



ALBERTA TEACHERS
OF ENGLISH AS
A SECOND LANGUAGE

2020 SPONSORSHIP PACKAGE



ATESL 2020 **ONLINE**

Seeds of Possibility:

Curiosity, Drive, and Innovation

OCTOBER 16-17, 2020

Join us this fall!

ATESL'S ANNUAL 41ST CONFERENCE

atesl.ca/conference/welcome/



A Message from 2020's Conference Project Mangers

Alberta Teachers of English as a Second Language (ATESL) is a membership based, professional organization that promotes the highest standards of teaching and English language program provision for all learners in Alberta whose first language is other than English.

Each year, ATESL hosts a **two-day conference** where English language professionals gather to generate new ideas, share knowledge and expertise, engage, and connect. Our annual event is attended by more than 400 attendees across Alberta in the ESL field.

Our theme for our 2020 conference "**Seeds of Possibility: Curiosity, Drive, and Innovation**" aims to inspire and cultivate curiosity, ignite drive, and explore innovative approaches in ESL. **Due to the current COVID-19 crisis, the 41st Annual Conference will take place virtually, October 16th and 17th, 2020.**

We are pleased to invite you to take advantage of an exciting opportunity to be one of the sponsors for our upcoming conference. Please take a moment to review the sponsorship and exhibitor opportunities given in this Package.

To reflect the transition to a virtual conference, we have kept many benefits, and have also added new ones! Your support is greatly appreciated at this time.

View our conference website at atesl.ca/conference/welcome/ for more information.

Stay well,

Indira Cevallos & Maryna Siek

2020 ATESL Conference Project Managers





ABOUT ATESL

As the professional organization Teachers of English as a Second Language in Alberta, ATESL's mission is to promote the highest standards of teaching and provision of English Language programs for learners in Alberta whose first language is other than English.

WHAT WE DO

Professional Development Opportunities

Encouraging and providing professional development opportunities that are consistent with generally accepted principles of adult learning and with currently understood principles of second language learning and teaching.

Develop Policies & Procedures

Working collaboratively with government to develop policies and procedures which govern the provision of English language programs and related services for immigrants to Canada.

Creating Awareness

Creating awareness about immigration, settlement of immigrants, and English language learning by communicating with government, business, and the general public.

Involving Learners

Encouraging and supporting the participation of learners in the decision-making processes that determine their educational choices.

Communicating Standards

Encouraging awareness of issues of accountability and program standards by communicating with English language program providers and learners.

Liaising

Liaising with other organizations, local, provincial, national, and international, engaged in education.

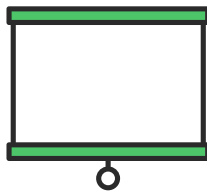


ABOUT ATESL CONFERENCES

ATESL's 40th conference attracted 417 registrants who took in a total of 90 presentations from 129 presenters, including keynotes and invited guests.



417
registrants



90
sessions



129
presenters

ATESL 2020 ONLINE

ATESL 2020 will be 100% online keeping the same great components of a face to face event! Our conference platform features a showcase section for sponsors and exhibitors. With a virtual booth in the Exhibitor Hall, you have the opportunity to:

- create a virtual booth
- upload your logo, company/organization description
- add links to website/social media
- live stream or add a pre-recorded video
- chat with attendees
- manually collect leads retrieval and export to email
- drive virtual booth traffic with coupons and raffles



Virtual networking opportunities allow you to create virtual meetups, generate leads, and interact with attendees through app community board.



Why Sponsor?

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 2020 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.

Thank you to our 2019 sponsors!

ATESL enthusiastically thanks the following sponsors for their generous support of the 2019 conference:

PLATINUM



GOLD



SILVER



NUTRITION BREAK



Sponsorship at a Glance

The annual ATESL 2020 conference will take place online on October 16th and 17th. The theme of this year's conference is **Seeds of Possibility: Curiosity, Drive, and Innovation**. You are invited to support this event at one of the sponsorship levels outlined below.











