

COCA

Canadian Organization of Campus Activities Sponsorship Program 2015-16

Specialty Sponsorships:

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

N.B. 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 - \$9,500 +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 when published
- 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 color 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 status for 12 months.

Diamond - \$7000 +HST

- Recognition as Diamond Sponsor for full year (May 1st to April 30th)
- 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 COCA Notes newsletter when published
- 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
- Up to 6 full Associate delegate registrations (access to all conference events)
- Tickets to all banquets for each of your delegates
- A 25% discount on additional conference registrations and banquets
- One full page color ad 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 status for the year (June 1st to May 31st)
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Gold - \$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 when published
- 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 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 COCA member school(s)
- Complimentary COCA Associate status for the year (June 1st to May 31st)

Silver - \$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 when published
- 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
- 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 COCA member school(s)
- Complimentary COCA Associate status for the year (June 1st to May 31st)

Bronze - \$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 when published
- 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 COCA member school(s)
- Complimentary COCA Associate status for the year (June 1st to May 31st)

Supporting Sponsor - \$1500 +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 when published
- 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 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 status for the year (June 1st to May 31st)

Contributing Sponsor

N.B. 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 link to their website from the listing of Associates on COCA's website.
3. All medal sponsors receive complimentary listings in 1 or 2 extra categories in the on-line 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 status is granted only to those Sponsors contributing a minimum of \$1500.
7. The Ontario Harmonized Sales Tax (HST) at 13% must be added to all 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.