



idea  wave

2012 SPONSORSHIP PACKAGE

## THANK YOU FOR YOUR INTEREST IN SPONSORING IDEAWAVE!

Our mission is to engage critical thinkers in the community with the goal of fostering innovation. Our vision is "ideas for everyone".

We are excited to announce our third annual IdeaWave conference in February, 2012. In our second year, 2011 was a sold out event and we expect to grow for 2012. With over 50 ideas presented in two days, all participants have the opportunity to listen, and engage, with innovative speakers and critical thinkers in attendance, leaving their mental wheels spinning.

IdeaWave is an inclusive, community focused and dynamic conference. This is your unique opportunity to be a sponsor of local creativity, growth, and innovation.

We offer a significant value in sponsoring IdeaWave (see various options below). In preparation for release on [ideawave.ca](http://ideawave.ca), each talk is recorded in high definition (HD). Talks are strategically released at regular intervals to encourage traffic to the website. Imagine when one of the ideas presented goes viral and your organization's logo is listed as a sponsor! We also introduced a student scholarship program allowing youth at any age the opportunity to win \$500.

IdeaWave is a grassroots community conference that has the ability to grow exponentially. That can only happen with your support. We rely on sponsorship for funding, this helps us meet our goal to keep ticket prices cost effective, ensuring accessibility for others wishing to participate with this unique gathering of critical thinkers. We look forward to your organization sharing our goal of social innovation and ideation.

Our ideal sponsors will have some of the following keywords as part of their mission statement and goals:

**IDEAS... IDEATION, SOCIAL INNOVATION, CRITICAL THINKING, YOUTH, BUSINESS DEVELOPMENT, ENVIRONMENT, COMMUNITY, TECHNOLOGY, GREEN, FUTURE, INCLUSION, ENGAGEMENT, ENTREPRENEURSHIP, CREATIVITY, SCIENCE, AND EMPOWERMENT**

## THERE ARE FOUR MAIN SPONSORSHIP OPPORTUNITIES:

### TITLE SPONSORSHIP:


















\$10,000

- > Your company name will prefix IdeaWave as the title for this year's event
- > Your company logo will be watermarked on all 50 of this year's IdeaWave videos! This will spread your reach from the tens of thousands to potentially millions if and when any of the videos go viral;
- > Your corporate logo will be placed on the sidebar of the entire website for a calendar year;
- > Your organization will be mentioned throughout the conference, every time IdeaWave is mentioned;
- > You will be provided a table to showcase your product or services;
- > You will be given 10 conference tickets to give to your clients and partners.

### PARTNER SPONSORSHIP:

\$5,000

- > Your company logo will be displayed once during each of the 50 videos;
- > Your corporate logo will be placed on the year's conference website;
- > Your organization will be mentioned every half day throughout the conference;
- > You will be provided a table to showcase your product or services;
- > You will be given 5 conference tickets to give to your clients and partners.

SPONSORSHIP LEVELS (# AVAILABLE)	TITLE SPONSOR (1)	PARTNER SPONSOR (4)	SPONSOR (50)	COMMUNITY SPONSOR (FILLING A NEED)
Total Value	\$10,000.00	\$5,000.00	\$500.00 (+\$1,000 in kind)	
Event Promotion				
	Custom package	Semi-custom		
Event sponsor	Logo	Logo	Company Name	Company Name
Acknowledgement in media attention				
Social Media acknowledgement	+10,000 views	+5,000 views	+500 views	+200 views
Logo watermarked on all videos				
Logo displayed once on each video				
10 minute talk				
Table space for your brochures	Your own table	Your own table	Shared table	Shared table
Mentions at conference	Unlimited		Once before a talk	
Mentions at sponsorship Saturday social				
Logo on website side bar (all pages)				
Logo on conference page of website				
Logo on sponsor page for 2012 event				
Logo on conference page of website				
Logo on powerpoint during break				
Admission tickets for clients	10	5	2	1

## EVENT SPONSORSHIP: \$500 (or +\$1000 in-kind)

- > Your logo will be placed on the conference website;
- > You will be provided space on the sponsorship table for brochures;
- > You will be mentioned during the conference;
- > You will be given two conference tickets to give to your clients and partners.

## COMMUNITY SPONSORSHIP (in-kind donations, this is a list of items we are looking for):

- > Facilities for the conference (200+ attendees);
- > Student scholarships (\$500);
- > Lodging for out-of-town guests;
- > Car rentals for out-of-town guests;
- > Travel options for those coming to Vancouver Island from out of town (flights or ferries);
- > Local food and beverage options for speakers and attendees meals during the conference;
- > Audio and visual equipment;
- > Lanyards;
- > Pens and notepads;
- > Unique gadgets to give as gifts that relate to ideas, creativity or innovation;
- > Party favours for the social event on the Saturday evening.

If you are interested in discussing any of these items or would like to propose a unique opportunity, please contact me directly:

Kris Constable  
IdeaWave Founder and Organizer  
1-855-IDEA-SWIM ext 4  
<http://www.ideawave.ca>