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**AAISA SETTLEMENT
& INTEGRATION
CONFERENCE**



SPONSORSHIP OPPORTUNITIES



Alberta Association of Immigrant Serving Agencies

The Alberta Association of Immigrant Serving Agencies (AAISA) is a regionally and nationally recognized leader in the settlement and integration sector. We offer the only certification program for Settlement Practitioners in Canada.

As an umbrella organization, we represent immigrant-serving agencies and organizations that work with newcomers across the province.

Our mandate is to build sector capacity to better serve newcomers by providing access to relevant and meaningful professional development opportunities, stakeholder-informed research, act as an influential policy voice, and to advance the standards of excellence in professional settlement practice.

Vision

An inclusive welcoming and engaged society.

Mission

Facilitate collaboration and leadership within the settlement serving sector.

Values & Guiding Principles

- **Integrity:** AAISA will approach its work with integrity. It will be professional in its approach, ensure education and continued learning are part of its initiatives, set and follow standards, and be respectful in all its interactions.
- **Collaborative:** AAISA will follow a collaborative model. It will ensure inclusivity and offer a unified voice for the sector.
- **Proactivity:** AAISA will be proactive in all undertakings. It will take initiative and have influence in the areas of policy and advocacy, and will aim to have impact in its work.
- **Accountability:** AAISA will ensure that it is accountable. Its responsibility to its members, funders, and the larger settlement sector will be the forefront in what it does.



About the 2019 AAISA Settlement & Integration Conference

As an organization, AAISA engages with its members and other stakeholders to help increase the level of service to newcomers by providing our members and stakeholders with opportunities for education, networking and collaboration.

In support of this objective, AAISA will host a settlement and integration conference from October 28 – 30, 2019 that will be aimed at providing training opportunities for front line settlement professionals from across Alberta.

Our 2019 AAISA Settlement & Integration Conference will bring together industry experts, community innovators and leaders for two and a half days of engagement; all aimed at providing front line settlement workers with the latest industry knowledge and best practices from their peers. This event will see almost 300 attendees gather in Calgary, AB for two and a half days of debate, discussion and dialogue on the issues that are impacting settlement and integration in Alberta.

The event promises to be the premier event for those involved in Alberta's settlement sector.

AAISA Membership

AAISA members provide settlement and integration services to newcomers across Alberta. Our member agencies play a vital role in ensuring newcomers feel welcomed and supported so they can reach their full potential – leading to substantial contributions to the province's communities and economy.

AAISA's mandate is to provide sector leadership, an influential policy voice at all levels of government, and to advance the standards for excellence in professional settlement practice.



Our current list of members come from all corners of Alberta and currently includes:

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| <ul style="list-style-type: none">• Accès Emploi• Action for Healthy Community (A4HC)• ASSIST Community Services Centre• Association Francophone de Brooks• Boys and Girls Clubs Big Brothers Big Sisters of Edmonton and Area Society (BGCBigS)• Bredin Centre for Learning• Calgary Bridge Foundation for Youth (CBFY)• Calgary Chinese Community Service Association• Calgary Immigrant Educational Society (CIES)• Calgary Immigrant Women's Association (CIWA)• Canadian Volunteers United in Action (CANAVUA)• Catholic Social Services (CSS)• Catholic Social Services (CSS) - Central Alberta• Central Alberta Immigrant Women's Association• Central Alberta Refugee Effort (C.A.R.E.)• Centre Accueil Nouveaux Arrivants Francophones• Centre for Newcomers (CFN)• Cité des Rocheuses• Columbia College• Edmonton Immigrant Services Association (EISA)• Edmonton Mennonite Centre for Newcomers (EMCN)• Edmonton Region Immigrant Employment Council | <ul style="list-style-type: none">• Edson and District Community Learning Society• Equilibrium International Education Institute (EEI)• HIV Network of Edmonton Society• Immigrant Services Calgary (ISC)• Indo Canadian Women's Association (ICWA)• Jasper, Department of Community and Family Services• Jewish Family Service Calgary (JFSC)• Keyano College• Lethbridge Family Services – Immigrant Services (LFS)• Making Changes Association• Maple Leaf Academy• Multicultural Family Resource Society (MFRS)• REACH Edmonton• Rehoboth Alliance (RA)• SAAMIS Immigration Services Association• Settlement Services in the Bow Valley• Somali Canadian Women and Children Association• Southern Alberta Language Assessment Services Ltd.• SPEC Association• The Today Family Violence Help Centre• YMCA Calgary• YMCA of Northern Alberta |
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Why Sponsor

