

# Increase your brand presence as an event sponsor



The Canadian Society of Association Executives (CSAE) is Canada's premier organization dedicated to association and not-for-profit professionals. With 3000+ members, CSAE operates through its central office in Toronto and seven regional networks across Canada.

CSAE BC serves 230+ members, and offers robust opportunities for the province's association community to learn, connect and excel. Association professionals take part in many exciting education, advocacy and networking events, fueled by the BC Network Sponsorship program.

Sponsors enjoy the flexibility offered by CSAE to achieve easy activations across many opportunities — resulting in increased visibility and profile. CSAE will work with you to tailor a program to your unique objectives and budget. Leverage your sponsorship dollars to ensure event attendees will remember you long after the event ends!

## ANNUAL MLA PANEL EVENT • 50-75 Attendees • \$1500+

This event is a unique opportunity for CSAE BC members and guests to connect and network with fellow delegates, MLAs and BC political party representatives. It is designed to raise the profile of associations and CSAE BC with government and the public. Effective advocacy is fundamental to the association and not-for-profit sector to represent their members' interests with key government decision-makers.

For sponsors, it's a perfect opportunity to affiliate your brand with a distinguished event that provides access to the top executives, influencers and decision-makers across BC.

### Activation ideas

Wi-Fi network splash; branded badges; networking activity; MLA break/booth (providing attendees a five minute face-to-face with an MLA); podium opportunity; or a cell phone charging station (how handy would that be?!)

## ANNUAL HOLIDAY LUNCHEON • 50-75 Attendees • \$1250+

This festive and fun event celebrates the holiday season where our fellow colleagues and associates mix and mingle.

For sponsors, it's a great way to connect with your targeted audience in a relaxed and meaningful way.

### Activation ideas

Entertainment; festive food stations; holiday contest; photo booth; or a holiday gift giveaway worth remembering (think brand!).

## **ANNUAL LUNCH & LEARN • 45-55 Attendees • \$1500+**

These events are designed to educate and inform our members through industry experts and practitioners on topics critical to day-to-day association operations and management.

For sponsors, it is a perfect chance to generate quality leads, promote your products/services and make your brand top of mind for this annual educational event.

### **Activation ideas**

Podium opportunity (the ultimate speaking opportunity in front of your target audience!), livestreaming video; Lunch & Learn side game; or social media contest.

## **VANCOUVER AND OKANAGAN BREAKFAST ROUNDTABLES • 15-30 Attendees (depending on region)**

Breakfast Roundtables are dynamic peer networking events for association leaders, delivering valuable information and fostering interactive discussions with industry experts.

For sponsors, it is a wonderful way to interact one-on-one with decision makers in an intimate and energetic professional event.

### **Activation ideas**

Room/venue; or breakfast (delight attendees with a custom offering!)

Have other activations ideas?  
We would love to hear about them.  
Surprise and delight our attendees  
with your creativity and highlight  
your brand in unexpected ways!

Contact Zena Peden, manager of  
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