

2022 Virtual Conference SPONSORSHIP PACKAGE

ATESL 2022 ONLINE



**Refresh, Recharge,
and Refocus**

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A MESSAGE FROM THE 2022 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 2022 conference, "Refresh, Recharge, and Refocus" inspires us to share the knowledge and experience acquired in the last year and to support each other in this time of transition. This year's 43rd Annual Conference will take place virtually, on October 14th and 15th, 2022.

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 atesl.ca/conference/welcome/ for more information

Stay well,

Sarah Kopichanski and Maryna Siek
2022 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.

ATESL 2022 ONLINE



**Refresh, Recharge,
and Refocus**

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.



#ateslconf2022

president@atesl.ca

atesl.ca/conference/sponsors

LAST YEAR'S VIRTUAL CONFERENCE



464 attendees



65 sessions



97 speakers

**Over 2800
community board
messages!**



**238 photos
shared**

**110 discussion
topics!**



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 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 2022 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 2021 SPONSORS

DIAMOND



PLATINUM



THANK YOU TO OUR 2021 SPONSORS

GOLD



SILVER



CAMBRIDGE
UNIVERSITY PRESS

BRONZE



**CATHOLIC
SOCIAL
SERVICES**


LANGUAGE ASSESSMENT,
REFERRAL, AND COUNSELLING
CENTRE (LARCC)

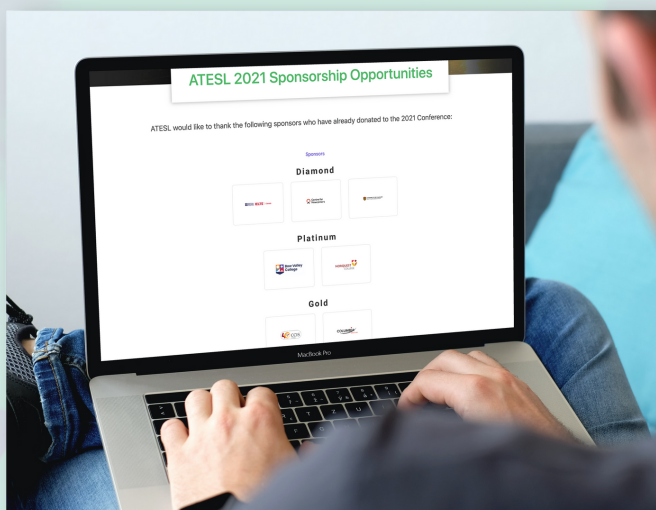


**UNIVERSITY
OF ALBERTA**



SPONSORSHIP AT A GLANCE

 Refresh, Recharge, and Refocus	Sponsorship Type				
	Diamond	Platinum	Gold	Silver	Bronze
	LIMITED	LIMITED	LIMITED	UNLIMITED	UNLIMITED
Price	\$2500	\$2000	\$1000	\$750	\$500
Pre-Event					
Complimentary full-conference registrations	4	3	2	1	0
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*	✓	✓			



*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



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president@atesl.ca

atesl.ca/conference/sponsors

SPONSORSHIP AT A GLANCE

 Refresh, Recharge, and Refocus	Sponsorship Type				
	Diamond	Platinum	Gold	Silver	Bronze
	LIMITED	LIMITED	LIMITED	UNLIMITED	UNLIMITED
Price	\$2500	\$2000	\$1000	\$750	\$500
During the Event					
Formal acknowledgement and recognition during President's speech/ATESL AGM	✓	✓	✓	✓	✓
Formal acknowledgement/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	✓				
Gamification: Opportunity to participate in the 2022 ATESL Conference Challenge	✓	✓	✓		
Company logo and URL on conference website and event platform	✓ Featured	✓ Primary	✓ Secondary	✓ Tertiary	✓ Tertiary
Acknowledgement through push notification (For example, a notification to direct attendees to your live streamed session)	✓	✓			



SPONSORSHIP LEVELS

ATESL 2022 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

Recognition for this level of sponsorship includes:

- Four (4) complimentary conference registrations
- Recognition on ATESL website (with link to sponsor's webpage), in email campaigns to ATESL membership and quarterly newsletter to provincial membership
- Recognition on social media (Twitter, Facebook and Instagram)
- Your logo on **keynote announcements** on social media
- Recognition during ATESL AGM and formal acknowledgment during opening and closing remarks on Friday and Saturday
- Exclusive acknowledgement before and after one keynote session with a short promotional video played before keynote session (4 opportunities, choice of keynote time slot is first come, first served)
- **Gamification:** Opportunity to participate in the 2022 ATESL Conference Challenge
- **Featured placement** of logo and link to your website on ATESL 2022 conference website and logo in Pheedloop (conference event platform)
- **Logo placement in Pheedloop:** Lobby Banner, Session Sponsor, Login Page Banner, Lobby Splash Video (Full screen)
- Push notification during live event (for example, a notification to direct attendees)
- Recognition in post-event thank you to attendees



