

site Canada

**SITE Canada
2017
Sponsorship Program**



Connect. Grow. Lead.



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Partnership and Sponsorship Opportunities

**SITE Canada invites your organization to become a Sponsor.
We welcome your partnership.**

Who are we?

Only one organization sits at the critical intersection between those who seek the benefits of motivational tools, and those who can provide these extraordinary experiences. That organization is called SITE.

SITE makes possible the connection between motivational experiences and business results. It is the only global organization dedicated to linking professionals in the travel and motivational events industry with the business leaders who seek improved performance through these experiences.

SITE has been defining this industry since the organization was formed more than three decades ago, as the Society of Incentive and Travel Executives, now known as the Society for Travel and Incentive Excellence.

SITE Canada is made up of a high percentage of buyers (including DMCs). Over 60% of the Canadian membership is Director level or higher within their organization and 24% have the title of President.

SITE Canada has garnered an unprecedented seven consecutive Awards of Excellence globally, named SITE Chapter of the Year in 2009, 2012, 2013 and 2016. Over 120 members strong, leadership is vital for the general success of SITE Canada during a time of significant industry change. Launching a Volunteer Champion program, a vital Young Leaders program, and the Gain InSITE program are examples of our Chapter leadership.

SITE brand promise:

The global authority connecting motivational experiences with business results!

Why support SITE Canada?

SITE Canada provides educational seminars and information services to those who design, develop, promote, sell, administer, and operate motivational programs as an incentive to increase productivity in business. Founded in 1988, SITE Canada joins SITE International with their 2,000-plus members in over 90 countries.

Members of SITE Canada represent airlines, cruise lines, corporate users, destination management companies, ground transportation companies, hotels and resorts, incentive houses, official tourist organizations, trade publications, travel agencies and supporting organizations such as restaurants and visitor attractions.

SITE social events, as well as intensive half-day and full-day education programs, allow incentive professionals and employers to target a specific business challenge or management technique, offering valuable information to take back to their companies.

SITE seeks not only to provide a platform for incentive travel professionals and suppliers to network on both a social and business level, but also to encourage interaction with those who follow a common code of professionalism and ethics.

The Gain InSITE program encourages members to **“Think SITE, Buy SITE and Gain InSITE”**.



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Based on SITE Canada's Value Proposition, **Connect. Grow. Lead**, the program delivers on its promise to members:

- ✓ *Connect* with members in a new way.
- ✓ *Grow* your relationships and business by sourcing from within the SITE membership.
- ✓ *Lead* your career and company.

Who Can Participate?	All SITE members – buyers and suppliers – working together to build a stronger network within the association. And not only in the traditional sense of planners buying from suppliers, but all of us buying from each other . For example – hotels buying or recommending photographers and off-site caterers, planners recommending cruise ships to colleagues halfway around the world, local planners and hoteliers reaching out to local and global sales offices sourcing suppliers in their hotel destinations, by going to SITE resources first.
What?	Source/propose/buy services from SITE members. Engage suppliers in your RFPs. Suppliers reach out to SITE member buyers so they are aware of the services you offer.
Why?	Build a stronger community from within the membership and enhance the ROI.
When?	Start today when you are considering new products, new destinations, new DMCs, new services or new ideas.
How?	With this program, members are encouraged to adopt the new language of “ Think SITE, Buy SITE and Gain InSITE ” such as: <p style="text-align: center;">Suppliers: Introduce yourself and the Gain InSITE program. Include a ‘special offer’ to SITE members.</p> <p>Buyers: Reach out to members: “To support Gain InSITE, I am asking you for a proposal, or I selected your property or service, or I referred you to my colleague.”</p>

Annual SITE Canada Sponsorship Opportunities:

SITE Canada annually hosts multiple events to bring together members and prospective members in the incentive industry. As we are a not-for-profit association, we rely on our partners and their contributions to sponsor such events so that we can produce incentive caliber educational and networking opportunities.

