

Corporate Sponsorship



silver sponsors

Investment in the St. John's Board of Trade Silver Sponsorship Program is limited to 10 companies. The partnership will be for a period of two years. Exclusivity in industry is guaranteed at the Silver Sponsor level.

Partnership recognition includes:

Board of Trade Business Show

- Corporate logo presence in all pre-event promotional print and media material
- Corporate logo on special section of Board of Trade website
- 50 Business Show passes
- Full page ad in the Business Show Day Guide
- Corporate logo presence on all venue signage
- Corporate logo on Business Show passes
- Opportunity to have an organization representative present at official Business Show opening with recognition of your sponsorship
- Sponsorship recognition in post-event Business News publication (media sponsors will be partnering at this event)

Business Outlook Conference and Annual General Meeting

- Corporate logo presence in all pre-event promotional print and media material
- Corporate logo on conference and AGM event section of Board of Trade website
- Corporate logo presence on all venue signage
- Sponsorship recognition in post-event Business News publication

Head table seat at Board of Trade luncheons (based on availability)

Ten complimentary Board of Trade luncheon tickets (not redeemable for special events)

Sponsorship hole at Annual Golf Tournament

Complimentary 1/2 page ad in Business News magazine

Company logo on a 15 foot banner to be displayed prominently at all Board luncheons

Company name and logo on the Board's website with hyperlink to partner's website

Company name and logo displayed on all Small Business Week and Board of Trade week advertising

Logo included on all new member recruitment materials

Silver Sponsor promotional items

Cost of the Program

The cost of the 2010-2012 Silver Partner sponsorship program is \$8,250 per year per sponsor. Start date is July 1, 2010.

For additional information or to express interest in one of the sponsorship packages, please contact Margie Davis, Sales Manager, at 726-2961, ext. 2 or email mdavis@bot.nf.ca.

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Expression of Interest

If you are interested in becoming a Silver Sponsor please review the following terms and agreements and acknowledge your expression of interest with your signature below.

1. Silver sponsorship will be for two-year terms.
2. Total sponsorship price is \$16,500. Sponsors will be invoiced \$8,250 per year for two years, payable within 30 days. Sponsors also have the option to be invoiced in July and January each year in the amount of \$4,125 for each installment.
3. A Silver Sponsor is entitled to exclusivity in their category/industry sector for two years.
4. As a fair, open and transparent organization, the St. John's Board of Trade believes in providing all members opportunities to participate in programs; therefore there is no automatic renewal at the conclusion of the two years.
5. If the incumbent wishes to be the Silver Sponsor in their particular industry sector's category for another two-year term they will be required to express that interest in the general call for expressions of interest to members for silver sponsorship. If more than one member from that category expresses interest a lottery will be held to determine the sponsor for the forthcoming two-year term. If the incumbent should be successful in winning this lottery they will not be permitted to express interest to be a Silver Sponsor for a third term and therefore will be ineligible to participate at the silver sponsorship level. A company can only hold two consecutive terms as a Silver Sponsor.
6. At the end of these four years the call for expressions of interest will go to the entire membership and if no company in the category of the incumbent expresses interest, the incumbent will be allowed to have a third term.
7. An excluded company can again participate in the silver sponsorship general call for expressions of interest after three years have elapsed. They can participate in other levels of sponsorship during the exclusionary period.
8. There are currently 10 industry sectors included in the silver sponsorship platform (tele-communications, insurance, oil and gas, chartered accountants, financial institutions). Priority consideration will be given to these sectors, however should companies from other sectors be interested in becoming a Silver Sponsor they are encouraged to submit an expression of interest. The St. John's Board of Trade commits to ensure maximum exposure for Silver Sponsors and will set a limit on the number of sectors eligible in this category.

Name of company _____

Contact name _____

Telephone _____ Email _____

I have reviewed the above noted terms and conditions and agree to abide by them. I confirm that I have read, understood and accept the above noted terms and conditions of silver sponsorship. I agree to be bound by all the terms and conditions of this agreement, and understand that I must remain a member in good standing during the duration of this agreement. The St. John's Board of Trade reserves the right to cancel sponsorship if I do not abide by the by-laws of the organization.

Signature _____ Date _____