



# **Sponsorship Policies and Guidelines**

**March 16, 2019**



**Ernst & Young Centre  
4899 Uplands Drive  
Ottawa, ON**

<https://www.ileadcanada.ca>

# **I.LEAD**

## **Islam Learn Engage Achieve Develop Conference**

By the Grace of Allah, we are pleased to host Ottawa-Gatineau area's fifth annual I.LEAD conference at the Ernst and Young Centre at 4899 Uplands Drive on Saturday, March 16, 2019. The objectives of the I.LEAD conference are to engage, empower and support the Muslim community and to serve as a platform for the youth to be heard by various mosques and Muslim organizations and work together on one common project based on community needs.

The theme of the 2019 conference is "*to be updated*". The details related to theme and speakers schedule will be provided by Program team by March 11<sup>th</sup>, 2019

The conference is being organized by the majority of the Muslim organizations in Ottawa-Gatineau area. By Allah's Grace, mosques and organizations have committed to participating in this event. We have an exciting lineup of internationally renowned and local speakers who will be speaking on issues related to our theme for this year. The conference speakers are intended to be representative of our community's diversity and will be speaking on a variety of topics related to our theme.

This conference will be advertised extensively in the Ottawa-Gatineau area with a major media and email campaign. Also, every masjid and Muslim organization will be encouraging their gatherings to attend this event. As a result, we are expecting three thousand people to attend this conference. Tabletop exhibits will be available for exhibitors on the main conference level. The exhibits will be open from 10:00 am to 10:00 pm on Saturday, March 16, 2019 (Timing to be confirmed with venue).



