

A MESSAGE FROM THE 2021 CONFERENCE MANAGERS

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 brings together more than 400 attendees from across Alberta in the ESL field.

The theme for our 2021 conference, "Lighting the Future: Expanding Expectations" inspires us to share the knowledge and experience acquired in the last year and to support each other in this time of transition. Liker last year, our 42nd Annual Conference will take place virtually, on October 15th and 16th, 2021.

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.

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

Stay well,

Sofia Elgueta and Denise Lo 2021 ATESL Conference Project Managers



ABOUT ATESL

As the professional organization for 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.

Creating Awareness

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

Communicating Standards

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

Developing 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.

Involving Learners

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

Liaising

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









LIGHTING THE FUTURE EXPANDING EXPECTATIONS

LAST YEAR'S VIRTUAL CONFERENCE







450 attendees

59 sessions

98 speakers



The total number of times every sponsor was viewed in the Whova sponsor banner, plus the total number of banner clicks





OUR ONLINE PLATFORM

Our online platform allows us to keep 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:

- Customize your 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 the app community board.



Messag	
3,5	503
	SENT (PRIVATE & COMMUNITY) verage at Whova events

Community Board		
96		
COMMUNITY BOARD TOPIC POSTS 14 is the average at Whova events		
Create a new Discussion Topic		

Photos	
132	
PHOTOS TAKEN	
478 total likes	
Upload more event photos	

Meet-ups	
29	
MEET-UPS CREATED 263 attendees participated	
Add a new Meet-up	

Sponsors	
416,722	
SPONSOR IMPRESSIONS 7 sponsors	









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 450 delegates from every region of Alberta and from across Canada.
- Our lineup of world-renowned keynotes for this year will attract language professionals from beyond our provincial and national borders as well!
- 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 2021 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 2020 SPONSORS



PLATINUM



GOLD





SILVER BRONZE









CONTRIBUTION







SUMMARY OF BENEFITS

ONLINE ATESI 2021	Sponsorship Type				
LIGHTING THE FUTURE EXPANDING EXPECTATIONS	Diamond	Platinum	Gold	Silver	Bronze
Price	\$2500	\$2000	\$1000	\$750	\$500
Pre-event					
Complimentary full-conference registrations	3	3	2	1	
Recognition on ATESL website (ATESL.ca) with link to sponsor's webpage	*	*	*	*	*
Social media mentions on ATESL platforms (Facebook, Instagram, Twitter)*	*	*	*		
Your logo on keynote announcements on social media*	*				
Recognition in email campaigns/ blasts to ATESL membership*	*	*			
During the Event					
Formal acknowledgement and recognition during President's Speech / ATESL's AGM	*	*	*	*	*
Formal acknowledgement and recognition during opening and closing remarks on Friday and Saturday	*	*	*		
Exclusive acknowledgement before and after keynote session	*				
Short promotional video played immediately before keynote session	*				
Company logo and URL on conference website and conference app	# featured	primary	secondary	tertiary	tertiary
Virtual Scavenger Hunt with a directed check point to your booth	*	*			
Acknowledgement through push notification For example, a notification to direct attendees to your live streamed session	*	*			

^{*}All sponsors will receive recognition in our immediate pre-event and day of conference blasts. Diamond/Platinum sponsors will also receive recognition upon receipt of payment and leading up to the conference event









SUMMARY OF BENEFITS

Virtual Booth 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)	*	*	*	*	*
Banner Placement: Platform Profile Page	*	*	*	*	
Banner Placement: Platform Agenda Page	*	*	*		
Banner Placement: Platform Homepage	*	*			
Post-event					
Recognition in post-event thank you to attendees	*	*	*	*	*
Acknowledgement of sponsorship in quarterly newsletter to provincial membership	*	*	*	*	*









SPONSORSHIP LEVELS

ATESL 2021 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.

