



63<sup>rd</sup> Annual Conference



**B C A B**

British Columbia Association of Broadcasters



British Columbia Association of Broadcasters

## 63<sup>rd</sup> Annual Conference May 5 –7, 2010

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Dear Colleagues and Guests,

The Organizing Committee of the 63<sup>rd</sup> Annual British Columbia Association of Broadcasters (BCAB) is pleased to invite you to be a part of one of the leading Broadcast Conferences in Canada. This Conference will continue to build on the extraordinary success of the preceding conferences held in Sun Peaks in 2009, Harrison Hot Springs 2008 and Penticton 2007 and will provide a legacy for those to come. The Delta Ocean Point will play host to the 63<sup>rd</sup> Annual BCAB Conference, set on the inner harbour will only lend itself to our goals of making the 63<sup>rd</sup> Annual BCAB the most successful conference to date.

“Stayin’ Alive!” is our conference theme and we are presenting a groundbreaking program aptly titled that will draw together experts and leaders in our field. The 63<sup>rd</sup> Annual Conference will provide an exceptional forum for you to meet and interact with leaders and speakers relevant to the broadcast industry. “Stayin’ Alive!” signifies the resilience of broadcasters in difficult times and the need to embrace change. As well as for the fun we have reinventing all aspects of our business and serving the needs of our communities on and off the air. Renowned speakers coupled with strong networking opportunities, we invite you to be a part of the 63<sup>rd</sup> Annual BCAB Conference.

On behalf of the organizing committee, please see the following BCAB 63<sup>rd</sup> Annual Conference Sponsorship Package. We welcome the opportunity to answer any questions you may have and we look forward to having you part of our growing family.

Sincerely

A handwritten signature in black ink that reads "Brett Manlove".

Brett Manlove  
BCAB Sponsorship Chair

Executive Vice President & General Manager  
Global BC

### **About Victoria (Host City)**

Victoria is Western Canada's oldest city nestled on the southern tip of Vancouver Island. Steeped rich in British history Victoria enjoys some of the mildest climates in the country. Home to world class shopping, dining, golf and restaurants, Victoria is the ideal location for British Columbia Association of Broadcasters meeting.



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### About BCAB

The British Columbia Association of Broadcasters (BCAB) represents private television and radio broadcasters with the mandate to combine the resources and strength of our industry in three key areas: to promote and contribute to community enhancing programs throughout our province, to present a unified and credible voice in matters that affect our growing industry, and to provide our members with information and inspiration through our annual BCAB Conference.

Along with radio and television broadcasters, the BCAB also includes associate members from the advertising and business community that contribute to our broadcasting industry.

Members of the BCAB can access assistance with provincial regulatory issues, legal issues pertaining to broadcasting, and information and support on their industry related concerns.

The BCAB utilizes the many talents, energies and financial contributions of its members to create public service campaigns that promote better communities. The Amber Alert program and the Humanitarian Awards are just two of the many programs assisted by the BCAB. Amber Alert, the voluntary partnership between law-enforcement agencies and broadcasters, activates an urgent bulletin in the most serious child-abduction cases. The Humanitarian Awards was established in 1980 by the BCAB and is presented annually to BC organizations whose projects would benefit from a province wide broadcast campaign.

### About The 63<sup>rd</sup> Annual BCAB Conference

The 63rd Annual BCAB Conference is being held in Victoria, British Columbia at the Delta Ocean Point Resort. The theme for this years conference is **Stayin Alive**.

Stayin Alive signifies the resilience of broadcasters in difficult times and the need to embrace change. As well as for the fun we have reinventing all aspects of our business and serving the needs of our communities on and off the air.



This years conference welcomes such recognizable names as **Mark Ramsey**, author of “**Making Waves: Radio on the Verge**”, **Bob Garfield**, author of “**The Chaos Scenario**”, **Roy Osing** and **Kyle McDonald** along with a sample such panel topics as “ How Should Radio Change for A New Decade”, “Radio’s Major Changes in a Digital Age” and “What’s Happening in the PPM World”.