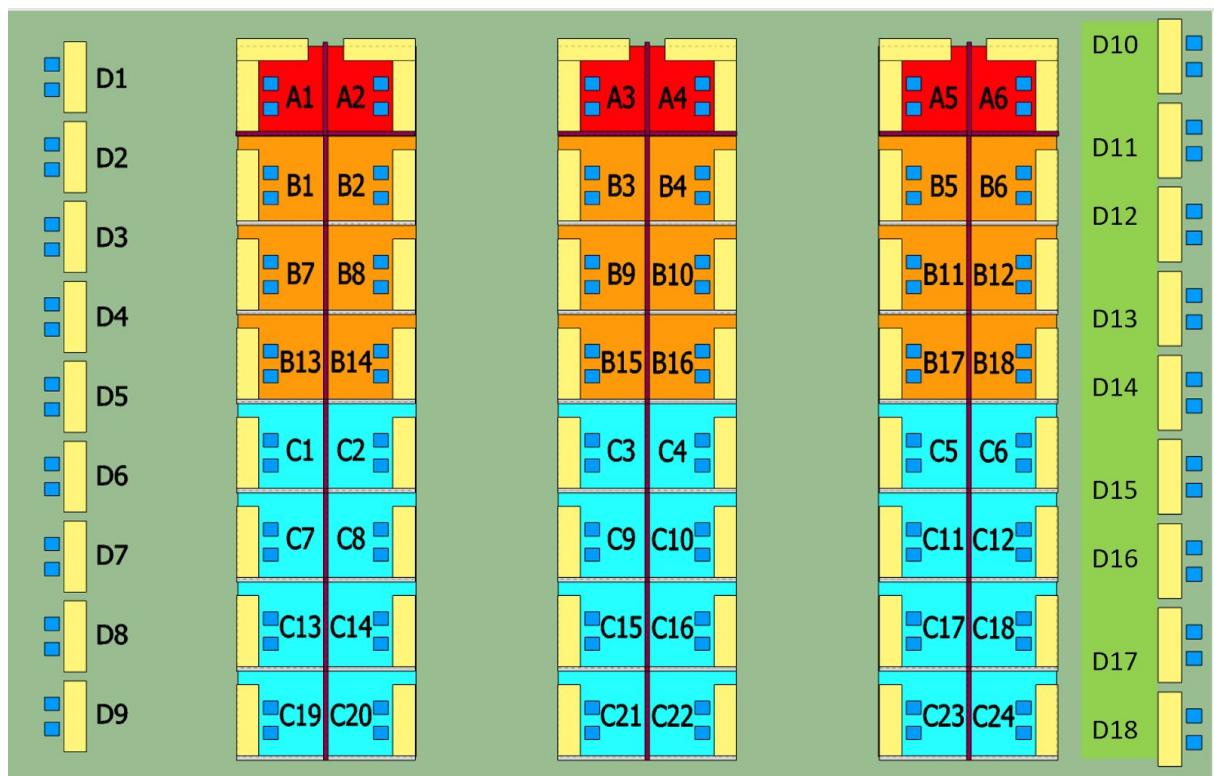
# Venue

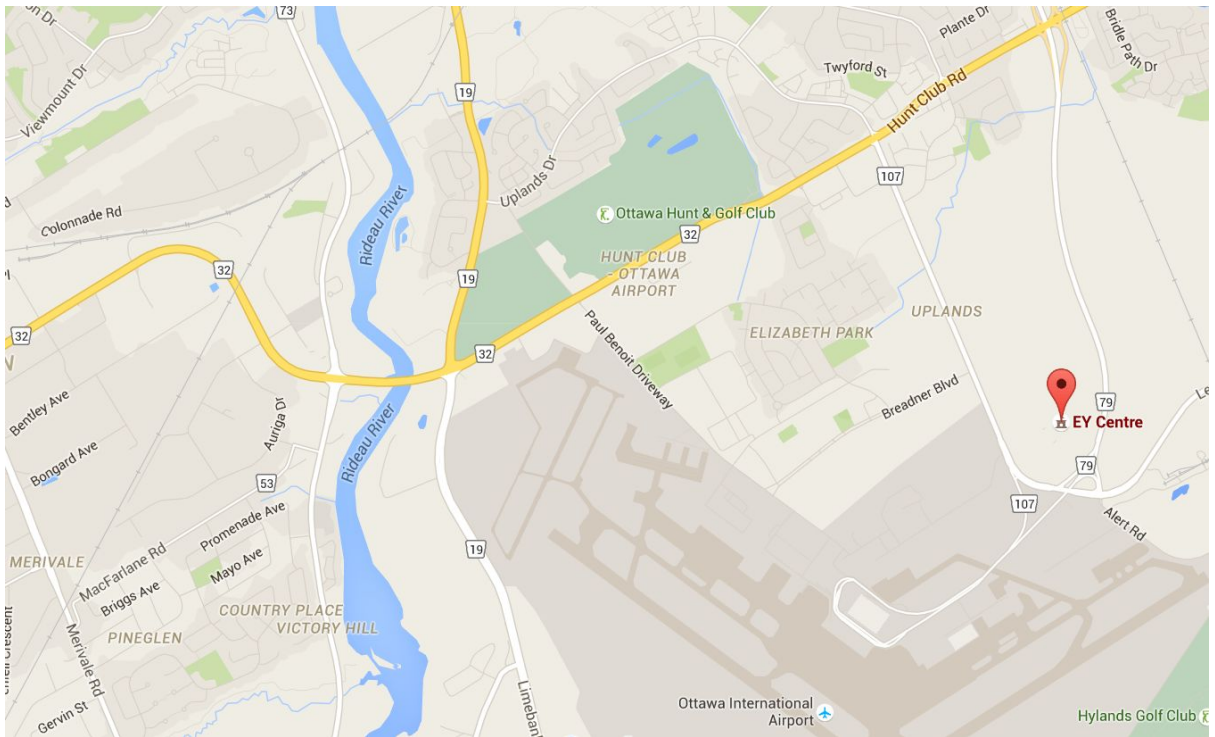
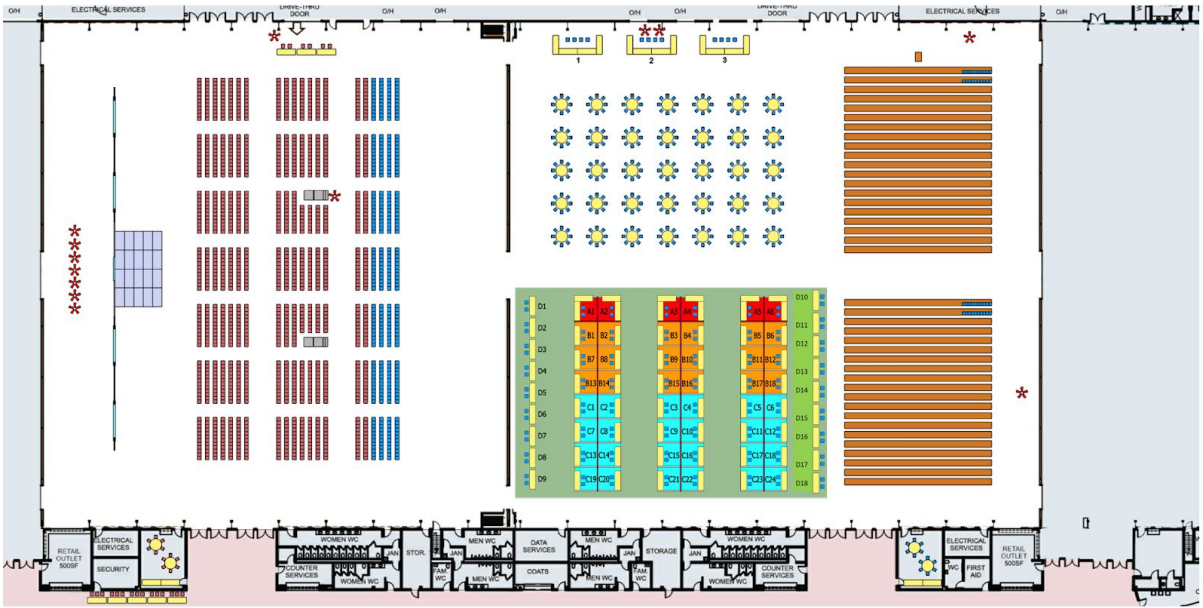
***Ernst and Young Centre  
4899 Uplands Drive  
Ottawa, ON***

