



Sponsorship and Advertising Opportunities for OURA 2011

The OURA Annual Conference attracts senior management and decision makers from every Ontario University as well as Universities in BC, Alberta and the Atlantic Region in the premier event of the year for education, networking and idea-sharing among Ontario universities. Delegates represent the areas of admissions, graduate studies, records & systems, scholarships & awards and recruitment and more than half in attendance have 10 – 20+ years of experience in a university environment.

Take advantage of the rewards of OURA Conference Sponsorship. Sponsorship opportunities are available at the Platinum, Gold, Silver and Bronze levels. The following outlines the various *LEVELS* of sponsorship. Following that is a comprehensive list of sponsorship and advertising *opportunities* from which to choose.

Sponsorship Levels and Entitlements

\$4000 + (Platinum Sponsor)

- your company logo recognized on conference website and on front of final conference program
- complimentary table top display in high traffic area on Monday, March 7
- full page colour ad in final program book (inside front cover OR back cover)
- 1 complimentary full registration to conference (excludes accommodation)
- one promotional insert (8.5" x 11") in conference registration kit
- Temporary access to OURA e-mail list (i.e.: you can send one e-mail to OURA membership prior to conference – certain restrictions apply).

\$3000 - \$3999 (Gold Sponsor)

- your company logo recognized on conference website and in final program book
- complimentary table top display in high traffic area on the day of your sponsored event
- 1 complimentary full registration to conference (excludes accommodation)
- one-page b&w ad in final program book (excludes inside front and back cover)
- one promotional insert (8.5"x 11") in conference registration kit

\$1000 - \$2999 (Silver Sponsor)

- your logo and company name in final program
- complimentary table top display in high traffic area on the day of your sponsored event
- complimentary one-day pass to conference (includes breakfast, lunch, sessions)
- ½ page b&w ad in final program book (excludes inside front and back cover)

Up to \$1000 (Bronze Sponsor)

- your company name in final program
- ½ page ad in final program book

Other amounts - *please talk to us about how your sponsorship money in any amount can be used.* We also welcome donations of promotional products (*approximately 300 quantity*) for our registration kits.

See following page for specific sponsorships available.

Specific Sponsorships Available

The following sponsorship opportunities are available on a first-come, first-served basis. **Please contact Jeannie Boyes, at 519 725-1144 or jboyes@golden.net to discuss your potential sponsorship.**

Raise awareness of your organization's participation each day by taking advantage of activities happening during the conference.

Registration Kit Carry-All.....\$4000 (Platinum Sponsor)

Get maximum exposure! We'll put your logo on the delegate carry-all given to each delegate so it's one of the first things delegates see. We'll package important conference information in this conference carry-all used by attendees during the conference and after.

Awards Dinner.....\$3000 (Gold Sponsor)

Give your company maximum exposure as the official sponsor of the Awards Dinner (Monday, March 7). The event features a delicious dinner followed by the presentation of awards honouring the contribution of OURA members. Entertainment will be included in the event. We'll give your representative time on the program to bring greetings to the participants and we'll display your logo prominently at the event. In addition to Gold Sponsor entitlements, we'll provide 3 complimentary tickets to this event for your representatives.

Monday or Tuesday Plenary Session.....\$2500 (Silver Sponsor)

Kick off the program on Monday morning or Tuesday morning by introducing the Plenary Session Speaker and bringing greetings from your company to all attendees. We'll display your logo prominently at the event to maximize your exposure.

Final Conference Program.....\$1500 (Silver Sponsor)

Sponsor the printing of the Final On-site Conference Program and OURA Annual Report. We'll display your logo on the cover of the Final Program which will be used throughout the conference by all delegates and after as it contains the OURA Annual Report. As part of your sponsorship, we'll provide a complimentary one-page b&w ad.

Refreshment Break.....\$750 (Bronze Sponsor)

Your sponsorship will provide "thirst aid" to delegates during one of the refreshment breaks on Monday or Tuesday. We'll put logo signage in the refreshment area to recognize your sponsorship.

Additional Opportunities

Promotional Literature

We'll insert your product and service brochures in the delegate kit carry-all given to each registrant:

Rate 1 - \$300

Single-sheet brochures measuring 8.5"x11" or less when open (350 quantity required)

Rate II - \$600

Brochures with up to four pages or single sheet opening to maximum of 11"x17" (350 quantity required)

All brochures must conform to a maximum finished size of 8.5" x 11"

ADVERTISING in the On-Site Program

Reserve your ad space in our comprehensive Final Program book which includes the OURA Annual Report. Space will be allocated on a first-come, first-served basis. All ads are black and white except where indicated. Note that some ads may be reserved for Platinum Sponsors. Choose one of the following options:

Centre page (b&w) - \$450
Inside front cover (colour) - \$700*
Inside back cover (colour) - \$600*
Outside back cover (colour) - \$750
Full page (b&w) - \$400
½ page - \$300

***First right of refusal to Platinum Sponsors**

For further information or to book your sponsorship or advertising, contact:

Jeannie Boyes, JB Productions (Conference Management) - jboyes@golden.net,

519-725-1144