

**BCreative  
Sponsor Prospectus**

# BCreative 2012

*Strategy and Tactics for  
British Columbia's Creative Economy*

VANCOUVER • 10-12 MAY 2012

## Sponsor Prospectus

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- **Over the past several years**, faculty and staff in Simon Fraser University's Publishing Program have been discussing the possibility of holding a conference/showcase focused on British Columbia's creative economy. Following brainstorming sessions and industry consultation, **BCreative 2012** was created. An inaugural conference/showcase BC Creative will bring together government, business, the creative sector, and researchers on May 10, 11, and 12, 2012 at SFU's Vancouver venues.
  - **The overall goal of BCreative 2012** is to stimulate thinking directed at developing a strategy and lever resources to further build the creative economy of British Columbia, and to help BC become a leader in the creative sector in the twenty-first century.

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In pursuit of that goal the conference/showcase has four objectives:

1. To make the case for the creative economy to have a commanding presence in government economic and cultural policy;
2. To inform, obtain buy-in from, and make common cause with the business community by promoting the idea that the creative sector is a dynamic business sector, the corollary of which is that, like other sectors, it requires infrastructure support distinctive to its needs;
3. To convince the creative sector that the sharing of information among the creative sub-sectors can be immensely valuable and that the overall notion of a creative economy driving jobs and overall economic growth is a powerful tool for obtaining growth-oriented resources;
4. To offer researchers an opportunity to bring forward useful information, analysis, training, and research resources that can assist in building BC's creative economy.

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The conference organizers have made themselves aware of developments in Britain, Europe and the US, in agencies such as the UN, and in the federal and Ontario governments, all locations where explicit strategies have been articulated and acted upon. They expect to have representation from each of those areas and agencies at the conference/showcase. And they have made themselves aware of the nature of events designed to enhance the growth of various creative economies around the world.

Over 200 attendees will come from government, the creative sector, academe, and business. They will participate in panel discussions, roundtables, plenary sessions and workshops. Internationally-recognized experts will deliver keynotes each day on topics as varied as a case study of a successful creative endeavours, to the United Nations' studies on how to measure the creative industries.

## Sponsorship Packages

BCreative 2012 Sponsorship packages are designed to provide you with maximum exposure to an influential audience in an intimate setting.

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### Golden Spruce Sponsorship \$10,000

- Prominent public acknowledgement of business throughout all SFU Vancouver venues
- Prominent placement on all local, national and international display adverts
- Prominent placement on all other local, national and international adverts
- Public address mentions each day
- Single-sided meter board sign in high traffic location
- Sixty-day banner ad on creativebc.ca
- One hundred-word company description in sponsor listing on website
- Five VIP passes for the entire conference
- Preferred placement of business in the Showcase space at SFU Woodwards
- Prominent placement of business name and logo in all programming materials
- One hundred-word company description in sponsor listing in program guide
- Inclusion of business products in all registration packages
- 10 VIP reserved tickets for Keynotes throughout the Conference
- Full-page advert for your business in Conference/Showcase program
- Your company logo on all Conference printed materials
- Your business name or logo on all Conference/Showcase merchandise
- Your business name included in the post-conference compendium of papers and report
- Five custom copies of the post-conference compendium of papers and report
- Tax receipt for donation to a non-profit organization
- Inclusion in all radio public service announcements
- Inclusion in all print public service announcements
- Inclusion in all electronic public service announcements
- Inclusion in all press releases
- Inclusion in all web site announcements and emails
- Links to your business web site from Conference web site
- Cycling business name/logo on the Conference web site
- Access to Conference database

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### Orca Sponsorship \$5,000

- Prominent public acknowledgement of business throughout all SFU Vancouver venues
- Prominent placement on all local, national and international display adverts
- Prominent placement on all other local, national and international adverts
- Public address mentions each day
- Sixty-day banner ad on creativebc.ca
- One hundred-word company description in sponsor listing on website
- Inclusion on single-sided meter boards featuring high level sponsors
- Two VIP passes for the entire conference
- Preferred placement of business in the Showcase space at SFU Woodwards
- Prominent placement of business name and logo in all programming materials
- One hundred-word company description in sponsor listing in program guide
- Inclusion of business products in all registration packages
- Five VIP reserved tickets for Keynotes throughout the Conference
- Full-page advert for your business in Conference/Showcase program
- Your company logo on all Conference printed materials
- Your business name or logo on all Conference/Showcase merchandise
- Your business name included in the post-conference compendium of papers and report
- Three custom copies of the post-conference compendium of papers and report
- Tax receipt for donation to a non-profit organization
- Inclusion in all radio public service announcements
- Inclusion in all print public service announcements
- Inclusion in all electronic public service announcements
- Inclusion in all press releases
- Links to your business web site from Conference web site
- Cycling business name/logo on the Conference web site