As a sponsor of the 2019 AAISA Settlement & Integration Conference, you will have a direct channel to share your brand and organizational information with the front-line workers of Alberta's most influential immigrant serving agencies. The attendees at our conference have direct and trusted access to Alberta's newcomer and immigrant society and can become an ambassador for your brand.

In addition, you will play a pivotal role in helping AAISA build a forum for distinguished stakeholders, government officials and innovators to come together to further newcomer services in Alberta.

We want to cultivate and grow partnerships with organizations and companies that recognize the importance of our mandate and want to play a role in advancing our mandate to create a more engaged and welcoming, inclusive society.

Sponsorship packages for the 2019 AAISA Settlement & Integration Conference offer a wide range of benefits tailored to meet your organization's needs.

By partnering with the 2019 AAISA Settlement & Integration Conference your organization will:








- Demonstrate your company's commitment and dedication to the immigrant and newcomer community in Alberta.
- Be top-of-mind for conference attendees and other AAISA network contacts as a leader in your field in Alberta.
- Position your organization as a provider of choice for professionals, influencers and key decision makers.
- Create a vibrant space for the settlement sector to engage in conversations and explore partnerships and opportunities to be initiated and developed.
- Support the organization leading the charge to create collaboration and leadership within the settlement serving sector.



How We Will Build Your Brand

As a 2019 AAISA Settlement & Integration Conference, you benefit from a wide variety of branding opportunities as we promote this year's events.

Here is a breakdown of our marketing activities that will include your brand:

	Website & Electronic Promotion: Sponsor logos and branding will appear on the event website and digital marketing materials.
	E-Blast (E-mail): Our sponsors will have their logos included in a series of email communications sent directly to the inboxes of hundreds of settlement sector professionals.
	Social Media: The 2019 AAISA Settlement & Integration Conference and its sponsors will be promoted via the AAISA Twitter, Facebook & LinkedIn accounts. Social media promotion for the event will include links back to the 2019 AAISA Settlement & Integration Conference website, which will include sponsor logos.
	On-Site Displays: Sponsor logos will be featured on a variety of on-site signage and digital presentation formats.
	On-Site Integration of Brand: You will have the opportunity to display your signage, product samples and branded materials at the event to ensure excellent brand recognition and connection with the audience.
	Verbal Thank You & Recognition at Events: During the conference, we will have the event MC announce a verbal thank you to our sponsors at the events.
	Complimentary Networking Opportunities: Your sponsorship package will include various complimentary passes so your staff can connect with event attendees to generate sales leads and potential clients.



2019 AAISA Settlement & Integration Conference: Sponsorship Opportunities

AAISA Settlement & Integration Conference Benefits	Booth \$1,000	Bronze \$3,000	Silver \$7,000	Gold \$10,000	Presenting \$15,000
Maximum Number Allowed	Unlimited	Unlimited	8	4	1
Logo & link on event website	Name	✓	✓	✓	✓
Logo in event program guide (if published)	Name	✓	✓	✓	✓
Logo on event signage displayed in venue	Name	✓	✓	✓	✓
Logo on PowerPoint screens during event	Name	✓	✓	Isolated	Isolated Top-Level
Opportunity to purchase discounted conference pass	✓	✓	✓	✓	✓
Right to use event name and logo in sponsor promotions	✓	✓	✓	✓	✓
Optional table top display booth to showcase products (10 feet x 6 foot)	✓	✓	✓	✓	✓
Verbal recognition during event		✓	✓	✓	✓
Opportunity to donate a door prize		✓	✓	✓	✓
Complimentary Conference Registrations		2	3	4	10
Right to provide additional signage		1	1	2	3
Exclusive Host of an Event Asset (See Below)			Gold	Platinum	Presenting
Mentions in pre-conference social media promotion			Minimum 2	Minimum 4	Minimum 4
Logo in all pre-and post-event advertising			✓	✓	✓
Logo displayed through event gobo recognition				✓	✓
Corporate profile in pre-conference email blast				1	2
Opportunity to present a one-hour breakout session					✓
Opportunity to address entire conference audience					✓