Located minutes away from Ottawa International Airport, the Ernst and Young Centre is an event-hub in the region of the nation’s capital.

The largest event centre in Eastern Ontario is a well-established location to host this year’s I.LEAD Conference. Its prime location, large capacity and state of the art technology, will ensure that I.LEAD Conference is a resounding success.

Updated Bazar Layout below.





I.LEAD Conference 2019 – Sponsorship Package and Guidelines



# Sponsorship Packages

## **Executive sponsorship - \$20,000 (qty 1)**

Up to fifteen complimentary full conference passes – including 5 reserved seating

- Executive stage time – 15 minutes duration maximum- Time to be provided by ILEAD program team
- Lecture hall entrance advertising (Printout to be provided by sponsor as per ILEAD guidelines)
- One prime sponsor booth ( Locations to be selected by sponsor if sponsorship agreement and payment finalized before 15<sup>th</sup> Jan 2019 else ILEAD will provide what is available” Prime or Regular”)
- Up to four banner placements in the Bazaar Area (banners provided by the sponsor as per ILEAD guidelines)
- Full page ad in I.LEAD electronic program guide (ad provided by sponsor as per ILEAD guidelines)  
A maximum of six minutes video time to be projected on the main hall screen once during the event as per Program guidelines during the event (video to be provided at least 1 month before the event by sponsor<sup>2</sup>)

Executive sponsorship recognition in trailer

Recognition as an Executive sponsor in pre-conference marketing material, website and social media

Company logo to be presented in I.LEAD pre-conference promotional video

## **Platinum Sponsor - \$15,000 (Qty 2)**

Up to ten complimentary full conference passes –including 5 reserved seating

- One prime sponsor booth ( Locations to be selected by sponsor if sponsorship agreement and payment finalized before 15<sup>th</sup> Jan 2019 else ILEAD will provide what is available” Prime or Regular”)