PLATINUM

\$2,000
LIMITED AVAILABILITY

Recognition for this level of sponsorship includes:

- Three (3) complimentary conference registrations
- Recognition on ATESL website (with link to sponsor's webpage), in email campaigns to ATESL membership and quarterly newsletter to provincial membership
- Recognition on social media (Twitter, Facebook and Instagram)
- Formal acknowledgment during opening and closing remarks on Friday and Saturday and during ATESL AGM
- **Gamification:** Opportunity to participate in the 2022 ATESL Conference Challenge
- **Primary placement** of logo and link to your website on ATESL 2022 conference website and logo in Pheedloop (conference event platform)
- **Logo placement in Pheedloop:** Lobby Banner, Session Sponsor, Login Page Banner, Lobby Splash Video (Large logo)
- Push notification during live event (for example, a notification to direct attendees)
- Recognition in post-event thank you to attendees

GOLD

\$1,000
LIMITED AVAILABILITY

Recognition for this level of sponsorship includes:

- Two (2) complimentary conference registrations
- Recognition on ATESL website (with link to sponsor's webpage), and quarterly newsletter to provincial membership
- Recognition on social media (Twitter, Facebook and Instagram)
- Formal acknowledgment and recognition during opening and closing remarks on Friday and Saturday and ATESL AGM
- Gamification: Opportunity to participate in the 2022 ATESL Conference Challenge
- Secondary placement of logo and link to your website on ATESL 2022 conference website
- Secondary placement of logo in Pheedloop: Login Page Banner, Lobby Splash Video (medium logo)
- Recognition in post-event thank you to attendees



SILVER

\$750

UNLIMITED AVAILABILITY

Recognition for this level of sponsorship includes:

- One (1) complimentary conference registration
- Recognition on ATESL website (with link to sponsor's webpage), and quarterly newsletter to provincial membership
- Formal acknowledgement and recognition during ATESL AGM
- Tertiary placement of logo and link to your website on ATESL 2022 conference website
- Tertiary placement of logo in Pheedloop: Login Page Banner, Lobby Splash Video (small logo)

BRONZE

\$500

UNLIMITED AVAILABILITY

Recognition for this level of sponsorship includes:

- Recognition on ATESL website (with link to sponsor's webpage), and quarterly newsletter to provincial membership
- Formal acknowledgement and recognition during ATESL AGM
- Tertiary placement of logo and link to your website on ATESL 2022 conference website
- Tertiary placement of logo in Pheedloop: Login Page Banner, Lobby Splash Video (small logo)
- Recognition in post-event thank you to attendees



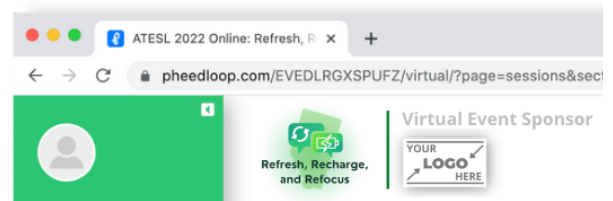
ADDITIONAL SPONSORSHIP OPPORTUNITIES

OFFICIAL CONFERENCE PLATFORM SPONSOR \$300

****EXCLUSIVE AVAILABILITY (2) - DIAMOND LEVEL ONLY****
Choice of Friday/Saturday is first come, first served

Demonstrate your commitment to technology

- **Portal Header Logo display** - Permanent visibility during the two day conference with your logo visible in your virtual event portal top left hand corner.



STUDENT TICKET SPONSORSHIP \$300

Demonstrate your commitment to future leaders by providing the funds needed for 5 attendees to ATESL 2022.

- Formal acknowledgement during opening and closing remarks
- Placement of logo and link to your website on ATESL 2022 conference website
- Logo and/or advertisement in the online conference program
- Recognition on social media (Twitter, Facebook, and Instagram)

CONFERENCE LUNCH HOUR NETWORKING/SOCIAL SESSION \$250

Host a networking session on a topic of your choice!