Event	Date	Location
2017 Events		
Board Retreat	January 15-16, 2017	Kitchener
Annual General Meeting	February 15, 2017	Toronto
Board Meeting	February 15, 2017	Toronto
Spring Social	April 5, 2017	Toronto
Chapter Meeting	May 24, 2017	Vancouver
Board Meeting	May, 2017 Date TBD	Toronto
Cross Border Event	July 16-17, 2017	New York City
30 th Anniversary	July 19 th , 2017	Toronto
Board Meeting/ Retreat	July 19 th , 2017	TBD
Golf Tournament	August 21 st , 2017	Toronto
Board Meeting	September 27 th , 2017	Toronto
Chapter Meeting	September 27 th , 2017	Toronto
Education Day	November 1, 2017	Toronto
Board Meeting	November 29 th , 2017	Toronto
Holiday Social	December 12, 2017	Toronto

For more information on current sponsorship opportunities for these events please contact the Director of Sponsorship or the portfolio director.



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What it means to be a SITE Canada Sponsor:

SITE Canada operates on a primarily volunteer basis, therefore the onus of providing quality education programs and social events falls to the various committees. In order to encourage participation in these events and to maximize supplier/buyer networking, we try to keep individual event fees to a minimum.

Our sponsors are critical in helping us champion the goal of bringing the highest level of professionalism to our industry and in turn encourage our members to show their support in kind. Our Sponsors provide cash or in-kind goods and services contributing to the operations of our Chapter meetings, educational events and special events. We are looking for Title Sponsors, Venue Sponsors, Food and Beverage Sponsors and more. Please see the individual event sponsorship forms for details.

Level of Sponsorship	Logo Placement on all Promotions for Event	Sponsor Signage at Venue (Sponsor to provide)	Comp Registration	Podium Time (minutes)	Advertising		Registration listing
					SITELines	SITE Canada Website	
Platinum/Title	✓	✓	4	3	½ Page	1 Small Banner Ad- 30 days	✓
Gold	✓	✓	2	2	¼ Page		✓
Silver	✓	✓	1				
Bronze	✓	✓					
Young Leaders Sponsor**	✓	✓		5	½ Page	1 Small Banner Ad- 30 days	
Ice Awards	✓	✓	1	3			✓

**Prominent identification with sponsor logo on the SITE Canada Young Leader webpage and SITE Young Leader Facebook page and prominent identification with sponsor logo in any SITELines newsletters with Young Leader articles (there is usually a Young Leader article in every edition)

NOTE:

Benefits in all categories are subject to change. All cash sponsors are subject to 13% HST.

All sponsorship levels are in CAD.

Sponsor is responsible for ensuring their benefits are received.

Sponsorship Levels do not apply to the SITE Spring Social Auction or Golf Tournament. See Spring Social or Golf Tournament form for details.



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2017 Chapter Meeting Sponsorship Form

Our Chapter meetings are a critical component of the SITE Canada experience. Chapter meetings provide our members with educational opportunities combined with networking and the opportunity to experience hot new venues in town. This is an excellent opportunity to showcase your product to our membership.

We are interested in being a sponsor for SITE Canada in 2017. Please have someone contact me regarding our request below.

Contact Name _____ Title: _____
Company Name: _____
Address: _____
City: _____ Province & Postal Code: _____
Phone #: _____ Fax #: _____
Email: _____

Please note which events/services you are interested in sponsoring:

Chapter Events

- Board Retreat – Jan 15-16th
- AGM – February 15th
- Vancouver Chapter Meeting – May 24th
- Board Meeting- May 24th
- Cross Border Event- July 16-17th
- 30th Anniversary Event-July 19th
- Board Meeting- July 19th
- Board Meeting- Sept. 27th
- Chapter Meeting- Sept 27th
- Board Meeting- Nov. 29th

Gold Sponsors:

- Catering: Dinner (\$2,000 or more value)
- Audio Visual (\$2,500 or more value)

Silver Sponsors:

