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ONN CONFERENCE 2015- SPONSORSHIP OPPORTUNITIES

OCTOBER 20 - 21, 2015
ALLSTREAM CENTRE, EXHIBITION PLACE, TORONTO, ONTARIO



Looking to connect your organization to Ontario nonprofits and charities? ONN Conference 2015 has unique access to community leaders, influencers and policy makers across Ontario's diverse nonprofit sector!





Ontario's nonprofit sector is a social and economic force driven by over 55,000 nonprofit and charitable organizations, operating in urban and rural communities across the province.

The Ontario Nonprofit Network (ONN) is the provincial network for these nonprofits and charities, connecting the communities and people they serve. With a reach of over 7,000 subscribers and a go-to website welcoming over 4,000 visitors monthly, ONN has one of the largest reaches to Ontario nonprofits and charities across the province.

Impact of Ontario's community nonprofit sector

- Contributes \$50 billion in economic impact; 2.6% of Ontario's GDP
- Mobilizes over 5 million volunteers
- Employs over 600,000 Ontarians

ONN Reach

- 7,000 subscribers across Ontario, in both urban and rural communities
- Over 8,000 social media followers, with 30,000-100,000 impressions by topic (Conference 2013 and 2014 trended across Canada on Twitter)

Sponsorship Opportunities Available

ONN Conference 2015 is a strategic, action-oriented event that will bring together 450 participants from a wide range of organizations and communities. Previous events have sold out and guests include organizational leaders and policy experts, along with government and business representatives, including the Premier of Ontario. This is the only province-wide event for all nonprofits and charities from all sub-sectors, including from the arts, environment, social services, health, faith, sports and recreation and more.

ONN Conference 2015 is a two-day event:

1. October 20th Pre-Conference Foundations: Gathering over 100 leaders across Ontario for an active, skills-building day to learn about the power of networks and tools to organize in their own communities in response to shared issues and strategies.
2. October 21st Conference: Connecting over 400 nonprofit leaders to learn about the latest trends and issues impacting Ontario communities, expand networks to build cross-sector participation and be at the forefront of shaping strategy for policy and systems change.

Below are our standard sponsor packages, but we welcome a discussion to tailor a package to suit your particular outreach and engagement objectives.

All ONN Conference 2015 sponsor packages above \$2,499 will include:

On-site exposure:

- Direct recognition from the stage by ONN
- Logo presence on Conference signage at event
- Logo presence on Conference materials
- Advertising: A minimum of a business card sized ad in the Conference program
- Opportunity to provide give-away at ONN information table (ONN promotes sustainable products; to be approved by ONN)

Pre & Post-event exposure:

- Opportunity to publicize affiliation with ONN for inclusion in sponsor company's in-house publication and/or external company promotional materials
- ONN can issue a confirmation letter acknowledging your contribution, which can be used as a tax deductible expense (Please note that ONN does not issue tax receipts as it is not a registered charity)



A) ONN Conference Reception Sponsor

\$10,000: One opportunity

Special benefits:

- Significant exposure (logo + paragraph) on one (1) selected e-blast to subscribers list of over 7,000
- Logo exposure on two (2) additional promotional e-blasts and link to sponsor website (details TBC)
- Company name, logo and website link on Conference webpage
- Advertising: Double business card sized ad in the Conference program
- Logo on ONN Conference promotions and other recognition opportunities, if applicable
- Significant logo presence on signage at Conference reception
- Opportunity to address participants at the reception (details TBC)
- Significant logo presence on event signage including signage in Plenary auditorium
- Opportunity to engage with participants at a staffed station/booth set up at the Conference and to distribute collateral to guests
- 4 Complimentary Passes to the ONN Conference and Reception October 21
- 4 Complimentary Passes to the Pre-Conference October 20

B) ONN Conference Lunch Sponsor

\$5,000: One opportunity

Special benefits:

- Significant exposure (logo + paragraph) on one (1) selected e-blast to subscribers list of over 7,000
- Logo exposure on two (2) additional promotional e-blasts and link to sponsor website (details TBC)
- Significant logo presence on event signage including signage in Plenary auditorium
- Opportunity to engage with participants at a staffed station/booth set up at the Conference and to distribute collateral to guests
- 3 Complimentary Passes to the Conference and Reception October 21
- 2 Complimentary Passes to Pre-Conference October 20

C) Travel Sponsor

\$5,000: One opportunity

The Travel Sponsor supports nonprofits and charities in various parts of Ontario to attend the conference and connect to provincial work and tools and resources to strengthen their work. The Travel Sponsor is an important partner in helping to bring a diverse range of provincial voices together.