- One session open during lunch break (Saturday or Sunday)



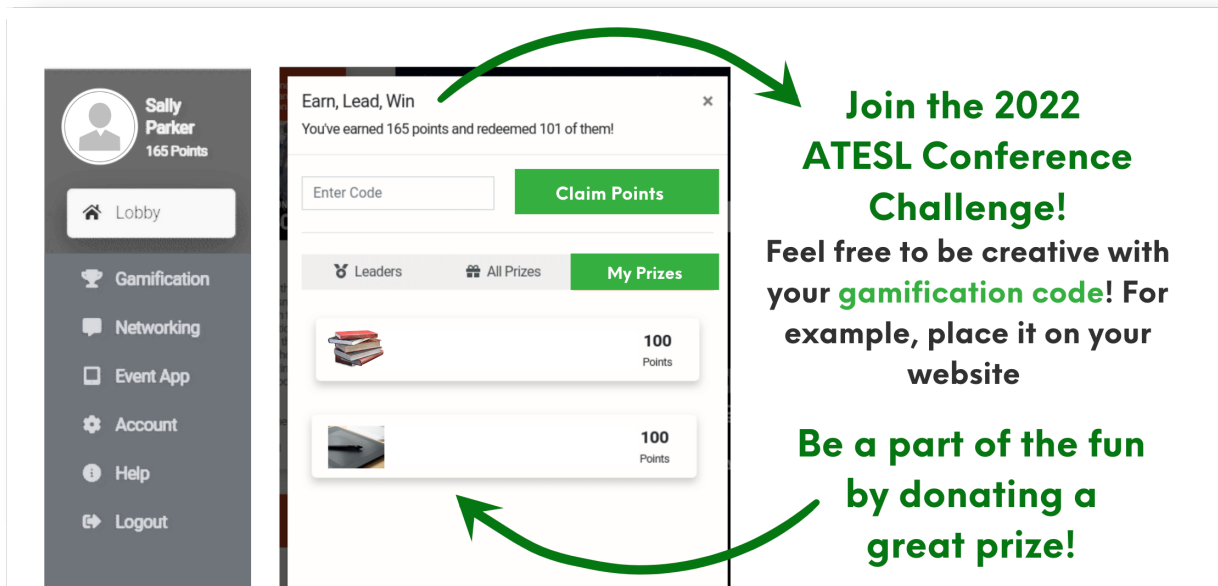
ADDITIONAL SPONSORSHIP OPPORTUNITIES

GAMIFICATION (ADD ON)

\$200

A scavenger hunt will be set up where attendees will be searching for gamification codes. Gamification codes can be hidden on sponsor/exhibitors websites (you will need to set this up on your end), embedded in session streams, announcements, push notifications, social media posts, and other locations. Attendees will enter codes, track their progress on a leaderboard, and collect prizes

- One gamification code



Join the 2022 ATESL Conference Challenge!

Feel free to be creative with your **gamification code**! For example, place it on your website

Be a part of the fun by donating a great prize!

ATESL CONFERENCE PUSH NOTIFICATION - \$100

\$100

Push notifications are the optimal way for sponsors to make important announcements and promotional offerings to attendees directly.

MAX: 1 add on per agreement

- One push notification via Pheedloop sent directly to event attendees on day one or two of the event

IN-KIND DONATIONS

In-kind donations to the ATESL 2022 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 our Sponsorship Committee at sponsorship@atesl.ca

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

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!



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president@atesl.ca

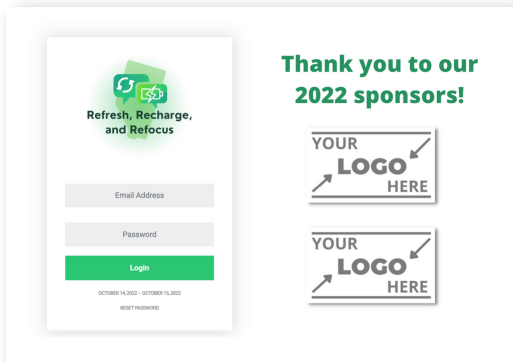
atesl.ca/conference/sponsors

LOGO OPPORTUNITIES

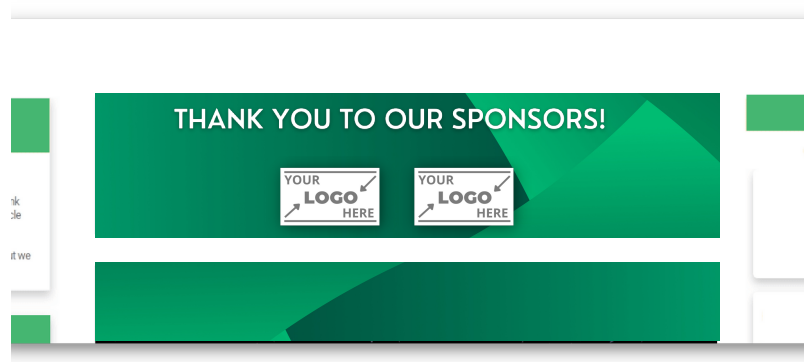
Refer to the **Sponsorship Levels** pages for logo placement opportunities.

