

Take the Leap.



CCSA

THE CANADIAN ORGANIZATION
OF CAMPUS ACTIVITIES

SPONSORSHIP VIEWBOOK

OVER
60

**CANADIAN COLLEGES
AND UNIVERSITIES
IN ATTENDANCE**

**THE LARGEST
CAMPUS
LIFE
TRADE SHOW
IN CANADA!**

**FEATURING
CANADA'S TOP**



**UP & COMING
TALENT**

MORE THAN

50

EDUCATION

**PANELS, PRESENTATIONS
SESSIONS AND KEYNOTES**

“COCA has given me the opportunity to build and grow not only as an individual but in team settings.

The people and knowledge within our organization in 1st class!

I’m very proud to call myself a COCA member!”

- **Curtis Bell, Programming & Event Manager**
Brock University Students’ Union

“My COCA experience has provided me with an incredible network across Canada and with a community of people who challenge and push me to higher professional standards. Working with this conference has given me great job opportunities and mentors who inspire me with their work and dedication to creating a better student life experience.”

MARY-MARGARET COURTNEY
COCA ALUMNA

2018 COCA Conference
Office Manager

**EDUCATION.
INNOVATION.
ENTERTAINMENT.**



“My first COCA exposed me to how unique the event planning community truly is. COCA has not only provided me with the tools to become a successful programmer, but also as a leader. It’s a family. It has helped myself grow as an individual and has set me on a career path that I never could have imagined would be a possibility for me. A career path I genuinely intend to follow.”

SEAN HOPKINS
VP ACTIVITIES & EVENTS

St. Francis Xavier University

**EDUCATION.
INNOVATION.
ENTERTAINMENT.**





K'NAAN



BARENAKED LADIES



DAVID MYLES



JESSI CRUICKSHANK

BE PART OF OUR HISTORY



DENISE DONLON



RIA MAE



K. TREVOR WILSON



SUE JOHANSON



NEON DREAMS



NOVA R. BROWNING



MO KENNEY



CLASSIFIED



THE TRAGICALLY HIP



**GEORGE
STROUMBOULOPOULOS**

ABOUT US

Founded in 1982, COCA represents over 60 Canadian post-secondary institutions and provides education, networking options and campus life resources to its membership. Our school members are the most engaged influential leaders from student associations and campus departments involved with student life and activities programming, entertainment, clubs & societies, campus event marketing, advocacy, leadership and wellness.

COCA also boasts more than 200 Associate Members which are entertainers, booking agencies, awareness and social justice outlets, artist management companies, apparel providers, and other campus activities suppliers.

Mission Statement

COCA is committed to developing quality campus programming through education, information sharing and resources. Furthermore, COCA is dedicated to enhancing skill development by providing educational and business opportunities, resources, and services for professional staff, college and university students, and associate members of the organization.

National Conferences

The highlight of every year is the COCA National Conference. Held each June, the conference brings campus representatives together for a week of education, innovation and entertainment. Delegates experience over 50 education sessions & presentations from academic and industry professionals, the best of Canada's up and coming entertainers and speakers and Canada's largest campus life trade show. The national conference is the key to quality campus life activities and engagement.

Regional Conferences

COCA members also host Regional Conferences and Meetings (East, West, and Central) during the academic year. These provide more opportunities for school members to assess new entertainers and organize block bookings with other schools in their region.

To Attend

One must become a COCA Associate Member in order to attend either the National Conference in June or any Regional Conference. You may join COCA as an Associate Member before registering for a conference or at the time you register. Self-represented artists who are selected to showcase at a conference, must also become Associate Members. To find more information about Associate Membership, please visit: www.coca.org – Join – Associates.

NATIONAL CONFERENCE



Educational Sessions

Choose from more than 35 different educational sessions on topics related to campus activities, student life development, event planning, campus clubs management, communications/marketing, leadership, team building, and professional development.

Your Associate Delegate pass allows you access to all non-banquet conference events. By attending education sessions, showcases and networking suites, you increase the opportunity to meet as many school delegates as possible. You may also purchase tickets for the various banquets when you register.

Keynotes & Presenters

Throughout the conference you'll hear from the best in the business: world-class artists, lecturers, entrepreneurs and programmers. Past presenters and keynotes have included: Steven Page (Barenaked Ladies), Denise Donlon (Executive Director of CBC Radio), Peter Mansbridge (CBC News), and Jann Arden (singer/songwriter).

Awards

Partake in COCA's annual awards banquet and show. Entertainers, agencies and delegates are honored over dinner, drinks and great onstage banter.

NATIONAL CONFERENCE



Trade Show

COCA's Campus Activities Trade Show/Biz Hall is the largest campus activities trade show in Canada featuring entertainment agencies, designers, travel and tour companies, promotional items suppliers, special events companies and more. Meet with campus representatives and make a year's worth of progress in just a few hours.

Booths & Passes

When you register for the Conference, you receive two delegate passes if you book a full booth in the trade show. Self-represented artists that choose a shared booth, receive one delegate pass. If you have more delegates than the number of passes that come with the basic registration, you may register additional delegates on your conference registration form. You may also order an additional booth should you require a larger space for the trade show.

Showcases

All showcase spots are 20 minutes of performance time except Comedy which is 15 minutes. The Singer/Songwriter, Roving Artist and Showcase MC all have different formats that don't allow for precise performance times to be established.

