



## **ATESL 2017 Conference**

**October 20 - 21, 2017**

**Westin Hotel**

**Calgary, Alberta**

### **Sponsorship Invitation and Opportunities**

Alberta Teachers of English as a Second Language (ATESL) is a professional organization that promotes the highest standard of teaching and English language program provision for all learners in Alberta whose first language is other than English. To promote quality professional development opportunities in Alberta, we are very pleased to announce the ATESL 2017 Conference is taking place Friday, October 20th to Saturday, October 21st at the Westin Hotel located in beautiful downtown Calgary. The theme of this year's conference is *Expanding Possibilities: Diversity and Innovation*. We are thrilled to welcome keynote speakers Dr. Bonny Norton (University of British Columbia), Dr. Darren Lund (University of Calgary), and Dr. Greg Kessler (Ohio University). This year's conference also features the Educational Technology Summit. This special event is a collaborative initiative organized by ATESL and BC TEAL. It will take place concurrently with the regular conference sessions on Saturday, October 21st.

ATESL's annual conference brings together hundreds of ESL educators, administrators, and academics from both adult settings and K-12. We anticipate the conference will draw close to 400 delegates from every region of Alberta and from across Canada. The ESL professionals attending this conference strive to welcome newcomers and help provide them with essential life and language skills needed to successfully adapt to life in Canada. You can help recognize the dedication of the learners, teachers, and leaders in the ESL field by supporting the ATESL 2017 Conference as a sponsor. Your organization has the potential to impact thousands as conference participants return to their institutions to share their material and memorable experiences gained at the conference.

If you wish to take advantage of this unique opportunity for sponsorship of the ATESL 2017 Conference, please consider the benefits of each sponsorship level outlined in the attached document to determine what best suits your organization. Please feel free to contact us at [sponsorship@atesl.ca](mailto:sponsorship@atesl.ca) should you have any questions.

Sincerely,

Sponsorship Committee  
ATESL Conference 2017  
[sponsorship@atesl.ca](mailto:sponsorship@atesl.ca)

## ATESL 2017 Sponsorship

The annual ATESL 2017 conference will take place October 20<sup>th</sup> and 21st at the Westin Hotel located in downtown Calgary, Alberta. The theme of this year's conference is *Expanding Possibilities: Diversity and Innovation*. You are invited to support this event at one of the sponsorship levels outlined below.

### Sponsorship At-A-Glance

Platinum	\$2,000
Gold	\$1,000
Silver	\$750
Bronze	\$500

### Summary of Benefits

Benefit	Platinum	Gold	Silver	Bronze
Formal acknowledgment and recognition during opening remarks on Friday and Saturday	•			
One complimentary registration	•			
Formal acknowledgment and recognition at the Wine and Cheese event	•	•		
Recognition during lunch on Friday and Saturday	•	•	•	
Logo and link on conference website	•	•	•	•
Advertisement and/or logo on printed program and included in the online conference program.	•	•	•	•
Acknowledgement on social media (Twitter and Facebook)	•	•	•	•

### Sponsorship Levels

#### Platinum

**\$2,000**

- Formal acknowledgment during opening remarks on Friday and Saturday and at the Wine and Cheese event held on Friday, October 20<sup>th</sup>.
- Recognition during lunch on Friday and Saturday.
- Primary placement of logo and/or advertisement in the printed program document and included in the online conference program.



ALBERTA TEACHERS  
OF ENGLISH AS  
A SECOND LANGUAGE

- One (1) complimentary conference registration.
- Placement in high-traffic areas of banner or poster provided by sponsor.
- Primary placement of logo and link to your website on the ATESL 2017 conference website.
- Recognition on social media (Twitter and Facebook)

### **Gold**

**\$1000**

- Formal acknowledgment during opening and closing remarks on by days and at the Wine and Cheese event.
- Recognition during lunch on Friday and Saturday.
- Recognition on social media (Twitter and Facebook)
- Secondary placement of organization logo and/or advertisement in the printed program document and included in the online conference program.
- Placement of logo and link to your website on the ATESL 2017 conference website.

### **Silver**

**\$750**

- Recognition during lunch on Friday and Saturday
- Recognition on social media (Twitter and Facebook)
- Tertiary placement of organization logo and/or advertisement in the printed program and included in the online conference.
- Placement of logo and link to your website on the ATESL 2017 conference website

### **Bronze**

**\$500**

- Placement of organization logo and/or advertisement in the printed program and included in the online conference program.
- Placement of logo and link to your website on the ATESL 2017 conference website
- Recognition on social media (Twitter and Facebook)

## **Additional Sponsorship Opportunities**

### **Keynote Speakers**

**\$ 2500**

- Formal acknowledgement during the opening and closing remarks and introduction of the keynote speaker.
- Logo and/or advertisement in the printed program and included in the online conference program.
- Placement of logo and link to your website on the ATESL 2017 conference website.

### **Educational Technology Summit**

**\$3000**

- Formal acknowledgement during the opening and closing remarks.
- Logo and/or advertisement in the printed program and included in the online conference program.
- Placement of logo and link to your website on the ATESL 2017 conference website
- Recognition on social media (Twitter and Facebook)

### **Volunteer Ambassadors**

**\$700**

Volunteer ESL students will greet conference delegate and provide directions and information throughout the conference.

- Volunteer ambassadors will be provided with a t-shirt with your logo on it.
- Logo and/or advertisement in the printed program and included in the online conference program.
- Placement of logo and link to your website on the ATESL 2017 conference website.

### **Lunch on Friday or Saturday (2 opportunities available)**

**\$700**

- Logo on projector during lunch
- Verbal acknowledgement during lunch
- Signage with your logo placed at each of the buffet tables
- Logo and/or advertisement in the printed program and included in the online conference program.
- Placement of logo and link to your website on the ATESL 2017 conference website

### **Nutrition Breaks (4 opportunities available)**

**\$400**

- Signage placed on nutrition break tables.
- Logo and/or advertisement in the printed program and included in the online conference program.
- Placement of logo and link to your website on the ATESL 2017 conference website
- Recognition on social media (Twitter and Facebook)

### **Cash or In-Kind Donations**

Cash or in-kind donations to the ATESL 2017 conference are also welcome and will be acknowledged during the conference and on the conference website.

*Have an idea that isn't listed here? Let us know! Contact us at: [sponsorship@atesl.ca](mailto:sponsorship@atesl.ca)*

## **Sponsorship Payment and Benefits**

To show your support for the ATESL 2017 conference, please send an email to [sponsorship@atesl.ca](mailto:sponsorship@atesl.ca) indicating your preferred category of sponsorship.

In order to receive maximum exposure and benefits, please confirm your sponsorship as early as possible. Benefits of sponsorship will begin upon receipt of payment. All sponsorship payments must be received before the payment deadline of **September 29th, 2017**. If payment is received after this date, certain benefits such as the inclusion of logos in the printed program and signage cannot be guaranteed due to time restrictions. Benefits for sponsorship will be according to above descriptions. However, all possible efforts will be made to accommodate requests for alternative benefits to those listed above.

## **Sponsorship Contact Information**

Please direct all enquiries to: [sponsorship@atesl.ca](mailto:sponsorship@atesl.ca)

Conference Sponsorship Committee

**Lisa Rochman (Chair), Irina Derevyanko, Jim Morkin**

ATESL 2017 Conference Co-Chairs: [conference2017@atesl.ca](mailto:conference2017@atesl.ca)

**Wendy Chambers & Chris Wharton**