Full page ad in I.LEAD electronic program guide (ad provided by sponsor as per ILEAD guidelines)

Up to two banner placements in the Bazaar Area (banners provided by the sponsor<sup>1</sup>)

A maximum of three minutes of video time to be projected on the main hall screen once during the event as per Program guidelines during the event (video to be provided at least 1 month before the event by sponsor<sup>2</sup>)

Company name and link to company page on conference website

Recognition as Platinum sponsor in pre-conference marketing material, website and social media

Company logo to be presented in I.LEAD pre-conference promotional video

## **Gold Sponsor - \$7,500 (Qty 3)**

Ten complimentary full conference passes

- One prime sponsor booth ( Locations to be selected by sponsor if sponsorship agreement and payment finalized before 15<sup>th</sup> Jan 2019 else ILEAD will provide what is available” Prime or Regular”)

One banner placements in the Bazaar Area (banners provided by the sponsor<sup>1</sup>)

Half page ad in I.LEAD electronic program guide (ad provided by sponsor as per ILEAD guidelines)

A maximum of one minute of video time to be projected on the main hall screen once during the event as



per Program guidelines during the event (video to be provided at least 1 month before the event by sponsor<sup>2</sup>)

Company name and logo on conference website

Link to company page on conference website

Recognition as Gold sponsor in pre-conference marketing material and social media

<sup>1</sup> Maximum banner specifications: 84" x 32"

<sup>2</sup> Minimum time per video – 30 seconds.

## Sponsorship Packages (cont.)

### Silver Sponsor - \$3,750 (Qty 6)

Five complimentary full conference passes

One regular booth( Locations to be selected by sponsor if sponsorship agreement and payment finalized before 15<sup>th</sup> Jan 2019 else ILEAD will provide what is available” Prime or Regular”)

One “30-seconds” video to be projected on the main hall screen once during the event as per Program guidelines during the event (video to be provided at least 1 month before the event by sponsor<sup>2</sup>)

Half page ad in I.LEAD electronic program guide (ad provided by sponsor as per ILEAD guidelines)

Recognition as Silver sponsor on the conference website

Recognition as Silver sponsor in select pre-conference marketing material

### Bronze Sponsor - \$1,000 ( Qty 10)

Two complimentary full conference passes

Booths may be purchased at a 50% discount subject to availability. Please contact [Sales@ileadcanada.ca](mailto:Sales@ileadcanada.ca) for more details.

Quarter page ad in I.LEAD electronic program guide (ad provided by sponsor as per ILEAD guidelines)

Company name, and link to company page on conference website

Recognition as Bronze sponsor in select pre-conference marketing material

### Friends of the Conference - \$500

Two complimentary full conference passes

Booths may be purchased at a 15% discount subject to availability. Please contact [Sales@ileadcanada.ca](mailto:Sales@ileadcanada.ca) for more details.

Company/Individual name and link to company page on conference website



**Individual Pricing with Sponsorship (subject to availability)**

Sponsor Bazaar Booth - A .....	\$1500
Prime Bazaar Booth - B .....	\$500
Regular Bazaar Booth - C .....	\$400
Banner <sup>1</sup> – Lecture Hall Entrance .....	\$250
Banner <sup>1</sup> – Outside .....	\$200
Banner <sup>1</sup> – Food Area .....	\$200
Program electronic Guide Ad – Full Page .....	\$500
Program Guide Ad – Half Page .....	\$300
Program Guide Ad – Quarter Page .....	\$150

**I.LEAD reserves the right to cancel any sponsor or bazaar vendor and will issue a refund**

<sup>1</sup> Maximum banner specifications: 84” x 32”

Payments will be accepted as cash or cheque payable to **“South Nepean Muslim Community - Conference Acct”**

