

A large graphic of the year "2023" where the "0" is purple, the "2" is orange, and the "3" is blue. A small version of the AAISA logo is placed above the "0".

**AAISA
SETTLEMENT
& INTEGRATION
CONFERENCE**

March 1-3, 2023

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 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, partners-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 2023 AAISA Settlement & Integration Conference

As an organization, AAISA engages with its members and other partners to help increase the level of service to newcomers by providing opportunities for education, networking, and collaboration for newcomer-serving agencies across Alberta.

In support of this objective, AAISA will host a settlement and integration conference from March 1-3, 2023 that will be aimed at providing training opportunities for front line settlement professionals.

Our 2023 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 virtually for three days of debate, discussion and dialogue on the issues that are impacting settlement and integration.

The event promises to be the premier event for those involved in the settlement and integration 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:

- Accès Emploi
- Action for Healthy Communities
- ASSIST Community Services Centre
- Association Francophone de Brooks
- Boys & Girls Club Big Brothers Big Sisters of Edmonton & Area Society
- Bredin Centre for Learning
- Calgary Bridge Foundation for Youth
- Calgary Catholic Immigration Society
- Calgary Immigrant Women's Association
- Calgary Region Immigrant Employment Council
- Canadian Imperial Advantage
- Catholic Social Services
- Central Alberta Immigrant Women's Association
- Care for Newcomers
- Centre D'Accueil pour Nouveaux Arrivants Francophones
- Centre for Newcomers (CFN)
- Cité des Rocheuses
- Columbia College
- Diversecities
- Edmonton Catholic School District (ECSD)
- Edmonton Immigrant Services Association
- Edmonton Mennonite Centre for Newcomers
- Edmonton Region Immigrant Employment Council
- Edson and District Community Learning Society
- Employabilities
- Francophonie Albertaine Plurielle (FRAP)
- Grand Prairie Council for Lifelong Learning
- GROW Women Leaders
- HIV Network of Edmonton
- Islamic Family and Social Services Association
- Immigrant Services Calgary
- Indo-Canadian Women's Association
- Jasper, Department of Community and Family Services
- Kneehill Adult Learning Society
- Keyano College
- Lethbridge Family Services - Immigrant Services
- Making Changes Association
- Maple Leaf Academy
- Medicine Hat College
- Multicultural Family Resource Society
- NorQuest College
- Portail de l'Immigrant Association (PIA)
- REACH Edmonton
- Rehoboth Alliance
- SAAMIS
- Settlement Services in the Bow Valley
- Alberta Immigrant Women & Children Centre
- SPEC Association for Children & Family Services
- Taber and District Community Adult Learning
- The Immigrant Education Society
- Today Family Violence Help Centre
- Trellis
- Two Hills Adult Learning Council - Newcomer & Learner Support Services
- YMCA Calgary
- YMCA of Northern Alberta
- YW Calgary



Why Sponsor

As a sponsor of the 2023 AAISA Settlement & Integration Conference, you will have a direct channel to share your brand and organizational information with front-line workers of the most influential newcomer serving agencies. The attendees at our conference have direct and trusted access to newcomer society and the broader non-profit sector and can become an ambassador for your brand.

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

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, welcoming, and inclusive society.

Sponsorship packages for the 2023 AAISA Settlement & Integration Conference offer a wide range of benefits tailored to meet your organization's needs.

By partnering with the 2023 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.