Sponsorship Assets

Presenting Level Sponsorship Asset

Presenting Level Sponsor would receive **BOTH** assets listed below:

Opening Keynote Sponsor (Available – 1)

- Presenting name rights of the opening keynote presentation (“Presented by your organization”)
- Opportunity for a representative to address the entire conference audience to welcome the crowd, deliver some key messages, and introduce the keynote speaker
- We will work with you to “brand” the room through décor, signage, electronic displays, etc. that tastefully fuse both your brand and the conference brand into the event
- Opportunity to provide promotional materials that will be placed on table settings during your exclusive event
- An opportunity to conduct a door prize during the sponsored event

Closing Keynote Sponsor (Available – 1)

- Presenting name rights of the closing speaker (“Presented by your organization”)
- We will work with you to “brand” the room through décor, signage, electronic displays, etc. that tastefully fuse both your brand and the conference brand into the event
- Opportunity for a representative to address the entire conference audience to welcome the crowd, deliver some key corporate messages, and introduce the keynote speaker
- Opportunity to provide promotional materials that will be placed on table settings during your exclusive event
- An opportunity to conduct a door prize during the sponsored event



Platinum Level Sponsorship Assets

Platinum Level Sponsors would receive **ONE OF THE FOLLOWING** the assets listed below:

Registration Sponsor (Available – 1)

- Your logo on the conference badges designated as the “Registration Sponsor”
- Branding of the registration desk (we will provide basic signage and tent cards but will work with you to incorporate additional signage/décor if you wish)
- Opportunity to provide a delegate registration gift branded with your logo.
- Branding the online registration system header with your logo and a message that says “Online registration sponsored by _____”

Lunch Keynote Sponsor (Available – 3)

- Presenting name rights of the lunch & keynote speaker (“Presented by your organization”)
- We will work with you to “brand” the room through décor, signage, electronic displays, etc. that tastefully fuse both your brand and the conference brand into the event
- Opportunity for a representative to address the entire conference audience to welcome the crowd, deliver some key corporate messages, and introduce the keynote speaker
- Opportunity to provide promotional materials that will be placed on table settings during your exclusive event
- An opportunity to conduct a door prize during the sponsored event



Gold Level Sponsorship Assets

Gold Level Sponsors would receive **ONE OF THE FOLLOWING** the assets listed below:

Breakout Stream Sponsorship (Available – 4)

- Logo on all session signage for the stream that you are sponsoring
- Opportunity to introduce (host) the speakers in the session room for the stream you are sponsoring
- An opportunity to provide two (2) additional stock corporate signage (e.g. banners or rollups) from your own company stock for displaying in the session room for the stream you are sponsoring

Coffee Break Sponsor (Available – 1 Per Day, 3 Available)

- An opportunity to provide additional stock corporate signage (e.g. banners or rollups) from your own company stock for display during the coffee breaks that you are sponsoring
- Verbal thank you during the breakout sessions before and after your coffee breaks on the day you are sponsoring the breaks

Evaluation Sponsor (Available – 1)

- Verbal thank you during the breakout sessions to remind delegates to fill out their evaluations for a chance to win a prize, donated by your organization
- Logo on the evaluations that will be provided to each delegate
- Logo on the electronic post-conference evaluation that is sent out to all delegates

Contact Information

To become a sponsor or for more information about sponsoring the 2019 AAISA Settlement & Integration Conference please contact our Business Development Outreach Coordinator, Raeesa Farooqi at rfarooqi@aaisa.ca.