

## OCNI/CNL Industry Day Sponsorship Opportunities

### Title Sponsor

Value: \$5,000

Status: Exclusive, first right of refusal to presentation organization

**Includes: an unlimited number of registrations for staff at the presenting company**

- The ability to be included in the title of the event ie EVENT NAME presented by Company Name
- Opportunity to provide a 60-second video to present at the commencement of the Event (exact time on the program will be determined by the company representative and the OCNI event lead)
- OCNI leadership will acknowledge the sponsor and the sponsorship prior to start of the session
- Acknowledgement as the Title Sponsor with company logo and link in prominent position throughout the event web page
- Company logo recognition as the Title Sponsor displayed on the title slides during the event and on the event web page
- Verbal recognition as the Major Event Sponsor by MC throughout the event
- Sponsorship of one session which includes corporate branding and recognition and provision of one speaker to any panel
- Company logo to feature on all email and social marketing (LinkedIn, Facebook and Twitter) in the lead up and during the event
- Recognition of sponsorship in ONCI Newsletters pre and post event
- Recognition of sponsorship in OCNI e-news Delegate list – supplied in accordance with Canadian Privacy and Anti-Spam legislation, both prior to and at the conclusion of the Virtual event

### Main Event Sponsor (best value)

Value: \$3,500 CAD

Status: Exclusive

**Includes: Four (4) registrations**

- OCNI leadership will acknowledge the sponsor and the sponsorship prior to start of the session
- OCNI Homepage Banner – Logo included
- Pre-roll video - Created by sponsor
  - 60 second pre-roll video to play during opening ceremony
- Pitch Session – 20 min presentation
- (2) Social media campaigns on our LinkedIn and Twitter accounts | See Details Below
- Acknowledgement as the Major Event Sponsor with company logo and link in prominent position throughout the event website

- Company logo recognition as the Major Event Sponsor displayed on the title slides throughout the Virtual event website
- Company logo to feature on all email and social marketing (LinkedIn, Facebook and Twitter) in the lead up and during the event Recognition of sponsorship in the October and November OCNI Newsletters
- Recognition of sponsor in OCNI Newsletter
- Delegate list – supplied in accordance with Canadian Privacy and Anti- Spam legislation, both prior to and at the conclusion of the Virtual event

## Co-Event Sponsor

Value: \$2,500 CAD

Status: Three (3) Available

**Includes: Two (2) registrations**

- OCNI leadership will acknowledge the sponsor and the sponsorship prior to start of the session and captured in the on-demand recording.
- Pre-roll video - Created by sponsor
  - 60 second pre-roll video to play during opening ceremony
- OCNI Homepage Banner – Logo included
- (1) Social media campaign on our LinkedIn and Twitter accounts | See Details Below
- Acknowledgement as the Co-Event Sponsor with company logo and link in prominent position throughout the event website
- Company logo recognition as the Co-Event Sponsor displayed on the title slides throughout the Virtual event website
- Company logo to feature on all email and social marketing (LinkedIn, Facebook and Twitter) in the lead up and during the event Recognition of sponsorship in the January OCNI Newsletter
- Delegate list – supplied in accordance with Canadian Privacy and Anti- Spam legislation, both prior to and at the conclusion of the Virtual event

## Technology Sponsor

Value: \$3,000

Status: Exclusive

- OCNI leadership will acknowledge the sponsor and the sponsorship prior to start of the session Exclusive sponsorship as the technology sponsor for the event
- Acknowledgement as the Technology Sponsor with company logo and link throughout the event website
- Opportunity to provide a 60-second video to present at the commencement of the Event
- Company logo to appear on slides displayed throughout sponsored keynote session
- Company logo to feature on all email and social marketing (LinkedIn, Facebook and Twitter) in the lead up and during the event
- Recognition of sponsorship in the pre and post event ONCI Newsletter
- Recognition of sponsorship in OCNI e-news Delegate list – supplied in accordance with Canadian Privacy and Anti-Spam legislation, both prior to and at the conclusion of the Virtual event

- One complimentary registration for the event for use by staff

## Registration Sponsor

Value: \$1,500

Status: Exclusive per major event

- Exclusive sponsorship as the event registration sponsor
- OCNI leadership will acknowledge the sponsor and the sponsorship prior to start of the session
- Logo and company name included in the OCNI registration page and/or the Webex Registration
- Acknowledgement as the Registration Sponsor with company logo and link throughout the event website
- Company logo to feature on all email and social marketing (LinkedIn, Facebook and Twitter) in the lead up and during the event
- Recognition of sponsorship in the pre and post event ONCI Newsletter
- One complimentary registration for the event for use by staff

## Networking Room Sponsor

Value: \$500 CAD

Status: Exclusive

Includes one (1) event registrations

- 5 Minute Presentation
- OCNI Homepage Banner – Logo included
- Acknowledgement as the Networking Room Sponsor with company logo and link in prominent position throughout the event website
- Company logo to feature on all email and social marketing (LinkedIn, Facebook and Twitter) in the lead up and during the event Recognition of sponsorship in the January OCNI Newsletter
- Delegate list from Networking Room – supplied in accordance with Canadian Privacy and Anti-Spam legislation, both prior to and at the conclusion of the Virtual event

## Social Media Post

Value: \$250 each

Status: Five (5) available

- Sponsored post on OCNI's Twitter Page / LinkedIn page
- Please note the deadline to submit content for this is Friday **November 27, 2020**

Twitter post guidelines:

- Up to 250 characters.
- 1 JPEG/PNG attachment (must be under 2 mb)
- Size: 1180X 389px
- 1 live link to company webpage

LinkedIn post guidelines:

- Up to **300 characters**.
- 1 JPEG/PNG attachment (must be under 2 mb)
- Size: 1180X 389px
- 1 live link to company webpage

**Company logo to feature on all email and social marketing** (LinkedIn, Facebook and Twitter) in the lead up and during the event Recognition of sponsorship in the January OCNI Newsletter. **Note:** You can provide your own image, or we will add your logo into the following template. Ad will run on both platforms (over 4100 followers) on 3 separate occasions: once before, once during, and once after the event has concluded.

**Please contact Sarina Harrison if you are interested in sponsoring this event.**

E: [Sarina.Harrison@ocni.ca](mailto:Sarina.Harrison@ocni.ca)