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## Eagle sponsorship \$3000

- Prominent public acknowledgement of business throughout all SFU Vancouver venues
- Placement on all local, national and international display adverts
- Placement on all other local, national and international adverts
- Sixty-day banner ad on creativebc.ca
- One hundred-word company description in sponsor listing on website
- Inclusion on single-sided meter boards featuring high level sponsors
- Two VIP passes for the entire conference
- Placement of business in the Showcase space at SFU Woodward's
- Placement of business name and logo in all programming materials
- One hundred-word company description in sponsor listing in program guide
- Inclusion of business products in all registration packages
- Three VIP reserved tickets for Keynotes throughout the Conference
- Half-page advert for your business in Conference/Showcase program
- Your company logo on all Conference printed materials
- Your business name or logo on all Conference/Showcase merchandise
- Your business name included in the post-conference compendium of papers and report
- A custom copy of the post-conference compendium of papers and report
- Tax receipt for donation to a non-profit organization
- Inclusion in all press releases
- Links to your business web site from Conference web site
- Cycling business name/logo on the Conference website
- Inclusion on single-sided meter boards featuring high level sponsors
- Two VIP passes for the entire conference
- Inclusion of business in the Showcase space at SFU Woodward's
- Inclusion of business name and logo in all programming materials
- One hundred-word company description in sponsor listing in program guide
- Inclusion of business material in all registration packages
- Two VIP-reserved tickets for a choice of two Keynotes presenting at the Conference
- Half-page advert for your business in Conference/Showcase program
- Your company logo on all Conference printed materials
- Your business name included in the post-conference compendium of papers and report
- A custom copy of the post-conference compendium of papers and report
- Tax receipt for donation to a non-profit organization
- Links to your business web site from Conference web site
- Cycling business name/logo on the Conference website

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## Sasquatch sponsorship \$2500

- Public acknowledgement of business throughout all SFU Vancouver venues
- Inclusion in all local, national and international display adverts
- Inclusion in all other local, national and international adverts
- Sixty-day banner ad on creativebc.ca
- One hundred-word company description in sponsor listing on website
- Prominent placement of business name/logo on single sided display board in high visibility zone
- Public address mention at the introduction and closing of the reception
- Prominent placement of business name/logo on tables
- Prominent placement of business name/logo on hand-bills at the venue
- Inclusion in the program guide sponsor section
- Inclusion in the program schedule as specific speaker sponsor
- Inclusion on the creativebc.com website (with link)
- One hundred-word company description in sponsor listing on website
- Three Conference/Showcase VIP passes
- Inclusion in all print adverts

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## Salmon Sponsorships

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### Chinook Reception \$4,000 (three opportunities)

*Your business name or logo prominently displayed on tables and throughout the venue for the duration of the reception (generally two hours). There will be three evening cocktail receptions: May 10, May 11, May 12*

- Prominent placement of business name/logo on single sided display board in high visibility zone
- Public address mention at the introduction and closing of the reception
- Prominent placement of business name/logo on tables
- Prominent placement of business name/logo on hand-bills at the venue
- Inclusion in the program guide sponsor section
- Inclusion in the program schedule as specific speaker sponsor
- Inclusion on the creativebc.com website (with link)
- One hundred-word company description in sponsor listing on website
- Three Conference/Showcase VIP passes
- Inclusion in all print adverts

- Inclusion in all electronic adverts
- Your business name included in the post-conference compendium of papers and report
- A custom copy of the post-conference compendium of papers and report
- Tax receipt for donation to a non-profit organization
- Cycling business name/logo on the Conference website
- Links to your business web site from Conference web site

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#### **Sockeye Session or Keynote \$3,500 (nine opportunities)**

