

# CPCO CONFERENCE 2020-2021

## Sponsorship Package

Canada's #1 Catholic Leadership Conference

### *CPCO's Annual Conference goes virtual!*



Cardinal Collins



Beth Veale



Robyne Hanley-Dafoe



Sr. Helen Prejean

#### 2020-2021 Program:

December 2, 2020	<b>His Eminence Thomas Cardinal Collins</b> celebrates Mass and addresses CPCO Associates
December 8, 2020	<b>Dr. Beth Veale</b> - <i>"The Least of These": Welcoming the Stranger Within Us</i>
February 10, 2021	<b>Dr. Robyne Hanley-Dafoe</b> - <i>Everyday Resiliency in Times of Uncertainty</i>
February 16, 2021	<b>Sr. Helen Prejean</b> - Keynote and introduction to book study featuring <i>"River of Fire"</i> (first of 2 sessions)
March 24, 2021	<b>Sr. Helen Prejean</b> - Q&A and follow up to book study featuring <i>"River of Fire"</i> (second of 2 sessions)
April 13, 2021	<b>His Eminence Thomas Cardinal Collins</b> celebrates Mass and addresses CPCO Associates

*"You are my refuge." ~ Jeremiah 17:17*



Event website: <http://bit.ly/CPCOconference2020>  
Event hashtag: **#CPCOconference**



## DIAMOND SPONSORSHIP OPPORTUNITIES – \$5,000

- *Presented by...* option – exclusive introduction to your business at the start of a single conference keynote session – features 1 slide with your logo, short business description and website
- 1 insert (8.5 x 11 inches, double-sided, unfolded) in the summer 2021 issue of CPCO's *Principal Connections* magazine (valued at \$750)
- Full page advertisement in the summer issue of *Principal Connections* magazine (valued at \$1,500)
- 1 ad in two CPCO bi-weekly online newsletters *The Associate* (valued at \$250)
- Social media promotion through CPCO's channels: 7 Twitter + 7 Facebook + 7 LinkedIn posts
- Primary tier logo inclusion in all marketing related to the event
- Primary tier logo inclusion on the dedicated event page on CPCO website
- Logo inclusion in all e-newsletters related to the conference

## GOLD SPONSORSHIP OPPORTUNITIES – \$2,000

- 1/2 page advertisement in the summer issue of *Principal Connections* magazine (valued at \$1,200)
- 1 ad in one CPCO bi-weekly online newsletter *The Associate* (valued at \$150)
- Social media promotion through CPCO's channels: 5 Twitter + 5 Facebook + 5 LinkedIn posts
- Secondary tier logo inclusion in all marketing related to the event
- Secondary tier logo inclusion on the dedicated event page on CPCO website
- Logo inclusion in all e-newsletters related to the conference

## SILVER SPONSORSHIP OPPORTUNITIES – \$1,000

- 1/8 page advertisement in the summer issue of *Principal Connections* magazine (valued at \$400)
- 1 ad in one CPCO bi-weekly online newsletter *The Associate* (valued at \$150)
- Social media promotion through CPCO's channels: 3 Twitter + 3 Facebook + 3 LinkedIn posts
- Tertiary tier logo inclusion in all marketing related to the event
- Tertiary tier logo inclusion on the dedicated event page on CPCO website
- Logo inclusion in all e-newsletters related to the conference

## BRONZE SPONSORSHIP OPPORTUNITIES – \$500

- 1 ad in one CPCO bi-weekly online newsletter *The Associate* (valued at \$150)
- Social media promotion through CPCO's channels: 1 Twitter + 1 Facebook + 1 LinkedIn post
- Logo inclusion in all marketing related to the event