Platinum \$2,000

Gold \$1,000




































Silver \$750

Bronze \$500

Summary of Benefits

 Sponsorship Levels	Sponsorship Type			
	Platinum	Gold	Silver	Bronze
	\$2000	\$1000	\$750	\$500
Pre-event				
Complimentary full-conference registrations	3	2	1	-
Recognition on ATESL website (ATESL.ca) with link to sponsor's webpage				
Social media mentions on ATESL platforms (Facebook, Instagram, Twitter)			 *	 *
Recognition in email campaigns/ blasts to ATESL membership*				

**All sponsors will receive recognition in our immediate pre-event and day of conference blasts. Platinum/Gold sponsors will also receive recognition upon approval of sponsorship and leading up to the conference event*

 Sponsorship Levels	Sponsorship Type			
	Platinum \$2000	Gold \$1000	Silver \$750	Bronze \$500
During the Event				
Logo in 2020 Conference Program				
Company logo and URL on conference website and conference app				
Virtual Booth <ul style="list-style-type: none"> Dedicated sponsor page (virtual booth) Logo, description and links to website/social media Live stream or pre-recorded video Chat with attendees Manually collect leads retrieval and export to email Set up a promotional offer (raffle, giveaway or coupon) 				
Advertisement in Conference Program	Full page	Half page	1/4	
Formal acknowledgement and recognition during opening and closing remarks on Friday and Saturday				
Formal acknowledgement and recognition during President's Speech / ATESL's AGM				
Banner Placement: Platform Homepage				
Banner Placement: Platform Agenda Page				
Banner Placement: Platform Profile Page				
Virtual Scavenger Hunt with a directed check point to your booth				
Acknowledgement through push notification <i>For example, a notification to direct attendees to your live streamed session</i>				
Post-event				
Recognition in post-event thank you to attendees				
Acknowledgement of sponsorship in quarterly newsletter to provincial membership				

Sponsorship Levels

ATESL 2020 offers a range of sponsorship packages. If you can't find what you're looking for in the packages below, we can design a custom sponsorship package according to your needs.

Platinum

\$2000.00

Recognition for this level of sponsorship includes:

- Formal acknowledgment during opening remarks on Friday and Saturday
- Recognition during ATESL AGM on Saturday, email campaigns to ATESL membership and push notification during the live event (for example, a notification to direct attendees to your live streamed session)
- Primary placement of logo and link to your website on the ATESL 2020 conference website
- Primary placement of logo in the conference event platform, mobile app, and online conference program (PDF)
- Recognition on social media (Twitter, Facebook, and Instagram)
- Conference Website/App Sponsor Banner Ad placement: Homepage, Agenda Page and Attendee Profile Pages
- Acknowledgement of sponsorship in quarterly newsletter to provincial membership
- Recognition in post-event thank you to attendees

Live Event and Exhibition Hall

- Three (3) complimentary conference registration
- Full virtual booth capabilities Virtual scavenger hunt with a directed check point to your booth

Promotion

- One full page advertisement displayed in the conference program (PDF)

Gold

\$1000.00

Recognition for this level of sponsorship includes:

- Formal acknowledgment during opening and closing remarks on Friday and Saturday
- Recognition during ATESL AGM on Saturday
- Secondary placement of logo and link to your website on the ATESL 2020 conference website
- Secondary placement of logo in the conference event platform, mobile app, and online conference program (PDF)
- Recognition on social media (Twitter, Facebook, and Instagram)
- Conference Website/App Sponsor Banner Ad placement: Agenda Page and Attendee Profile Pages
- Acknowledgement of sponsorship in quarterly newsletter to provincial membership
- Recognition in post-event thank you to attendees

Live Event and Exhibition Hall

- Two (2) complimentary conference registration
- Full virtual booth capabilities

Promotion

- Half full page advertisement displayed in the conference program (PDF)



