase your products and services to the leadership in association management in a fun and interesting way.

The Trillium Chapter is seeking the following partnerships for the 2020 Holiday Season Reception and Dinner:

- Platinum Partner - \$8,000
- Gold Partner - \$6,000
- Silver Partner - \$4,000
- Bronze Partner - \$2,000
- Event Partner - \$1,000



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CSAE TRILLIUM Partnership Profile

Partner Information:

Name: _____

Title: _____

Company Name: _____

Address: _____

Telephone: _____ Fax: _____

Email: _____ Website: _____

Partnership Choice.

I would like to be contacted to discuss the following partnership opportunities with CSAE Trillium:

	Platinum	Gold	Silver	Bronze	Event
PDX Program					
Winter Summit					
Summer Summit					
AGM/Awards Dinner					
Holiday Season Event					

Please return this form via e-mail or fax to:

Tracy Blyth, CAE, Executive Director
CSAE Trillium
Tel: (647) 346-CSAE (2723)
Fax: (647) 346-0923
tracy@csae-trillium.com

Thank you for your time, consideration, and interest in CSAE Trillium.

GUIDELINES TO PDX PROGRAM PARTNERSHIP *

AS A PDX PROGRAM PARTNER YOU WILL RECEIVE:

- Logo Recognition at each event
- Logo on all event related links with hyperlink to your website
- Logo on all promotional documents related to the event
- Acknowledgement of your sponsorship at the AGM Awards Recognition Dinner
- Onsite verbal recognition at the event
- Sponsorship table will be set up in the foyer giving you the opportunity to display promotional information along with the other partners
- Complimentary ticket(s) to each TC PDX Event
- Complimentary registration(s) to the CSAE TC Summer Summit (or Winter Summit)
- Access to the Pre and post registration list of attendees for each event
- Opportunity for a 2 minute address to event participants. This can be verbal or in conjunction with a video.
- Opportunity to set up a display table at each event
- Opportunity to send one email blast to executive members to promote your property or product
- The opportunity to provide table gifts or promotional piece at each event
- Company profile and logo in one issue of FORUM, Trillium Chapter's newsmagazine
- Exclusivity guaranteed within platinum sponsorship category with your market category for PDX Program

	Platinum \$8000	Gold \$6000	Silver \$4000	Bronze \$2000
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	500 words	500 words	250 words	
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*2020 PDX Program includes: 1-4 Breakfast Seminars/Workshops, 1 Lunch 'n Learn, 1 Full Day PDX (topic to be determined)

GUIDELINES TO SPECIAL EVENT PARTNERSHIP *

AS A SPECIAL EVENT PARTNER YOU WILL RECEIVE:

	Platinum \$8,000	Gold \$6,000	Silver \$4000	Bronze \$2000	Event \$1,000
Logo Recognition at sponsored event	*	*	*	*	*
Logo on all event related links with hyperlink to your website	*	*	*	*	*
Logo on all promotional documents related to the event	*	*	*	*	*
Acknowledgement of your sponsorship at the AGM and Awards Recognition Dinner	*	*	*	*	*
Onsite verbal recognition at the event	*	*	*	*	*
Complimentary tickets to hosted event	1 table for awards or holiday or 3 tickets for summit	3 tickets	2 tickets	1 ticket	
Advance access to the registration list of attendees of sponsored event	*	*	*	*	
Opportunity for a 2 minute address to event participants. This can be verbal or in conjunction with a video.	*	*	*		
Opportunity to set up a display table at event	*	*	*		
Opportunity to send one email blast to executive members to promote your property or product	*	*			
The opportunity to provide table gifts or promotional piece at event	*	*	*		
Company profile in one issue of FORUM, Trillium Chapter's newsletter	500 words	500 words	250 words		
Exclusivity guaranteed within platinum sponsorship category with your market category for sponsored event	*				

*Four special events are offered per calendar year: Winter Summit, Summer Summit, Awards Recognition Dinner and Holiday Season Dinner)

