

Digital Leap Canada
presented by Stephen Thomas Ltd & CAF America

April 24th, 2018 @ The Art Gallery of Ontario



The premier digital marketing and fundraising conference for Canada's non-profit sector.

**Sponsorship
Opportunities**

Who attends Digital Leap exactly?

*Every year, nonprofits
like these*



Alzheimer Society of Canada
Arthritis Society
Baycrest Foundation
CAMH Foundation
Canadian Red Cross
Children's Wish Foundation
Eva's Initiatives for Homeless Youth
Greenpeace Canada
MedicAlert Foundation Canada
Parkinson Society Canada
SickKids Foundation
UNICEF Canada
United Way Toronto & York Region
YMCA of Greater Toronto

*...send people with
titles like these*



Communications and Development Officer
Community Development
Development Officer
Director of Development
Director of Direct Marketing
Director, Annual Giving
Donor Relations Coordinator
Executive Director
Manager, Annual & Planned Giving
Manager, Development
Manager, Individual Giving
Marketing Manager
National Marketing Manager
Senior Manager Philanthropy

Testimonials from Past Attendees

“Loved the mix of not-for-profit and for-profit speakers. This blend helps propel our industry forward and introduces us to new ideas and the very latest concepts.”

“All topics were relevant and the speakers were prepared and professional. I'm a communicator and not a fundraiser so this gave me a better understanding of fundraising.”

“It was great to hear about the experience of other charities and the importance of integrating digital with your other vehicles.”

Testimonials from Past Sponsors

“Well done, and well organized. Nice to get out and mingle with local people from our sector. Thanks for having us!”

“It was a beautiful venue – a great space. Booth traffic was great. The inclusion in the contest and our booth placement ensured that folks had to walk by us.”

“Digital Leap should be twice a year. Seriously!”

“Great event. We will definitely be back next year.”

Digital Leap 2018

- Our 2017 conference had over 150 attendees, 8 exhibitors, and 12 sponsors. We expect our *9th* year to be bigger and better than ever!
- Connect with this unique, valuable audience by building your own customized sponsorship bundle.
- Plus receive a special bonus when you invest in multiple sponsorship features.



‘Booth *Big Shot*’ +\$1500

exhibitor booth

Tried, trusted, and true – The exhibitor booth is the defining promotional tool of conferences and exhibitions. And the Digital Leap ‘Booth *Big Shot*’ stands above all others. This sponsorship feature will place you in the middle of our attendees and drive traffic right to your booth.

Benefits include:

- Exhibit space with one 8’ tabletop section
- One exhibitor ticket to the event
- Logo used in event-day signage
- Inclusion in exhibit engagement contest

Logo Sidekick +\$500

just logo placement

Not all sponsors want or need a big spotlight. The “Logo Sidekick” feature serves the smaller but equally necessary supporters of this conference. Just logo placement at the event. Nothing fancy.

Benefits include:

- Logo used in event-day signage (instead of a booth)





‘Life of the Party’ +\$1500

sponsored breaks, lunch, or cocktail reception

You can get the party started with our ‘Life of the Party’ sponsorship feature. Your brand will be prominent while our attendees enjoy snacks, beverages, or cocktails – You can either sponsor both breaks, or lunch, or the cocktail reception that wraps up our 2018 conference.

Benefits include:

- Unique event signage displayed prominently during the morning/afternoon breaks or lunch or cocktail reception
- Event is named after the sponsor in conference schedule
- One exhibitor ticket to the event
- Optional high-top table with handouts
(handouts provided by sponsor)

