



# Air Cadet League of Canada, Ontario Provincial Committee (OPC) *Ad Astra*, 2019 Annual Conference and AGM Sponsorship and Vendor Information

OPC Conference Chair – Mike Boyle, 2<sup>nd</sup> Vice Chair

OPC Conference Manager – Danielle S. Russell, CAE, Executive Director

OPC Assistant Conference Manager – Wendy Jensen, Administrative Assistant

## To Learn, To Serve, To Advance



Ontario Provincial Committee



**The Air Cadet League of Canada** is a civilian, non-profit, community-based and volunteer-led organization that in collaboration with the Department of National Defence and our other partners, is dedicated to supporting the objectives of the Royal Canadian Air Cadet program. The purposes of the League are to advance the education of the Air Cadets and to promote an interest in the air element of the Canadian Forces, specifically:

- To increase knowledge of aviation by providing educational programs and resources, including flight and ground crew training, guided visits to science and aviation facilities, and aviation-related awards and scholarships;
- To encourage the development of citizenship and leadership through enrichment activities such as effective speaking and music, community volunteer opportunities, and academic awards and scholarships; and
- To provide air cadet training as a means of promoting the efficiency of the armed forces.

**The Air Cadet League of Canada, Ontario Provincial Committee(OPC)**, is a volunteer-led Registered Charity, that works in partnership with the Air Cadet League of Canada to deliver on the Purposes of the League in the Province of Ontario; the OPC oversees the Sponsoring Committees of 121 local Squadrons across Ontario, delivering support, programs and services to over 8500 Air Cadets.



Ontario Provincial Committee



## **Air Cadet League of Canada, Ontario Provincial Committee: *Ad Astra*, 2019 Annual Conference and AGM**

The Air Cadet League of Canada, Ontario Provincial Committee (OPC) holds an Annual Conference and AGM (Annual General Meeting) each Fall. The 2019 Annual Conference will take place November 15-17, 2019 at the Sheraton Parkway Toronto North, Hotel and Suites in Richmond Hill Ontario.

The Annual Conference is attended by Members of the OPC as well as DND partners including staff from the Regional Cadet Support Unit (RCSU) Central, and Commanding Officers and other members of the Cadet Instructor Cadre (CIC).

Attendees represent up to 121 of the Squadrons across Ontario and are responsible for making purchasing and partnership decisions at the local, regional and provincial level. In addition, many Members are private pilots, and retired members of the Armed Forces.

Sponsors and Vendors for the 2019 Annual Conference have access to key decision makers across the Cadet Program, as well as to a large gathering of individuals who make individual spending decisions in aviation, and may look to access services targeted to Veterans.



Ontario Provincial Committee



## **Air Cadet League of Canada, Ontario Provincial Committee: *Ad Astra*, 2019 Annual Conference and AGM Sponsorship Options.**

Gala Dinner – Full Dinner Sponsorship: **\$15,000.00**

Saturday Evening Pre-Gala Reception Sponsor: **\$7500.00**

Saturday Evening Pre-Gala Reception (Food) Sponsor: **\$5000.00**

Friday Evening Full Reception Sponsor: **\$5000.00**

Gala Dinner – Table Wine Sponsor: **\$2200.00**

Friday Evening Reception Host Bar Sponsor: **\$2000.00**

Friday Evening Hospitality Suite Sponsor: **\$2000.00**

Saturday Evening Hospitality Suite Sponsor: **\$2000.00**

A La Carte – Minimum: **\$500**

Multi-Year Sponsorships: **Any Sponsorship + 2%/year**



Ontario Provincial Committee



## Saturday Evening Pre-Gala Reception (Food) Sponsor **\$5000.00**

- Exclusive Sponsorship Option, **add hosted bar to your sponsorship \$7500.00.**
- Naming Acknowledgement Rights in Consultation with OPC\*: To be styled *the Ad Astra, 2019 Annual Conference Pre-Gala Reception (Food) Sponsored by XYZ Company/Individual.*
- Acknowledgement of Sponsor on the OPC Website, Social Media Platforms, E-Newsletters relating to the 2019 Annual Conference, and Print Materials produced for the 2019 Annual Conference.
- Special Signage for the Reception Acknowledging the Sponsor.
- Opportunity to make brief remarks and/or introduce the Chair of Board or Chair of the Conference Committee.
- One complementary ticket to the Gala Dinner and Pre-Dinner Reception.
- First Right of Refusal – 2020/2021



