

# Sponsorship & Advertising Opportunities



**CES** · **MONTREAL** · **2015** · **SCÉ**  
36<sup>TH</sup> EVALUATION CONFERENCE · 36<sup>E</sup> CONGRÈS D'ÉVALUATION

## Evaluation for the World We Want Montreal Sheraton, May 24-27, 2015

The Canadian Evaluation Society (CES) cordially invites you to support its 2015 annual conference, which will be hosted by the Société québécoise d'évaluation de programme at the Montreal Sheraton from May 24 to 28.

This annual event is the largest gathering for evaluators in Canada, providing them with professional development at an unprecedented scale. This year's conference is expected to attract an audience of some 500 local, national and international participants. We expect a significant international presence in 2015, [International Year of Evaluation](#). The interest shown through proposals for workshops and presentations attests to that already.

**This year's conference theme, Evaluation for the World We Want, is an inspiration for participants, presenters, sponsors, and exhibitors.**

The CES conference is your opportunity to promote your organization to local, national, and international evaluators, to increase the visibility of your products and service, and to demonstrate your support for evaluation in Canada. As a sponsor, you will draw attention to your professional capabilities in program evaluation and have the opportunity to network and promote your services.

### THE CANADIAN EVALUATION SOCIETY

The Canadian Evaluation Society (CES) is a professional association is dedicated to enhancing and promoting professional and ethical evaluation practices. Evaluation is a multi-disciplinary field focuses on documenting whether program and projects work, for whom and why. It has broad applications in many areas including government, health care, education, and non-profit organizations across Canada. CES members include approximately 1,800 professionals working in all levels of government in Canada, as well as in private and not-for-profit organizations.

## LEVELS OF SPONSORSHIP OPPORTUNITIES

We offer three levels of sponsorship for you to consider. Please see the table below for a summary.

Logo Display*	Platinum	Gold	Silver
Plenary Room Screen	✓	✓	x
Program	1 page	1/2 page	1/3 page
Conference Website	✓	✓	✓
Delegate Kit Insert	✓	x	x
Mobile app, key sponsor (always shown in the main menu)	✓	x	x
Mobile app, sponsor listing	Full	Text and image	Text
Mobile app, promoted posts	3	2	1
Mobile app, push notification	1	x	x

**IMPORTANT:** \*To ensure inclusion of your logo in the selected conference materials, please ensure delivery of electronic logo file to the sponsorship committee by **March 31, 2015**.

Amounts are provided further down in the payment section. You may also wish to consider the following à la carte sponsorship options to add to your package, or to purchase separately.

À la carte
<b>Thematic Breakfast</b> <i>Signage at entrance and on screens</i>
<b>Refreshment Break</b> <i>Signage on break tables</i>
<b>Delegate Kit Insert</b> <i>Promotional material to be inserted into the delegate bag</i>

Finally, you may also rent a **promotional booth** at the conference site.

## CONTACT INFORMATION

If you have any questions regarding sponsorship and exhibiting opportunities, please do not hesitate to contact **Frederic Bertrand** (Sponsorship and Exhibitors Committee) at:

[sponsorships@evaluationcanada.ca](mailto:sponsorships@evaluationcanada.ca)

## STEPS FOR SPONSORS

1. Confirm your selection of level of sponsorship to **Frédéric Bertrand** at:  
[sponsorships@evaluationcanada.ca](mailto:sponsorships@evaluationcanada.ca)
2. Make the payment by sending Sponsor Agreement Form to **Kayla Wright** from the Canadian Evaluation Society secretariat at: [secretariat@evaluationcanada.ca](mailto:secretariat@evaluationcanada.ca)
3. Once your payment is processed, **Laurence Dufour-Bouchard** from OPC Events ([LDBouchard@opcevenements.com](mailto:LDBouchard@opcevenements.com)) will contact you to confirm the promotional material to be provided under the agreement and to offer logistical support.

# SPONSOR AGREEMENT FORM

Sponsor Agreement Form: 1/3

Please complete this form and send it by e-mail or fax to:

**Kayla Wright**  
Canadian Evaluation Society  
3-247 Barr Street  
Renfrew, Ontario K7V 1J6  
Tel: +1 (855) 251-5721  
Fax: +1 (613) 432-6840  
[secretariat@evaluationcanada.ca](mailto:secretariat@evaluationcanada.ca)

PLEASE MAKE A COPY OF THIS FORM FOR YOUR RECORDS

We agree to provide our logo and needed promotional materials by *March 31, 2015.*

- Yes  
 No

## SPONSOR INFORMATION

Contact person: \_\_\_\_\_ Title: \_\_\_\_\_

Organization (full name): \_\_\_\_\_

Organization (name to be used in conference material/web site): \_\_\_\_\_

Department: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_

Province: \_\_\_\_\_ Postal code: \_\_\_\_\_

Telephone: \_\_\_\_\_

Fax number: \_\_\_\_\_

Email address: \_\_\_\_\_

Website: \_\_\_\_\_

## SPONSORSHIP TYPE

Sponsor Agreement Form: 2/3

Please select the appropriate boxes below and enter the total amount.

Sponsorship level	Select	Amount (\$)
Platinum package	<input type="checkbox"/>	2,000
Gold package	<input type="checkbox"/>	1,500
Silver package	<input type="checkbox"/>	1,000
<b>À la carte items</b>		
Thematic breakfast signage	<input type="checkbox"/>	500
Refreshment break signage	<input type="checkbox"/>	750
Delegate kit insert	<input type="checkbox"/>	750
<b>TOTAL (\$)</b>		

## METHOD OF PAYMENT

Sponsor Agreement Form: 3/3

Payment is required by cheque or credit card upon submission of your Agreement Form. The CES Secretariat will send you an invoice if required, but the agreement will not be deemed to be accepted until payment is received. Make cheques payable to Canadian Evaluation Society. This name will appear on credit card statements if paying by credit card.

- Invoice/Purchase Order
- Cheque enclosed (make payable to: Canadian Evaluation Society)
- MasterCard
- Visa

Credit Card Number:

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Expiry Date:

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Card Code  
Verification  
(CCV)<sup>1</sup>

Name on Credit Card:

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Authorized Signature:

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Date of authorization:

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<sup>1</sup> 3 digit card security code located on the back of VISA® and MasterCard® cards.