

Canada's Gold Standard in Governance Education

# Sponsorship Package.



The Directors College

# Who We Are.

The Directors College is Canada's original university accredited corporate director education program. Our approach is unique. Our immersive residential programs allow participants to put the lessons learned in the classroom into practice on the board. Our mission—to advance transformative governance for the benefit of business and society—is at the heart of our Gold Standard in Governance Education. This enables our alumni to be Forward Thinking **[Know]**, Values-Driven **[Be]**, and Change Enabling **[Do]**.

Our signature program, The Chartered Director (C.Dir.) Program and two Specialized Programs—Audit Committee Certified (A.C.C.) Program and Human Resources and Compensation Committee Certified (H.R.C.C.C.) Program—arm and prepare insightful directors with the ability to promote collaboration in the boardroom.

*Note: All package levels can be customized to align with the individual partnership preferences.*

## Core Program Sponsorship Opportunities

### College Sponsor - \$50,000

The College Sponsors have a premier annual sponsorship opportunity which aligns sponsors with all The Directors College core programs, special events and continuing education programs delivered by The Directors College.

- Sponsorship recognition in program marketing collateral, including the website, direct, and on-site marketing
- One annual complimentary registration to the Chartered Director (C.Dir.) Program value of \$21,850.00
- One registration annually at 50% to either the Audit Committee Certified (A.C.C.) Program **OR** the Human Resources Compensation Committee (H.R.C.C.C.) Program value of \$2,350.00–3,125.00
- Branded table for 10 at the Annual Graduation and Alumni Event providing networking opportunities with the faculty, alumni and their guests (hosted in Toronto ON every Spring) value \$2000.00
- On-site exhibit display opportunity at Annual Graduation and Alumni Event
- Full page ad in the Annual Graduation and Alumni Event Program
- Discounted registration fee for The Directors College Special Events and Workshops
- Feature article in The Directors College Newsletter shared with alumni, prospective students, faculty and posted on our website news



# The Directors College

## Program Sponsor- \$35,000

The Program Sponsors have a unique annual sponsorship opportunity which aligns sponsors with a support sponsorship of all core programs or can be distinctly aligned as a program sponsor of an individual program delivered by The Directors College.

- Sponsorship recognition in program marketing collateral, including the website, direct, and on-site marketing
- 5 tickets to the Annual Graduation and Alumni Event providing networking opportunities with the faculty, alumni and their guests (hosted in Toronto ON every Spring) value \$1000
- 1/2 page ad in Annual Graduation and Alumni Event Program
- One registration annually at 50% to the Chartered Director (C.Dir.) Program value of \$10,925
- One complimentary registration annually to either Audit Committee Certified (A.C.C.) Program **OR** Human Resources Compensation Committee (H.R.C.C.C.) Program value of \$4,700–6,250
- Special registration fee for The Directors College Special Events and Workshops

## Contributing Sponsor - \$20,000

The Contributing Sponsors have the opportunity to become a supporting sponsor for all The Directors College core programs.

- Sponsorship recognition in program marketing collateral, including the website, direct, and on-site marketing
- One registration annually at 50% to both Audit Committee Certified (A.C.C.) Program **AND** Human Resources Compensation Committee (H.R.C.C.C.) Program value of \$5,475
- 3 tickets to the Annual Graduation and Alumni Event providing networking opportunities with the faculty, alumni and their guests (hosted in Toronto ON every Spring) value \$600
- 1/4 page ad in Annual Graduation and Alumni Event Program
- One complimentary registration to the Continuing Education Workshop\* of choice value of \$249
- Special registration fee for The Directors College Special Events and Workshops

*\*Annual Flagship Workshop excluded*

National Media Partner Opportunity - *details to be discussed to create a customized sponsorship package for this unique partnership.*



# The Directors College

## Special Event Sponsorship Opportunities

### Annual Graduation and Alumni Event

The Annual Graduation and Alumni Event recognizes the graduates of the core programs that year for the achievement of receiving their globally recognized accreditations and celebrates our alumni and the accomplishments they have experienced since receiving their designation. The annual event is held in Toronto, ON every spring hosting 150-200 guests. We have opened the opportunity for organizations with current board opportunities and sponsors to have exhibit space in the reception hall. During dinner, we have an annual keynote speaker and presentation of the Gil Bennet Award. The event offers the opportunity to networks with our graduating class, faculty and alumni. It truly is an evening to celebrate accomplishments and inspire future success in governance.