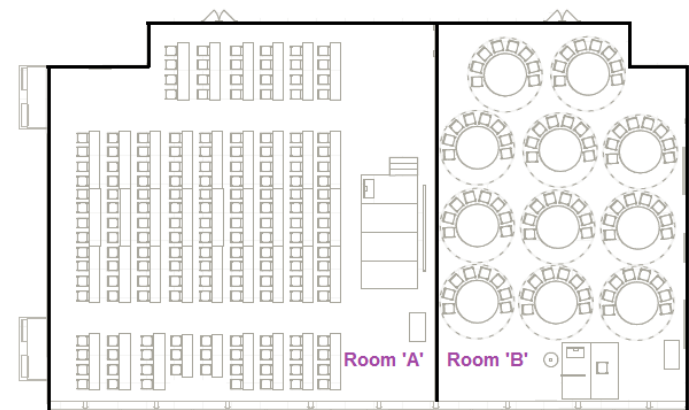
‘Room Renown’ +\$2000 or +\$1500

renamed seminar room

The ‘Room Renown’ feature will have attendees using your name throughout event day as they review their schedule and make their way between seminar rooms. Our room hosts and on-site staff will use your room’s new name too; there’s no beating that repetition and brand recognition.

Benefits include:

- Room ‘A’ or ‘B’ will be named after the sponsor, e.g. the CAF Room. All signage and schedules will carry your company name.
 - **Room ‘A’** is valued at \$2000
 - **Room ‘B’** is valued at \$1500
- Option to distribute flyers on seats prior to first morning *or* afternoon session (flyers must be provided by sponsor).



(Individual room layouts are subject to change)

‘Direct Line’ +\$1000

attendee email list

With ‘Direct Line’, you get access to the attendee list *after* the conference and can follow up with attendees directly by email. No fuss, no muss.



Benefits include:

- Complete attendees list with names, titles, organizations, and email addresses provided after the conference.
- Review attendees individually (in case you missed getting an important business card).

NOTE: Must be purchased alongside another sponsorship feature.

‘Online Overture’ +\$1000

logo placement (email and social media)

A digital presence for a digital conference; the ‘Online Overture’ feature will ensure that Digital Leap’s attendees will not be seeing your logo for the first time on event-day. Your logo will be prominently displayed in Digital Leap’s extensive promotional efforts with thousands of digital touchpoints.

Benefits include:

- Logo placement on Digital Leap social media outlets and ongoing promotional emails that reach 3000+ professionals in the nonprofit sector.



'Tech Supporter' +\$1200

sponsored wifi & charging station

It wouldn't be a digital event if we weren't providing a *mobile friendly* conference. The 'Tech Supporter' feature allows you to sponsor the day's wifi and charging station. Just about every attendee will have to interact with your brand for wifi access or when juicing up their smart phone.

Benefits include:

- Unique signage with the day's wifi information.
- Plus unique signage at the charging station, where a variety of adapters and outlets will be provided for our guests' convenience.



‘Advocates Assemble!’ +\$250 or +\$226 (each) event tickets

You don't need to go it alone. The ‘Advocates Assemble!’ feature allows you to purchase tickets at a price equal to our discounted Early Bird rate (even if you're not buying early). And, if you want to sponsor a few delegates, then your price will be equal to our lower *Team* Early Bird rate. What a savings!

Benefits include:

- Event ticket for colleagues at \$250
 - Used for exhibitors or other salespeople (maximum of three)
- Event ticket for delegates at \$226
 - Used for nonprofit clients or prospective clients (maximum of five)

NOTE: Must be purchased alongside other sponsorship. Extra tickets only while supplies last, so please make sure you order them early!



Invest more... Get a bonus!

Check out these top tier bonuses for big sponsorship bundles. What's your tier? Are you going take a second look and *level up*?

Example Bundle...

exhibitor booth +\$1500; attendee list +\$1000;
logo placement (email and social) +\$1000;
two exhibitor and four delegate tickets +\$1404;
and attendee list +\$1000

= \$5904 DIGITAL CHAMPION bonuses!

spending over **\$5000**

DIGITAL CHAMPION bonuses!

- Extra event-day signage
-and-
- Priority booth / early list
-and-
- Social media shout out



spending over **\$3000**

MARKETING HERO bonuses!

- Priority booth / early list
-and-
- Social media shout out



spending over **\$1500**

PROMO PARTNER bonus!

- Social media shout out

Contact & Information

For more information on sponsoring Digital Leap,
please contact...

- **Scott Jeffries**
Sponsorship Manager, Digital Leap Committee
scottj@stephenthomas.ca
416-690-8801 x 259

www.DigitalLeap.org