DIAMOND -KEYNOTE SPONSOR

\$2,500 LIMITED AVAILABILITY

Recognition for this level of sponsorship includes:

- Exclusive acknowledgement before and after keynote session
- Short promotional video played immediately before keynote session
- Recognition on social media (Twitter, Facebook, LinkedIn and Instagram)
- Your logo on keynote announcements on social media (from time of agreement)
- · Formal acknowledgment during opening remarks on Friday and Saturday
- Recognition during ATESL AGM, email campaigns to ATESL membership and push notification during the live event (for example, a notification to direct attendees to your live streamed session)
- Featured placement of logo and link to your website on the ATESL 2021 conference website and on keynote announcement page
- Primary placement of logo in the conference event platform and mobile app.
- 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 registrations
- Full virtual booth capabilities Virtual scavenger hunt with a directed check point to your booth









PLATINUM

\$2,000

Recognition for this level of sponsorship includes:

- Formal acknowledgment during opening remarks on Friday and Saturday
- Recognition during ATESL AGM, 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 2021 conference website
- Primary placement of logo in the conference event platform and mobile app
- 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 registrations
- Full virtual booth capabilities Virtual scavenger hunt with a directed check point to your booth









GOLD

\$1,000

Recognition for this level of sponsorship includes:

- Formal acknowledgment during opening and closing remarks on Friday and Saturday
- Recognition during ATESL AGM
- Secondary placement of logo and link to your website on the ATESL 2021 conference website
- Secondary placement of logo in the conference event platform and mobile app
- 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 registrations
- Full virtual booth capabilities









SILVER

\$750

Recognition for this level of sponsorship includes:

- Recognition during ATESL AGM
- Tertiary placement of logo and link to your website on ATESL 2021 conference website
- Tertiary placement of logo in the conference event platform and mobile app
- 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

BRONZE

\$500

Recognition for this level of sponsorship includes:

- · Recognition during ATESL AGM
- Tertiary placement of logo and link to your website on ATESL 2021 conference website
- Tertiary placement of logo in the conference event platform and mobile app
- Recognition on social media (Twitter, Facebook, and Instagram)

Live Event and Exhibition Hall

Full virtual booth capabilities









ADDITIONAL SPONSORSHIP OPPORTUNITIES

STUDENT TICKET SPONSORSHIP \$300

Demonstrate your commitment to future leaders by providing the funds needed for 5 attendees to ATESL 2021.

- Formal acknowledgement during opening and closing remarks
- Placement of logo and link to your website on ATESL 2021 conference website
- Logo and/or advertisement in the online conference program
- · Recognition on social media (Twitter, Facebook, and Instagram)

WHOVA APP SPONSOR

\$450

Demonstrate your commitment to innovation in the field

- Placement of logo and link to your website on ATESL 2021 conference website
- Logo and/or advertisement in the online conference program
- Recognition on social media (Twitter, Facebook, and Instagram)

VIDEO CONFERENCE SPONSOR

\$450

Demonstrate your commitment to technology

- Placement of logo and link to your website on ATESL 2021 conference website
- Logo and/or advertisement in the online conference program
- Recognition on social media (Twitter, Facebook, and Instagram)







IN-KIND DONATIONS

In-kind donations to the ATESL 2021 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. If you are interested in gift donations, please contact Shona Nichols at sponsorship@atesl.ca Have an idea that isn't listed here? Let us know!

SPONSORSHIP PAYMENT CONTRACT

To show your support for the ATESL 2021 conference, please send an email to president@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, 2021. 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			
Sponsorship Commitment August 31st, 2021			
Sponsorship Payment	September 15th, 2021		
Logo/Organization Information Submission *This information will be used to populate your Virtual Booth	September 15th, 2021		
Virtual booth setup and training	October 1st or 2nd, 2021		







LIGHTING THE FUTURE EXPANDING EXPECTATIONS

JOIN US!

SECURE YOUR SPONSORSHIP TODAY!



Excellent

opportunity
Our conference
platform offers
excellent 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.
Help us light the future!



MAXIMIZE YOUR PRESENCE

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



Sponsorship Contact Information

To show your support for the ATESL 2021 conference, please send an email indicating your preferred category of sponsorship.

Please direct enquiries to:

president@atesl.ca

Conference Sponsorship Committee

Dora DiLullo Patten (ATESL President)

president@atesl.ca

Publishers and Exhibitors: publishers@atesl.ca

Tyla Olsen and Lasha MacQuarrie (Chairs)

Donald Mason

Sara Gnida

ATESL 2021 Conference Managers

Sofia Elgueta and Denise Lo conference2021@atesl.ca