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## Sponsorship Opportunities

### **Platinum – BCAB Awards Sponsor**

**(SOLD)**

**\$ 7,250**

- Logo recognition in Conference Program
- Logo on conference Welcome Banner
- Conference display space for duration of Conference
- Corporate logo on Sponsor 4'x3' Signage displayed at all sessions
- Supplied list of all BCAB attendees
- Verbal Recognition at BCAB Awards Banquet
- Recognition with corporate logo in the BCAB Awards Program
- Special promotional opportunity at BCAB Awards Banquet –sponsor to provide promotional materials or items placed at each dinner attendee seat (estimated 200 items/pieces required)
- Logo displayed with BCAB logo on opening screen of awards video production
- Four tickets to the Awards Dinner
- Golf Hole Sponsorship

### **Platinum – BCAB Luncheon Sponsor**

**(SOLD)**

**\$ 7,250**

- Logo recognition in Conference Program
- Logo on conference Welcome Banner
- Conference display space for duration of Conference
- Corporate logo on Sponsor 4'x3' Signage displayed at all sessions
- Supplied list of all BCAB attendees
- Verbal recognition from the podium during the conference sessions
- Special promotional opportunity at BCAB Luncheons –sponsor to provide promotional materials or items placed at each luncheon attendee seat (estimated 150 x 2 lunches = 300 items/pieces required)
- Tent cards displaying logo at both luncheons
- Signage at entrance of luncheon
- Golf Hole Sponsorship

### **Gold**

**\$ 4,750**

- Verbal recognition from the podium
- Logo recognition in Conference Program
- Logo on conference Welcome Banner
- Conference display space for duration of Conference
- Corporate logo on Sponsor 4'x3' Signage displayed at all sessions
- Supplied list of all BCAB attendees
- Table cards with acknowledgement/logo at all conference presentations
- One full delegate registration
- Golf Hole Sponsorship



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### **Silver**

**\$ 3,750**

- “Live” Thank You recognition from the podium
- Logo recognition in Conference Program
- Logo on conference Welcome Banner
- Conference display space for duration of Conference
- Corporate logo on Sponsor 4’x3’ Signage displayed at all sessions
- Supplied list of all BCAB attendees
- Table cards with acknowledgement/logo at all conference presentations
- Golf Hole Sponsorship

### **Bronze**

**\$ 2,750**

- “Live” Thank You recognition from the podium
- Logo recognition in Conference Program
- Logo on conference Welcome Banner
- Conference display space for duration of Conference
- Corporate logo on Sponsor 4’x3’ Signage displayed at all sessions
- Supplied list of all BCAB attendees
- Golf Hole Sponsorship

### **Identification – Name Badges & Lanyards**

**(SOLD)**

**\$ 5,250**

- Logo recognition on name badges
- Logo recognition on lanyards’ hexagon slider
- Logo recognition in Conference Program
- Logo on conference Welcome Banner
- Supplied list of all BCAB attendees
- Golf Hole Sponsorship

### **Title Golf Sponsor**

**Exclusive**

**\$ 5,250**

- Logo recognition as title Golf Sponsor on signage at golf registration
- Logo recognition as title Golf Sponsor on signage at the President’s Reception
- “Live” Thank You recognition at the President’s Reception
- Logo on conference Welcome Banner
- Logo recognition in Conference Program
- Supplied list of all BCAB attendees
- Golf Hole Sponsorship

### **Friend**

**\$ 1,250**

- “Live” Thank You recognition from the podium
- Logo recognition in Conference Program
- Logo on conference Welcome Banner
- Corporate logo on Sponsor 4’x3’ Signage displayed at all sessions
- Golf Hole Sponsorship



British Columbia Association of Broadcasters

## Sponsorship Order Form

Company Name:

Company Name: (As to appear on all signage)

Address:

Postal Code/Zip Code:

Country

Contact Name:

Telephone:

Email:

Select Sponsor/Exhibitor Items You Would Like To Purchase:

| Item                                  | Amount   | Total |
|---------------------------------------|----------|-------|
| Platinum BCAB Sponsors (SOLD)         | \$ 7,250 |       |
| Platinum BCAB Luncheon Sponsor (SOLD) | \$ 7,250 |       |
| Gold                                  | \$ 4,750 |       |
| Silver                                | \$ 3,750 |       |
| Bronze                                | \$ 2,750 |       |
| Lanyards (SOLD)                       | \$ 5,250 |       |
| Title Golf Sponsor                    | \$ 5,250 |       |
| Friend                                | \$ 1,250 |       |

**Conference Display** - Applicable for Bronze, Silver, Gold or Platinum sponsors only - *Please indicate which services you will require:*

- Do you require a display area? .....  Yes  No
- BCAB will supply one table for each sponsor; do you require a table? .....  Yes  No
- Do you require power for your display? .....  Yes  No
- If you require internet access at your display, it is at your own expense. Please contact Vanessa Ong, Conference Coordinator at 604-639-3928 to make arrangements.

We agree to the above items selected and agree to the pricing and understand we must pay in full before our selections can be guaranteed.

Signing Authority: \_\_\_\_\_ Date: \_\_\_\_\_