Special benefits:

- Company name, logo and website link on travel information section of Conference webpage
- Significant exposure (logo + paragraph) on one (1) selected e-blast to subscribers list of over 7,000
- Opportunity to engage with participants at a staffed station/booth set up at the Conference and to distribute collateral to guests
- 3 Complimentary Passes to the Conference and Reception October 21

D) Arts and Culture Sponsor

\$4,000: One opportunity

Each year, ONN works with a nonprofit organization to create a vibrant presentation that promotes the arts in Ontario and the talented artists that create them. Previous years have seen a spectacular “Community Landscapes” art collection and the launch of a social enterprise marketplace for Aboriginal art, sculpture and textiles. Arts and culture sponsors play a unique role in bringing these platforms to life to celebrate the diversity and richness of arts in Ontario from the nonprofit sector.



Special benefits:

- Opportunity to engage with the artistic presentation
- Significant exposure (logo + paragraph + link) on one (1) selected e-blast to subscribers list of over 7,000
- Recognition on additional pre-Conference e-blast + link to sponsor website (details TBC)
- Company name, logo and website link on the Arts and Culture section of the main Conference webpage
- Opportunity to engage with participants at a staffed station/booth set up at the Conference and to distribute collateral to guests
- 3 Complimentary Passes to the Conference and Reception October 21

E) ONN Pre-Conference “Foundations” Sponsor \$3,000: One opportunity

Special benefits:

- Significant exposure (logo + paragraph) on one (1) selected e-blast to subscribers list of over 7,000
- Logo exposure on one (1) additional promotional e-blast and link to sponsor website (details TBC)
- Significant logo presence on Pre-Conference event signage (including signage in the Plenary area)
- 2 Complimentary Passes to the Conference and Reception October 21
- 2 Complimentary Passes to Pre-Conference Foundations October 20

F) ONN Conference Break Sponsor \$2,500: Two opportunities

Special benefits:

- Significant logo recognition on signage at the break and networking area
- Significant exposure (logo + paragraph) on one (1) selected e-blast to subscribers list of over 7,000
- Logo exposure on two (2) additional promotional e-blasts and link to sponsor website (details TBC)
- 2 Complimentary Passes to the Conference and Reception October 21

G) ONN Pre-Conference “Foundations” Break Sponsor \$2,000: One opportunity

Special benefits:

- Significant logo recognition on signage at the Break & Networking area
- Significant exposure (logo + paragraph) on one (1) selected e-blast to subscribers list of over 7,000
- 2 Complimentary Passes to the Conference and Reception October 21
- 2 Complimentary Passes to Pre-Conference October 20

H) General sponsor: Leader \$1,500 - \$2,499

All benefits include:

- Significant exposure (logo + paragraph) on one (1) selected e-blast to subscribers list of over 7,000
- Opportunity to distribute promotional material to guests (through ONN)
- Advertising: Business card size ad in the Conference program
- Logo recognition in one (1) selected e-blast to subscribers list of over 7,000 and link to sponsor website
- Logo recognition on sponsor page in the Conference program
- Logo presence on Conference signage at the event
- 1- 2 Complimentary Passes to the Conference and Reception October 21 (depending on sponsorship level)
- 1-2 Complimentary Pass to the Pre-Conference October 20 (depending on sponsorship level)



I) General sponsor: Advocate

\$750 - \$1,499

All benefits include:

- Opportunity to distribute promotional material to guests (through ONN)
- Advertising: Business card size ad in the Conference program
- Name recognition (no logo) and website link in one (1) selected e-blast to subscribers list of over 7,000
- Logo recognition on sponsor page in the Conference program
- 1 Complimentary Pass to the Conference and Reception October 21

J) General sponsor: Activator

\$250 - \$749

All benefits include:

- Opportunity to distribute promotional material to guests (through ONN)
- Logo recognition on sponsor page in the Conference program