- Venue (\$1,500 or more value)
- Catering: Reception (\$1,500 or more value)
- Wine (\$1,500 or more value)

Bronze Sponsors:

- Décor (\$1,000 or more value)
- Entertainment/Speaker (\$1,000 or more value)

Other

- Cash Sponsorship in the amount of _____

PLEASE SUBMIT THIS FORM TO:

Attn: Director of Sponsorship
SITE Canada
6700 Century Ave, Ste 100, Mississauga, ON L5N 6A4
Fax: (905) 567-7191 www.sitecanada.org
E-mail: office@sitecanada.org

Please note all cash sponsorships subject to HST

PLEASE NOTE: SITE Canada typically holds the same events annually. If you are interested in booking a sponsorship for the next calendar year, please contact the SITE Canada office. Please note some sponsorships do offer right of first refusal to previous sponsors.

Thank You

Sponsor representative name : _____

Signature : _____ Date : _____



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2017 Spring Social Sponsorship Form

The SITE Canada Spring Social is one of our most high-profile events of the year, with attendance of over 120 industry professionals. In 2017 the SITE Spring Social will be taking place in April to coincide with other industry events in the city. This is an excellent high visibility sponsorship opportunity.

We are interested in being a sponsor for SITE Canada in 2017. Please have someone contact me regarding our request below.

Contact Name _____ Title: _____
Company Name: _____
Address: _____
City: _____ Province & Postal Code: _____
Phone #: _____ Fax #: _____
Email: _____

Please note which events/services you are interested in sponsoring:

Spring Social April 5, 2017

Platinum Sponsor:

- Title Sponsor (\$6,000 or more cash) **SOLD**
- Catering: Dinner (\$4,000 or more cash)

Gold Sponsor:

- Reception Sponsor (\$2,500 or more cash)
- Venue (\$2,500 or more value)
- Audio Visual (\$2,500 or more value)

Silver Sponsor:

- Décor (\$1,500 or more value)
- Entertainment (\$1,500 or more value)

Other:

- Cash Sponsorship in the amount of _____

PLEASE SUBMIT THIS FORM TO:

Attn: Director of Sponsorship
SITE Canada
6700 Century Ave, Ste 100, Mississauga, ON L5N 6A4
Fax: (905) 567-7191
E-mail: office@sitecanada.org
www.sitecanada.org

Please note all cash sponsorships subject to HST

PLEASE NOTE: SITE Canada typically holds the same events annually. If you are interested in booking a sponsorship for the next calendar year please contact the SITE Canada office. Please note some sponsorships do offer right of first refusal to previous sponsors.

Please note: Sponsorship levels do not apply to any fundraising components such as SITE Spring Social silent and live auctions. Donations are a separate category. For details on donating to the Spring Social auction and the benefits, please contact the SITE Canada office at 905-812-7483.

Thank You

Sponsor representative name : _____

Signature : _____ Date : _____



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2017 Holiday Social Sponsorship Form

The SITE Canada Holiday Social is one of our best-attended events of the year, with attendance of over 100 industry professionals. This is an excellent high-visibility sponsorship opportunity.

We are interested in being a sponsor for SITE Canada in 2017. Please have someone contact me regarding our request below.

Contact Name _____ Title: _____
Company Name: _____
Address: _____
City: _____ Province & Postal Code: _____
Phone #: _____ Fax #: _____
Email: _____

Please note which events/services you are interested in sponsoring:

Holiday Social December 12, 2017

Platinum Sponsor:

Catering: Dinner (\$6,000 or more cash)

Gold Sponsor:

Reception Sponsor (\$2,500 or more cash)

Venue/catering (\$2,500 or more value)

Audio Visual (\$2,500 or more value)

Silver Sponsor:

Décor (\$1,500 or more value)

Entertainment (\$1,500 or more value)

Other:

Cash Sponsorship in the amount of _____

PLEASE SUBMIT THIS FORM TO:

Attn: Director of Sponsorship
SITE Canada
6700 Century Ave, Ste 100, Mississauga, ON L5N 6A4
Fax: (905) 567-7191
E-mail: office@sitecanada.org
www.sitecanada.org

Please note all cash sponsorships subject to HST

PLEASE NOTE: SITE Canada typically holds the same events annually. If you are interested in booking a sponsorship for the next calendar year please contact the SITE Canada office. Please note some sponsorships do offer right of first refusal to previous sponsors.