Showcase Styles

- Mainstage
- Revolver (Multiple Stages)
- Singer/Songwriter
- Roving Artist (Multiple Locations/Times)
- DJ/Electronica
- Urban
- Comedy
- Lecture/Keynote Speaker
- Variety
- Showcase Emcee

ASSOCIATE SERVICES & BENEFITS

Exclusive access to

- COCA's online Membership Directory updated on a regular basis.
- Export School Member data to set up your own email address book.
- Educational and professional development seminars at Conferences

Invitations to

- The annual national conference held in June
- Regional conferences held during the academic year

Opportunities

- Become a sponsor of COCA
- Participate in Conference Biz Hall (tradeshow)
- Showcase your artists at National/Regional Conferences
- Network with Campus Buyers other COCA Associate Members
- Free listing in the online Membership Directory (choose from 24 categories)
- Purchase up to two additional listings in the Membership Directory
- Display advertising in Conference Manuals and on website
- Leadership involvement for those interested – Committees, Board of Directors, etc.

Becoming an Associate

To become a COCA Associate member, apply online at www.coca.org – Join
OR
Mail, email or fax application form and payment to:

COCA
509 Commissioners Rd. W., Suite 202,
London, Ontario, Canada N6J 1Y5
Fax: 519.681.4328

E-mail: "Contact" at www.coca.org

Associate Fees

Associate fees for Companies (agencies, campus suppliers, associations, etc.): \$335.00 CAD per year. This provides for up to four contact profiles for individuals connected to the company.

Associate fees for Artists (music acts, variety acts, comedians, speakers, etc.): \$175.00 CAD per year. This provides for one or two contact profiles for individuals connected to the artist. Ontario HST tax must be added to all fees and services.

Fees can be paid by cheque or credit card (Visa, MasterCard, Amex).



Over 50 educational and networking sessions provided to offer delegates a full conference experience of growth.

SPONSORSHIP LEVELS

Title Sponsor - \$7500 + HST

Max 1 Title Sponsor

- Recognition as exclusive (only 1) Title Sponsor for full 12 months from the start of the agreement
- Title sponsor to have logo in 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 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. **Up to 7 full Associate delegate registrations (access to all conference events)**
- Tickets to all banquets for each of your delegates
- A 30% discount on additional conference registrations and banquets
- Two full page ads in Conference Manual
- A 30% 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 status for 12 months

SPONSORSHIP LEVELS

Gold Sponsor - \$5000 + HST

- 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 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
 - Up to 5 full Associate delegate registrations (access to all conference events)
 - Tickets to all banquets for each of your delegates
 - A 20% discount on additional conference registrations and banquets
- One full page full-color ad in Conference Manual
- A 20% discount on all additional advertising
 - First right of refusal to serve as sponsor of Regional Conference(s) – hosted and organized by a COCA member school
 - Complimentary COCA Associate membership for the school year (June 1st to May 31st)

SPONSORSHIP LEVELS



Silver Sponsor - \$4000 + HST

- 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 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
- 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)

- Verbal recognition at all COCA events where appropriate
- 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
- Up to 4 full Associate delegate registrations (access to all conference events)
- Tickets to all banquets for each of your delegates
- A 15% discount on additional conference registrations and banquets
- One full page ad in Conference Manual
- A 15% discount on all additional advertising
- First right of refusal to serve as sponsor of Regional Conference(s) – hosted and organized by a COCA member school
- Complimentary COCA Associate membership for the school year (June 1st to May 31st)

SPONSORSHIP LEVELS

Bronze Sponsor - \$3000 + HST

- 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 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
- Up to 3 full Associate delegate registrations (access to all conference events)
- Tickets to all banquets for each of your delegates
- A 10% discount on additional conference registrations and banquets
- One full page ad in Conference Manual
- A 10% discount on all additional advertising
- First right of refusal to serve as sponsor of Regional Conference(s) – hosted and organized by a COCA member school
- Complimentary COCA Associate membership for the school year (June 1st to May 31st)



The COCA National Conference annual BizHall is the largest campus tradeshow in Canada.

SPONSORSHIP LEVELS

Supporting Sponsor - \$1600 + HST

- 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 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 delegate registrations (access to all conference events)
- 2 tickets to the Awards Banquet at the National Conference.
- One half (1/2) page ad in Conference Manual
- Complimentary COCA Associate membership for the school year (June 1st to May 31st)

Contributing Sponsor

Contributing Sponsors are those companies that contribute product and/or 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

Sponsorship Notes

- All Sponsorships are subject to approval by the COCA Board of Directors
- All medal sponsors receive a link to their website from the regular listing of Associate members on COCA's website
- All medal sponsors receive complimentary membership listings in 1 or 2 extra categories in the on-line Membership Directory
- Listings for medal sponsors in the Directory include identification as sponsors
- All conference delegates of medal sponsors are added to COCA's mailing list at no charge
- Complimentary Associate membership is granted only to those Sponsors contributing a minimum of \$1500
- The Ontario Harmonized Sales Tax (HST) at 13% must be added to all Sponsorship fees
- 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.



**THE CANADIAN ORGANIZATION
OF CAMPUS ACTIVITIES**

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