Silver

\$750.00

Recognition for this level of sponsorship includes:

- Recognition during ATESL AGM on Saturday
- Placement of logo and link to your website on ATESL 2020 conference website
- Tertiary placement of logo in the conference event platform, mobile app and online conference program (PDF)
- Conference Website/App Sponsor Banner Ad placement: Attendee Profile Pages
- Recognition on social media (Twitter, Facebook, and Instagram)

Live Event and Exhibition Hall

- One(1) complimentary conference registration
- Full virtual booth capabilities

Promotion

- 1/4 page advertisement displayed in the conference program (PDF)

Bronze

\$500.00

Recognition for this level of sponsorship includes:

- Recognition during ATESL AGM on Saturday
- Placement of logo and link to your website on the ATESL 2020 conference website
- Tertiary placement of logo in the conference event platform, mobile app and online conference program (PDF)
- Recognition on social media (Twitter, Facebook, and Instagram)

Live Event and Exhibition Hall

- Full virtual booth capabilities

Additional Sponsorship Opportunities

Student Ticket Sponsorship

\$500.00

Demonstrate your commitment to future leaders by providing the funds needed for 5 attendees to ATESL 2020.

- Formal acknowledgement during the opening and closing remarks.
- Logo and/or advertisement in the online conference program.
- Placement of logo and link to your website on the ATESL 2020 conference website.
- Recognition on social media (Twitter, Facebook and Instagram)

Whova App Sponsor

\$450.00

Demonstrate your commitment to innovation in the field.

- Logo and/or advertisement in the online conference program.
- Placement of logo and link to your website on the ATESL 2020 conference website
- Recognition on social media (Twitter and Facebook)
-

Video Conference Sponsor

\$450.00

Demonstrate your commitment to technology.

- Logo and/or advertisement in the online conference program.
- Placement of logo and link to your website on the ATESL 2020 conference website
- Recognition on social media (Twitter and Facebook)

In-Kind Donations

In-kind donations to the ATESL 2020 conference are also welcome and will be acknowledged during the conference and on the conference webpage. We are currently seeking donations of gifts for our speakers and door prizes for our attendees and welcome all manner of gift cards.

Have an idea that isn't listed here? Let us know!

Sponsorship Payment Contract

To show your support for the ATESL 2020 conference, please send an email to tosponsorship@atesl.ca indicating your preferred category of sponsorship.

The benefits of sponsorships have specific timelines and will begin upon receipt of payment. **All sponsorship payments must be received before the payment deadline of September 15, 2020.** If payment is received after this date, certain benefits cannot be guaranteed due to time restrictions and logistics. Benefits for sponsorship will be according to descriptions listed in each tier or add on. Every effort will be made to accommodate requests for alternative benefits.

Important Deadlines

IMPORTANT DEADLINES	
Sponsorship Commitment	August 31st, 2020
Sponsorship Payment	Sept 15, 2020
Logo/Organization Information Submission *This information will be used to populate your Virtual Booth	Sept 15, 2020



ATESL 2020 **ONLINE**
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JOIN US!

SECURE YOUR SPONSORSHIP TODAY



Excellent opportunity

Be a part of ATESL's first ever virtual event. Our conference app offers great showcasing capabilities!



Make connections

Share your brand and connect with attendees during the event and beyond.



Advancement in ESL

Your sponsorship impacts the ESL field. Spark curiosity, ignite drive and empower educational innovators by supporting this virtual event.

Maximize your presence

Your support will go a long way towards advancing ESL professionals through continuous education and making this event a great success!



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Sponsorship Contact Information

To show your support for the ATESL 2020 conference, please send an email indicating your preferred category of sponsorship. Please direct all enquiries to:
sponsorship@atesl.ca

Conference Sponsorship Committee

Lori Kennedy (ATESL President)
Eaman Mah
May Yeung

ATESL 2020 Conference Project Managers

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