Please note: Sponsorship levels do not apply to any fundraising components such as SITE Holiday Social silent and live auctions. Donations are a separate category. For details on donating to the Spring Social auction and the benefits, please contact the SITE Canada office at 905-812-7483.

Thank You

Sponsor representative name : _____

Signature : _____ Date : _____



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2017 Golf Tournament Sponsorship Form

The SITE Canada Summer Golf Tournament is one of our most high-profile events of the year. The golf tournament sells out every year, without fail, and is a prime opportunity to showcase your property or service. Sponsorship for this event sells out very quickly every year, so be sure to get your sponsorship request in early to avoid disappointment.

We are interested in being a sponsor for SITE Canada Golf Tournament in 2017. Please have someone contact me regarding our request below.

Contact Name _____ Title: _____
Company Name: _____
Address: _____
City: _____ Province & Postal Code: _____
Phone #: _____ Fax #: _____
Email: _____

Please note all cash sponsorships subject to HST

Please complete this form and submit it to the SITE Canada office and the golf tournament Sponsorship Liaison will be in contact with you regarding sponsorship options and availability: office@sitecanada.org

Alternately, you may also find details and register your sponsorship online at www.sitecanada.org closer to the date of the event.

Please note: Sponsorship levels do not apply to any fundraising components such as golf prizes. Donations are a separate category. If you would like details on donating to the Golf tournament and the benefits of donating please contact the SITE Canada office at 905-812-7483.

PLEASE NOTE: SITE Canada typically holds the same events annually. If you are interested in booking a sponsorship for the next calendar year please contact the SITE Canada office. Please note some sponsorships do offer right of first refusal to previous sponsors.

Thank You

Sponsor representative name : _____

Signature : _____ Date : _____



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2017 Education Day Sponsorship Form

SITE Canada's Education Day draws approximately 100-120 participants per year to an all-day educational and networking event that is a must-attend for members and non-members alike. There are many high-profile sponsorship opportunities for this well attended event, so consider booking early to get your choice of sponsorship opportunities. Back again this year will be the Sponsor Tradeshow Networking Lunch where sponsors can purchase a table at which they can present their products to the attendees. Further details will be provided upon request.

We are interested in being a sponsor for SITE Canada in 2017. Please have someone contact me regarding our request below.

Contact Name _____ Title: _____
Company Name: _____
Address: _____
City: _____ Province & Postal Code: _____
Phone #: _____ Fax #: _____
Email: _____

Please note which events/services you are interested in sponsoring:

Education Day November 1, 2017

Platinum Sponsor:

Title Sponsor (\$6,000 or more cash)

Gold Sponsor:

Breakfast or Lunch Sponsor (\$2,000 cash or more each)

Venue/catering (\$2,500 or more) SOLD

Silver Sponsor:

AM or PM Break Sponsor (\$1,000 cash or more each)

Supplier Showcase (\$1,000 cash)

In Kind (Values to be determined):

Event App

Wine Sponsor

Décor

Speaker (Emcee & Keynote)

Audio Visual

PLEASE SUBMIT THIS FORM TO:

Attn: Director of Sponsorship

SITE Canada

6700 Century Ave, Ste 100, Mississauga, ON L5N 6A4

Fax: (905) 567-7191

E-mail: office@sitecanada.org

www.sitecanada.org

Please note all cash sponsorships subject to HST

PLEASE NOTE: SITE Canada typically holds the same events annually. If you are interested in booking a sponsorship for the next calendar year please contact the SITE Canada office. Please note some sponsorships do offer right of first refusal to previous sponsors.

