



## SPONSORSHIP PROGRAM 2010/11

Canadian Organization of Campus Activities  
509 Commissioners Rd. W., Suite 202  
London, Ontario, Canada N6J 1Y5  
Telephone: (519) 690-0207  
Facsimile: (519) 681-4328  
www.coca.org

### SPECIALTY SPONSORSHIPS:

We are pleased to offer custom sponsorships tailored to your marketing, promotional and budget needs.

*Note: All Sponsorships are subject to approval by the COCA Board of Directors. Sponsorship does not preclude COCA from creating affinity programs with any supplier.*

### TITLE

**\$10,000+GST**

- Recognition as exclusive (only 1) Title Sponsor for full 12 months from the start of the agreement.
- Title sponsor to have logo in most prominent location on home page of COCA website
- Company logo with hotlink to your website under Title Sponsor on Sponsors Page of COCA Website
- Company logo under Title Sponsor on Sponsors Page of National Conference Manual
- Company logo under Title Sponsor on Sponsors Page of Membership Directory & COCA Notes newsletter
- Company logo identification on display during National Conference
- Company logo identification on all general sponsor signage at National Conference events
- Right to set up individual sponsor-supplied banners where and when designated in sponsorship agreement
- Verbal recognition at all COCA events where appropriate
- Exclusive recognition in all official COCA correspondence sent to members by mail or email with the exception of affinity programs.
- Exclusive brand sponsorship (i.e. no co-sponsors regarded as direct competitors) of 5 major conference events (e.g. luncheons, dinner banquets, showcases, educational sessions, hospitality suites)
- Right to distribute up to 5 brochures / flyers / promotional items at National Conference including registration kits.
- Triple booth in preferred location at Business Hall (trade show) during National Conference
- 8 full Associate Member conference registrations (access to all conference events)
- 8 tickets to each National Conference banquet
- A 30% discount on all additional conference registrations
- Two full page color ads one one B&W full page ad in Conference Manual
- A 30% discount on all additional advertising
- Title sponsorship includes platinum sponsorship at Central Regional Conference – hosted and organized by COCA member school(s)
- Complimentary COCA Associate Membership for 12 months.

### DIAMOND

**\$7000+GST**

- Recognition as Diamond Sponsor for full year (May 1st to April 30th)
- Diamond sponsors have logo on front page of COCA website
- Company logo with hotlink to your website under Diamond on Sponsors Page of COCA Website
- Company logo under Diamond on Sponsors Page of National Conference Manual
- Company logo under Diamond on Sponsors Page of Membership Directory & COCA Notes newsletter
- Company logo identification on display during National Conference
- Company logo identification on all sponsor signage at National Conference events
- Right to set up individual sponsor-supplied banners where and when designated in sponsorship agreement
- Verbal recognition at all COCA events where appropriate
- Exclusive brand sponsorship (i.e. no co-sponsors regarded as direct competitors) of 5 major conference events (e.g. luncheons, dinner banquets, showcases, educational sessions, hospitality suites)
- Right to distribute up to 5 brochures / flyers / promotional items at National Conference including registration kits.
- Double booth in preferred location at Business Hall (trade show) during National Conference
- 7 full Associate Member conference registrations (access to all conference events)
- 7 tickets to each National Conference banquet
- A 25% discount on all additional conference registrations
- Two full page color ads in Conference Manual.
- A 25% discount on all additional advertising
- First right of refusal to serve as sponsor of Regional Conference(s) – hosted and organized by COCA member school(s)
- Complimentary COCA Associate Membership for the school year (June 1st to May 31st)

## **PLATINUM \$6000+GST**

- Recognition as Platinum Sponsor for full year (May 1st to April 30th)
- Company logo with hotlink to your website under Platinum on Sponsors Page of COCA Website
- Company logo under Platinum on Sponsors Page of National Conference Manual
- Company logo under Platinum on Sponsors Page of Membership Directory & COCA Notes newsletter
- Company logo identification on display during National Conference
- Company logo identification on all sponsor signage at National Conference events
- Right to set up individual sponsor-supplied banners where and when designated in sponsorship agreement
- Verbal recognition at all COCA events where appropriate
- Exclusive brand sponsorship (i.e. no co-sponsors regarded as direct competitors) of 4 major conference events (e.g. luncheons, dinner banquets, showcases, educational sessions, hospitality suites)
- Right to distribute up to 4 brochures / flyers / promotional items at National Conference including registration kits.
- Double booth in preferred location at Business Hall (trade show) during National Conference
- 6 full Associate Member conference registrations (access to all conference events)
- 6 tickets to each National Conference banquet
- A 20% discount on all additional conference registrations
- One full page color ad in Conference Manual and one full page color ad in Membership Directory
- A 20% discount on all additional advertising
- First right of refusal to serve as sponsor of Regional Conference(s) – hosted and organized by COCA member school(s)
- Complimentary COCA Associate Membership for the school year (June 1st to May 31st)