Ontario Provincial Committee



## Gala Dinner – Table Wine Sponsor **\$2200.00**

- Exclusive Sponsorship Option, **full dinner sponsorship \$15,000.00.**
- Naming Acknowledgement Rights in Consultation with OPC\*: To be styled *the Ad Astra, 2019 Annual Conference Saturday Evening Hospitality Suite Sponsored by XYZ Company/Individual.*
- Acknowledgement of Sponsor on the OPC Website, Social Media Platforms, E-Newsletters relating to the 2019 Annual Conference, and Print Materials produced for the 2019 Annual Conference.
- Special Signage Acknowledging the Sponsor.
- Opportunity to place materials in the Suite during your sponsored evening, and/or to present an award (available with full dinner sponsorship).
- One complementary ticket to the Gala Dinner and Pre-Dinner Reception.
- First Right of Refusal – 2020/2021



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## Friday Evening Reception Host Bar Sponsor

\*Note: this Reception may be combined with a showing of the Documentary Film: *To Learn, To Serve, To Advance*\*

**\$2000.00**

- Exclusive Sponsorship Option, **full reception sponsorship available for \$5000.**
- Naming Acknowledgement Rights in Consultation with OPC\*: To be styled *the Ad Astra, 2019 Annual Conference Opening Reception Host Bar Sponsored by XYZ Company/Individual.*
- Acknowledgement of Sponsor on the OPC Website, Social Media Platforms, E-Newsletters relating to the 2019 Annual Conference, and Print Materials produced for the 2019 Annual Conference.
- Special Signage for the Reception Acknowledging the Sponsor.
- Opportunity to make brief remarks and/or introduce the Chair of Board or Chair of the Conference Committee.
- One complementary ticket to the Friday Evening, Opening Reception.
- First Right of Refusal – 2020/2021



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## Friday Evening Hospitality Suite Sponsor

**\$2000.00**

- Exclusive Sponsorship Option.
- Naming Acknowledgement Rights in Consultation with OPC\*: To be styled *the Ad Astra, 2019 Annual Conference Friday Evening Hospitality Suite Sponsored by XYZ Company/Individual.*
- Acknowledgement of Sponsor on the OPC Website, Social Media Platforms, E-Newsletters relating to the 2019 Annual Conference, and Print Materials produced for the 2019 Annual Conference.
- Special Signage for the Suite Acknowledging the Sponsor.
- Opportunity to place materials in the Suite during your sponsored evening.
- First Right of Refusal – 2020/2021



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## Saturday Evening Hospitality Suite Sponsor

**\$2000.00**

- Exclusive Sponsorship Option.
- Naming Acknowledgement Rights in Consultation with OPC\*: To be styled *the Ad Astra, 2019 Annual Conference Saturday Evening Hospitality Suite Sponsored by XYZ Company/Individual.*
- Acknowledgement of Sponsor on the OPC Website, Social Media Platforms, E-Newsletters relating to the 2019 Annual Conference, and Print Materials produced for the 2019 Annual Conference.
- Special Signage for the Suite Acknowledging the Sponsor.
- Opportunity to place materials in the Suite during your sponsored evening.
- First Right of Refusal – 2020/2021



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## Trade Show Vendor

**\$1500.00**

- Limited Sponsorship Option, first come first serve.
- OPC will supply 6' table and two chairs, one complementary full conference registration included.
- Acknowledgement of Vendor on the OPC Website, Social Media Platforms, E-Newsletters relating to the 2019 Annual Conference, and Print Materials produced for the 2019 Annual Conference.
- First Right of Refusal – 2020/2021
- NEW in 2019: Vendor package includes one full conference registration, Trade Show hours advertised during breaks, Trade Show specific timeslots increased over 2018.



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## Silent Auction Prize Donor

- Limited Sponsorship Option, first come first serve.
- Acknowledgement of Donor on the OPC Website, Social Media Platforms, E-Newsletters relating to the 2019 Annual Conference, and Print Materials produced for the 2019 Annual Conference.





## A La Carte: Minimum: **\$500**

- Work with the OPC Staff to identify a specific need within the 2019 Annual Conference and AGM program.
- Acknowledgement may include, your name on OPC Website, Social Media Platforms, E-Newsletters relating to the 2019 Annual Conference and AGM, and Print Materials produced for the 2019 Annual Conference and AGM.





Multi-Year Sponsorships:  
**Any Sponsorship +2%/year increase.**

- Sign a 2, 3, 5, or 10+ year agreement with the OPC at any Sponsorship.
- Includes ongoing First-Right-of-Refusal.





## Air Cadet League of Canada, Ontario Provincial Committee: Contact Information

For Sponsorship Negotiations, Agreements and Invoicing please contact;

Danielle S. Russell, CAE

Executive Director,

Air Cadet League of Canada, Ontario Provincial Committee

[execdir@aircadetleague.on.ca](mailto:execdir@aircadetleague.on.ca) | 905-477-4411 x223



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