#### Event Sponsor - \$10,000

- Sponsorship recognition in all event marketing, including website event page, e-mail, social media, direct, and on-site marketing
- On-site exhibit display opportunity
- Branded table for 10 at the Annual Graduation and Alumni Event providing networking opportunities with the faculty, alumni and their guests value \$2000
- Discounted event registration fee for key clients and alumni
- 1/2 page ad in Event Program

#### Contributing Sponsor - \$5,000

- Sponsorship recognition in all event marketing, including website event page, e-mail, social media, direct, and on-site marketing
- On-site banner/display opportunity
- 6 tickets to the Annual Graduation and Alumni Event providing networking opportunities with the faculty, alumni and their guests value \$1,200
- Discounted registration fee for key clients and alumni
- 1/3 page ad in Event Program

#### Participating sponsor - \$3,000

- Sponsorship recognition in all event marketing, including website event page, e-mail, social media, direct, and on-site marketing
- 4 tickets to the Annual Graduation and Alumni Event providing networking opportunities with the faculty, alumni and their guests value \$800
- 1/4 page ad in Event Program



# The Directors College

## Continuing Education Workshops

The Directors College hosts four ½ day workshops across the country annually in addition to a flagship workshop that will be scheduled in conjunction with our Annual Graduation and Alumni Event. Themes for the workshops vary pending the location and feedback of the topics requests by our Alumni and Continuing Professional Development Members. Sponsors for the workshops would have input on the topic presented.

### Presenting Sponsor - \$20,000

This sponsor level would be a presenting sponsor for all four workshops hosted across the country and a recognized sponsor for the flagship workshop.

- Presenting Sponsorship recognition in all four ½ day workshops, including website event page, e-mail, social media, direct, and on-site marketing
- Supporting sponsorship recognition in the flagship workshop, including website event page, e-mail, direct, and on-site marketing
- Speaking opportunity at each workshop\*
- One guest registration to each workshop \* providing networking opportunities with workshop delegates and faculty total value \$1,750
- One page insert in delegate kits for each workshop \*
- Preferred registration rate to the workshops\* for key clients, colleagues and alumni
- One complimentary ticket to the Annual Graduation and Alumni Event providing networking opportunities with the faculty, alumni and their guests (hosted in Toronto ON every Spring in tandem with Flagship Workshop) value \$199
- Display table/exhibit booth onsite for each workshop\*

*\*including all four ½ day workshops and the flagship workshop*

### Annual Flagship Workshop Sponsor - \$9,000

- Sponsorship recognition in all event marketing, including website event page, e-mail, social media, direct, and on-site marketing
- Speaking opportunity at the flagship workshop
- One page insert in delegate kits
- One complimentary guest registration to the flagship workshop value of \$800
- One complimentary ticket to the Annual Graduation and Alumni Event providing networking opportunities with the faculty, alumni and their guests (hosted in Toronto ON every Spring in tandem with Flagship Workshop) value \$199
- Discounted registration fee to the sponsored workshop for key clients and alumni
- Display table/exhibit booth onsite at Flagship Workshop



# The Directors College

## Individual Workshop Sponsor - \$5,000

- Sponsor will select one location (annually scheduled in Toronto, Vancouver, Calgary, Saskatoon/Regina)
- Sponsorship recognition in all event marketing, including website event page, e-mail, social media, direct, and on-site marketing
- 1/2 page insert in delegate kits
- One guest registration to the sponsored workshop providing networking opportunities with workshop delegates and faculty value of \$249.00 per 1/2 day workshop.
- Discounted registration fee to the sponsored workshop for key clients, colleagues and alumni
- Display table/exhibit booth onsite

## Alumni and Faculty Reception

### Presenting Sponsor- \$7,000

- Sponsorship recognition in all event marketing, including website event page, e-mail, social media, direct, and on-site marketing
- 5 representatives to attend the event and network with our Directors College faculty and alumni
- Display table/exhibit booth onsite
- Expected attendance between 40-60 guests
- Usually hosted in Toronto with the opportunity to host across Canada in locations with a large alumni base

*\*Note: For all special events - in kind sponsorship would be recognized for their value accordingly (ie; venue, catering, decor, AV, ect.)*



# The Directors College

**For more information on  
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