## **GOLD \$5000+GST**

- Recognition as Gold Sponsor for full year (May 1st to April 30th)
- Company logo with hotlink to your website under Gold on Sponsors Page of COCA Website
- Company logo under Gold on Sponsors Page of National Conference Manual
- Company logo under Gold on Sponsors Page of Membership Directory & COCA Notes newsletter
- Company logo identification on display during National Conference
- Company logo identification on all sponsor signage at National Conference events
- Right to set up individual sponsor-supplied banners where and when designated in sponsorship agreement
- Verbal recognition at all COCA events where appropriate
- Exclusive brand sponsorship (i.e. no co-sponsors regarded as direct competitors) of 3 major conference events (e.g. luncheons, dinner banquets, showcases, educational sessions, hospitality suites)
- Right to distribute up to 3 brochures / flyers / promotional items at National Conference including registration kits.
- Double booth in preferred location at Business Hall (trade show) during National Conference
- 5 full Associate Member conference registrations (access to all conference events)
- 5 tickets to each National Conference banquet
- A 15% discount on all additional conference registrations
- One full page 2-color ad in Conference Manual and one full page 2-color ad in Membership Directory
- A 15% discount on all additional advertising
- First right of refusal to serve as sponsor of Regional Conference(s) – hosted and organized by COCA member school(s)
- Complimentary COCA Associate Membership for the school year (June 1st to May 31st)

## **SILVER \$4000+GST**

- Recognition as Silver Sponsor for full year (May 1st to April 30th)
- Company logo with hotlink to your website under Silver on Sponsors Page of COCA Website
- Company logo under Silver on Sponsors Page of National Conference Manual
- Company logo under Silver on Sponsors Page of Membership Directory & COCA Notes newsletter
- Company logo identification on display during National Conference
- Company logo identification on all sponsor signage at National Conference events
- Right to set up individual sponsor-supplied banners where and when designated in sponsorship agreement
- Verbal recognition at all COCA events where appropriate
- Exclusive brand sponsorship (i.e. no co-sponsors regarded as direct competitors) of 2 major conference events (e.g. luncheons, dinner banquets, showcases, educational sessions, hospitality suites)
- Right to distribute up to 2 brochures / flyers / promotional items at National Conference including registration kits.
- Double booth in preferred location at Business Hall (trade show) during National Conference
- 4 full Associate Member conference registrations (access to all conference events)
- 4 tickets to each National Conference banquet
- A 10% discount on all additional conference registrations
- One full page B&W ad in Conference Manual and one full page B&W ad in Membership Directory
- A 10% discount on all additional advertising
- First right of refusal to serve as sponsor of Regional Conference(s) – hosted and organized by COCA member school(s)
- Complimentary COCA Associate Membership for the school year (June 1st to May 31st)

## BRONZE

**\$3000+GST**

- Recognition as Bronze Sponsor for full year (May 1st to April 30th)
- Company logo with hotlink to your website under Bronze on Sponsors Page of COCA Website
- Company logo under Bronze on Sponsors Page of National Conference Manual
- Company logo under Bronze on Sponsors Page of Membership Directory & COCA Notes newsletter
- Company logo identification on display during National Conference
- Company logo identification on all sponsor signage at National Conference events
- Exclusive brand sponsorship (i.e. no co-sponsors regarded as direct competitors) of 1 major conference event (e.g. luncheon, dinner banquet, showcase, educational session, hospitality suite)
- Right to distribute 1 brochure / flyer / promotional item in National Conference registration kits.
- Double booth in preferred location at Business Hall (trade show) during National Conference
- 3 full Associate Member conference registrations (access to all conference events)
- 3 tickets to each National Conference banquet
- A 5% discount on all additional conference registrations
- One full page B&W ad in Conference Manual and one full page B&W ad in Membership Directory
- A 5% discount on all additional advertising
- First right of refusal to serve as sponsor of Regional Conference(s) – hosted and organized by COCA member school(s)
- Complimentary COCA Associate Membership for the school year (June 1st to May 31st)

## SUPPORTING SPONSOR \$1350+GST

- Recognition as Supporting Sponsor for full year (May 1st to April 30th)
- Company logo under Supporting Sponsors on Sponsors Page of COCA Website
- Company logo under Supporting Sponsors on Sponsors Page of National Conference Manual
- Company logo under Supporting Sponsors on Sponsors Page of Membership Directory & COCA Notes newsletter
- Company logo identification on display during National Conference
- Company logo identification on all sponsor signage at National Conference events
- Right to distribute 1 brochure / flyer / promotional item in National Conference registration kits.
- Single booth at Business Hall (trade show) during National Conference
- 2 full Associate Member conference registrations (access to all conference events)
- 2 tickets to the Awards Banquet at the National Conference.
- One quarter (1/4) page B&W ad in Conference Manual and one quarter (1/4) page ad in Membership Directory
- Complimentary COCA Associate Membership for the school year (June 1st to May 31st)

## CONTRIBUTING SPONSOR

*Note: Contributing Sponsors are those companies that contribute product and services to benefit the COCA National Conference.*

- Company listed under Contributing Sponsors on Sponsors Page of National Conference Manual
- Company listed on all sponsor signage at National Conference events

## NOTES TO COCA'S SPONSORSHIP PROGRAM

1. All Sponsorships are subject to approval by the COCA Board of Directors.
2. All medal sponsors receive a complimentary link to their website from the regular listing of Associate Members on COCA's website.
3. All medal sponsors receive complimentary membership listings in 1 or 2 extra categories in the on-line Membership Directory.
4. Listings for medal sponsors in the Directory include identification as sponsors.
5. All conference delegates of medal sponsors are added to COCA's mailing list at no charge.
6. Complimentary Associate Memberships are granted only to those Sponsors donating a minimum of \$1350 in cash contributions.
7. The 5% federal Goods & Services Tax (GST) must be added to Sponsorship fees.
8. Sponsorship shall not restrict COCA's right to promote affinity programs established with any supplier. Affinity programs will be promoted separately from sponsors so not to confuse the two.