The mailing address is: **South Nepean Muslim Community, Attn: I.LEAD Treasurer**  
3020 Woodroffe Ave. Ottawa, ON K2J 4G3

*Table 1 - Sponsorship Packages in Tabular Format*

	EXECUTIVE	PLATINUM	GOLD	SILVER	BRONZE	FRIENDS OF I.LEAD
<b>Cost</b>	\$20,000	\$15,000	\$7,500	\$3,750	\$1,000	\$500
<b>Complimentary Conference Passes</b>	15 (5 Reserved Seating)	10 (5 Reserved Seating)	10	5	2	2
<b>Conference Booth ( subject to availability)</b>	1 Sponsor booth	1 Sponsor Booth	1 Sponsor Booth	1 Prime	Available for purchase at 50% discount	Available for purchase at 15% discount
<b>Ad in electronic Program Guide</b>	Full page	Full Page	Half Page	Half Page	Quarter Page	-
<b>Stage Video Time</b>	6-minutes total	3 minutes total	1 minutes total	0.5 minute total	-	-
<b>Mention - Website</b>	Yes	Yes	Yes	Yes	Yes	Yes
<b>Mention - Pre-Conference Marketing</b>	Yes	Yes	Yes	Yes	Yes	-





Mention – Promotional Video	Yes	Yes	-	-	-	-
Executive stage time	Yes	-	-	-	-	-
Banners - Bazaar	4	2	1	-	-	-

# Exhibitor Guidelines

## Exhibitor Schedule

Saturday, March 16, 2019

Exhibitor Move-In: 8:30 am – 10:00 am  
 Conference Open: 10:00 am – 10:00 pm  
 Exhibitor Move-Out: 10:00 pm – 11:00 pm  
 Timings to be confirmed by venue team

## Guidelines

- Payment Information: Full payment in Canadian dollars must accompany this form in order to secure your sponsorship. Please contact our Sales team at [Sales@ileadcanada.ca](mailto:Sales@ileadcanada.ca) to arrange payment.
- Logo and Artwork; Company Description: Company must submit a non-animated logo and all other necessary artwork by **Feb 15, 2019**. Accepted file formats are 1) vector formats: EPS, PDF, or AI files; or 2) 300 DPI TIFF, EPS, PNG or JPEG files in CMYK. Fonts must be converted to outlines; I.LEAD is not responsible for providing fonts for printing sponsor-submitted logos. Sponsors must also submit a web-ready color logo in JPEG or PNG format, 200 pixels wide and 75 pixels high, to be displayed on the event sponsor page. Logos will be displayed on a white background. Sponsors must submit a company description of the length specified in the sponsorship prospectus. Any artwork or other information not submitted by the deadline or in an incorrect format may not be included in onsite signage and other sponsored items.
- All advertisements and video trailers should follow the guidelines listed in the I.LEAD advertisement policy guide. I.LEAD reserves the right to review, edit or decline any advertisement or video trailer.
- All content and advertising cannot be reproduced in any form without the permission of the I.LEAD organization.





# Sponsor Information

Company Name: \_\_\_\_\_

*(Company name as you want it to appear on all promotional materials)*

Company Contact: \_\_\_\_\_

Email Address: \_\_\_\_\_

Phone: \_\_\_\_\_

Address: \_\_\_\_\_

City/Province: \_\_\_\_\_

Postal Code: : \_\_\_\_\_

Business Details: \_\_\_\_\_

## Contract Signatures

Agreed: Sponsor (Company) is bound to this contract. I have read and agree to all the terms and conditions of this Application and Contract. I warrant that I am authorized to sign on behalf of the Sponsor/Company listed above and that all information I have provided is accurate and complete.

\_\_\_\_\_  
Sponsor/Company signature

\_\_\_\_\_  
Name

\_\_\_\_\_  
Date

*Upon receipt of this signed contract and full payment, I.LEAD will countersign and return a copy to the contact listed above.*

\_\_\_\_\_  
I.LEAD Rep signature

\_\_\_\_\_  
Name

\_\_\_\_\_  
Date