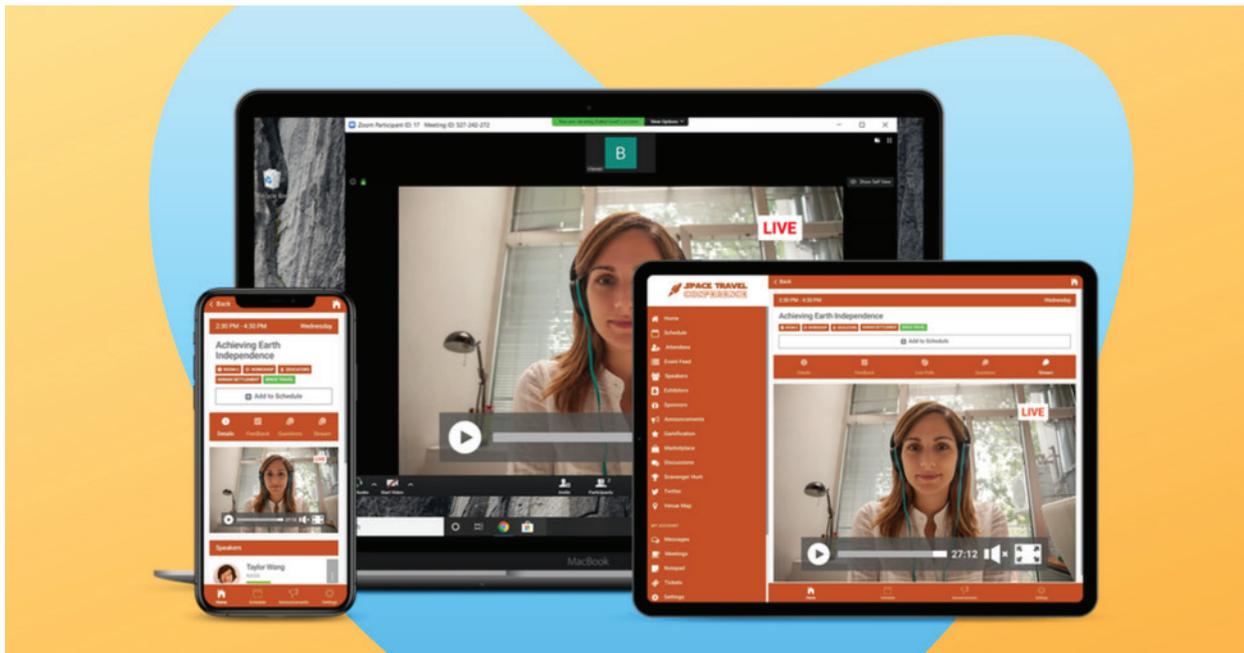


Introducing Our Virtual Conference Platform: Pheedloop

Throughout the last year we have been reminded that connection and learning opportunities can happen whether it's in person, or virtually! We've chosen to host the conference using a virtual event solution called PheedLoop.

This event hub provides real-time chat, questions, polls, and live keynote and concurrent sessions. One week prior to the event, registered attendees will receive a link to the Virtual Event Hub with a unique username and password.

A **Virtual Exhibit Booth** will help sponsors build a strong presence on the virtual event platform using a company profile, where you can upload your logo, company information, contact, information, and branded documents of your choice (e.g., marketing collateral, company resources, white paper, research, etc.).





How We Will Build Your Brand

As a 2023 AAISA Settlement & Integration Conference, you benefit from a wide variety of branding opportunities as we promote this year's events.

	Website & Electronic Promotion: Sponsor logos and branding will appear on the virtual event platform and digital marketing materials (including AAISA's bi-weekly newsletter).
	Virtual Exhibit Booth: Build a strong presence on the virtual event platform on a company profile, where you can upload your logo, company information, contact information and branded documents of your choice (e.g., marketing collateral, company resources, white paper, research, etc.).
	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 2021 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 2021 AAISA Settlement & Integration Conference website, which will include sponsor logos.
	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.
	Splash Lobby Video: Splash your company brand front on the PheedLoop lobby through a short looping video. The video is to be provided by the sponsoring company and displayed for one day of the event. The suggested video length is three (3) minutes.
	Branded Announcements: Send a notification to all conference attendees during the event to encourage one-on-one interaction or share company information and content. The number of notifications you get will depend on your sponsorship level, and your content will need to be approved by AAISA.
	Sponsored Group Networking Rooms: Engage with a select group of attendees in a discussion session organized by your company. The session would be held via the PheedLoop platform and hosted by your organization. The discussion topic is up to you! Scheduling and content will need to be approved by AAISA.



2023 AAISA Settlement & Integration Conference: Sponsorship Opportunities

CONFERENCE BENEFITS	PLATINUM \$5,500	GOLD \$3,000	SILVER \$1,000	BRONZE \$750
Registration Sponsor & Logo on Virtual Event Login Page	✓			
Virtual Event Lobby - Video	✓			
1 promotional email sent through AAISA to all attendees	✓			
Branded Announcements – platform text alerts to attendees	Two (2)	One (1)		
Opportunity to introduce keynote	✓	✓		
Opportunity to offer prize for in conference gamification	✓	✓	✓	
Virtual Exhibitor Booth	✓	✓	✓	
Opportunity to sponsor session	✓	✓	✓	✓
Logo on all digital correspondence with attendees	✓	✓	✓	✓
Logo on AAISA website and newsletter (bi-weekly basis)	✓	✓	✓	✓
Logo on the virtual event platform	✓	✓	✓	✓
Six complimentary conference registrations	✓			
Four complimentary conference registrations		✓		
Two complimentary conference registrations			✓	
One complimentary conference registration				✓
Three Social Media posts (on FB, Insta, Twitter) with up to two hashtags	✓			
Two Social Media posts (on FB, Insta, Twitter) with up to two hashtags		✓		
One Social Media post (on FB, Insta, Twitter) with up to two hashtags			✓	



Contact Information

To become a sponsor or for more information about sponsoring the 2023 AAISA Settlement & Integration Conference, please contact our event manager, Kyla Arneson at kyla@sparkeventcollective.com