*Your business name or logo prominently displayed throughout the duration of the session (one hour) Sessions will comprise panels, discussions, presentations and pecha kuchas.*

- Prominent placement of business name/logo on single sided display board near speaker stage
- Public address mention at the introduction and closing of the session
- Prominent placement of business name/logo on hand-bills at the venue
- Inclusion in the program guide sponsor section
- Inclusion in the program schedule as specific speaker sponsor
- One hundred-word company description in sponsor listing in program guide
- Inclusion on the creativebc.com website (with link)
- One hundred-word company description in sponsor listing on website
- Three Conference/Showcase VIP passes
- Inclusion in all print adverts
- Inclusion in all electronic adverts
- Your business name included in the post-conference compendium of papers and report
- A custom copy of the post-conference compendium of papers and report
- Tax receipt for donation to a non-profit organization
- Cycling business name/logo on the Conference website

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#### **Coho Speaker \$3,000 (eight opportunities)**

*Speakers will be coming from throughout the world and will be recognized experts in their area of address*

- Public address mention at the introduction and the thanking of the speaker
- Prominent placement of business name/logo on single sided display board near speaker podium

- Prominent placement of business name/logo on hand-bills at the venue
- Inclusion in the program guide sponsor section
- Inclusion in the program schedule as specific speaker sponsor
- One hundred-word company description in sponsor listing in program guide
- Inclusion on the creativebc.com website (with link)
- One hundred-word company description in sponsor listing on website
- Two Conference/Showcase VIP passes
- Inclusion in all print adverts
- Inclusion in all electronic adverts
- Your business name included in the post-conference compendium of papers and report
- A custom copy of the post-conference compendium of papers and report
- Tax receipt for donation to a non-profit organization
- Cycling business name/logo on the Conference website
- Links to your business web site from Conference web site

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#### **Chum Luncheon \$3,000 (one opportunity)**

- Sponsorship of Saturday, May 12, 2012 BCreative 2012 networking luncheon (event to be planned and executed by BCreative 2012)
- Sponsorship of Saturday, May 12, 2012 BCreative 2012 networking luncheon (event to be planned and executed by BCreative 2012)
- Public address mention during and after the event
- Prominent placement of business name/logo on single sided display board
- Prominent placement of business name/logo on each table
- Opportunity to include business products on each table
- Inclusion in the program guide sponsor section
- Inclusion in the program schedule as specific event sponsor
- One hundred-word company description in sponsor listing in program guide
- Inclusion on the creativebc.com website (with link)
- One hundred-word company description in sponsor listing on website
- One Conference/Showcase VIP pass
- Inclusion in all print adverts
- Inclusion in all electronic adverts
- Your business name included in the post-conference compendium of papers and report

- A custom copy of the post-conference compendium of papers and report
- Tax receipt for donation to a non-profit organization
- Cycling business name/logo on the Conference website
- Links to your business web site from Conference web site

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#### **Pink Continental Breakfasts \$2,500 (two opportunities)**

- Sponsorship of official BCreative 2012 networking and continental breakfast hour (event to be planned and executed by BCreative 2012)
- Public address mention during and after the event
- Prominent placement of business name/logo on single sided display board
- Inclusion in the program guide sponsor section
- Inclusion in the program schedule as specific event sponsor
- One hundred-word company description in sponsor listing in program guide
- Inclusion on the creativebc.com website (with link)
- One hundred-word company description in sponsor listing on website
- One Conference/Showcase VIP pass
- Inclusion in all print adverts
- Inclusion in all electronic adverts
- Your business name included in the post-conference compendium of papers and report
- A custom copy of the post-conference compendium of papers and report
- Tax receipt for donation to a non-profit organization
- Cycling business name/logo on the Conference website
- Links to your business web site from Conference web site

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#### **Additional added value ideas for sponsors/partners**

- Lanyards are needed for the conference
- Each participant will receive a registration package which will contain a program guide and schedules, but sponsor information/products will also be included
- Pens, pencils notebooks are all welcome

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**We welcome suggestions for additional creative sponsorship ideas.**

**Please reach us at any of the addresses below:**

#### **BCreative 2012**

SFU HARBOUR CENTRE  
Suite 3573  
515 West Hastings Street  
Vancouver, BC  
V6B 5K3

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TEL 1.778.782.5241

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WEB [creativebc.ca](http://creativebc.ca)