Thank You

Sponsor representative name : _____

Signature : _____ Date : _____



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SITE Canada Young Leaders – Sponsorship Outline

The SITE Canada Young Leaders Program aims to identify up-and-coming individuals in our industry with qualities that will position them to be our leaders in the future. Each Young Leader is nominated and approved by the SITE Canada Board of Directors and is required to volunteer on at least one committee. The Young Leader program in Canada is leading the way globally, with many chapters around the world looking to us for guidance.

Sponsoring the Young Leader Program will expose you to this dynamic group of people who come from a variety of different backgrounds. The team for 2017 consists of 10 members, is approximately 70% buyers and 30% suppliers, includes one SITE Canada board member, and our 2014/2015 SITE Canada Volunteer of the Year, all with a dedication to continuing their development and careers in our industry. In addition, two of our 2014 Young Leaders have been members of the Global Young Leaders Committee, and one of our alumni is a member of the SITE Global Membership Committee providing you exposure to our partners around the world. The program is growing and new Young Leaders will be coming on board very soon.

As our program continues to grow, our Young Leaders are continually looking for ways to position themselves within SITE and our industry with more learning opportunities and networking events. Your sponsorship will ensure this group of future leaders can implement their goals and grow the program even further.

Your \$3000 cash sponsorship for 2017 will help cover the costs Young Leader networking events, tradeshow meet and greets, and educational university/college visit. Your company logo will appear on signage at each event and a representative will be invited to attend the events to meet the Young Leaders and potential new members. In addition to these opportunities your sponsorship will also provide your company:

- One half-page ad in SITelines – timing to be arranged with SITE Canada office
- One small banner ad on the SITE Canada homepage for a 30-day period – timing to be arranged with the SITE Canada office
- Prominent identification with sponsor logo on the SITE Canada Young Leaders webpage
- Invitation to speak to the Young Leaders for 5 minutes at one of our events
- Recognition at our Annual General Meeting

FOR MORE INFORMATION PLEASE CONTACT:

Attn: Director of Young Leaders
SITE Canada
6700 Century Ave, Ste 100, Mississauga, ON L5N 6A4
Fax: (905) 567-7191
E-mail: youngleaders@sitecanada.org
www.sitecanada.org

Thank You

Sponsor representative name : _____

Signature : _____ Date : _____



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SITE Canada ICE Awards – Sponsorship Outline

Since 1980, the SITE Crystal Awards program has served as the global benchmark for excellence in travel incentive programs, and is regarded as the highest honour in the motivational events and incentive travel industry. The SITE Canada ICE Awards will complement the spirit of the Crystal Awards by providing a local Canadian focus, and are designed to give members the opportunity to receive industry acclaim for the world-class travel incentive programs which they regularly design and deliver. Special attention will be paid to programs that excel in the design of unique, memorable experiences that deliver measurable benefits for their clients through the use of distinctive group and individual incentive travel experiences.

SITE Canada ICE Awards will be presented annually in two categories: 'Program Excellence' and 'National Excellence'. The awards are presented on an annual basis at the SITE Canada Annual General Meeting.

Supporting the ICE Awards as the Title Sponsor will associate you with the highest level of excellence in our industry. The opportunity to sponsor these great awards is new and will only continue to increase in recognition within the industry alongside the SITE Crystal Awards program internationally.

FOR MORE INFORMATION PLEASE CONTACT:

Attn: Director of Sponsorship
SITE Canada
6700 Century Ave, Ste 100, Mississauga, ON L5N 6A4
Fax: (905) 567-7191
E-mail: office@sitecanada.org
www.sitecanada.org

PLEASE NOTE: SITE Canada ICE Awards are annual awards. If you are interested in booking a sponsorship for the next calendar year please contact the SITE Canada office. Please note some sponsorships do offer right of first refusal to previous sponsors.



Thank You

Sponsor representative name : _____

Signature : _____ Date : _____