***Mock up only**

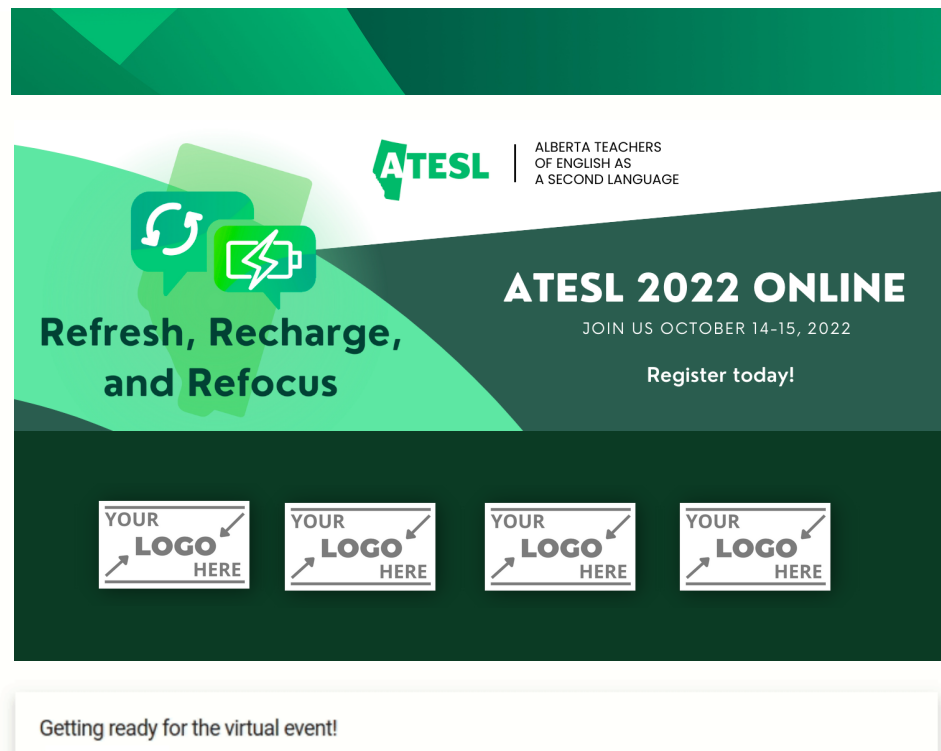
LOGIN PAGE BANNER



LOBBY BANNER



LOBBY SPLASH VIDEO



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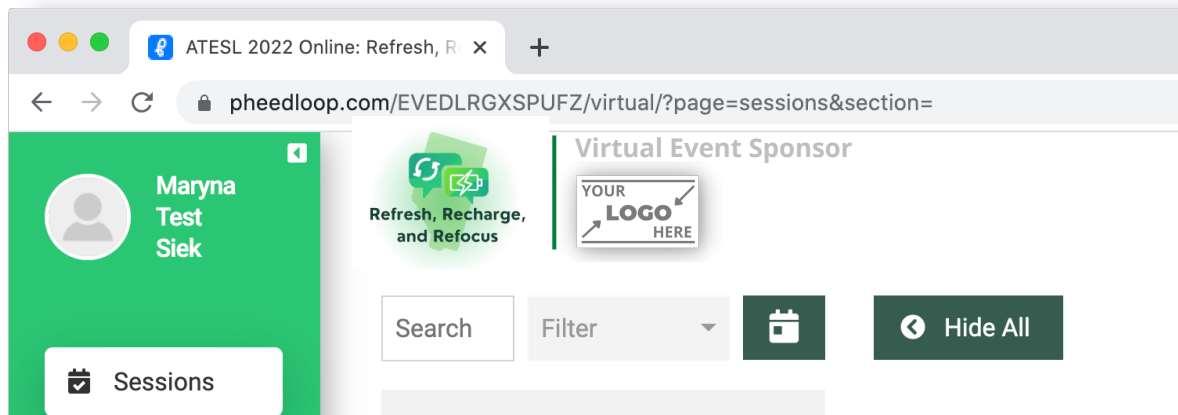
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LOGO OPPORTUNITIES

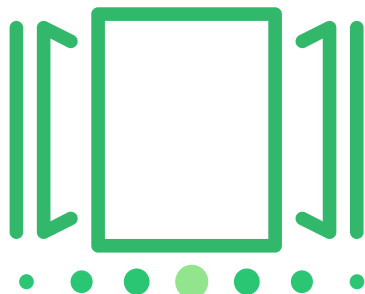
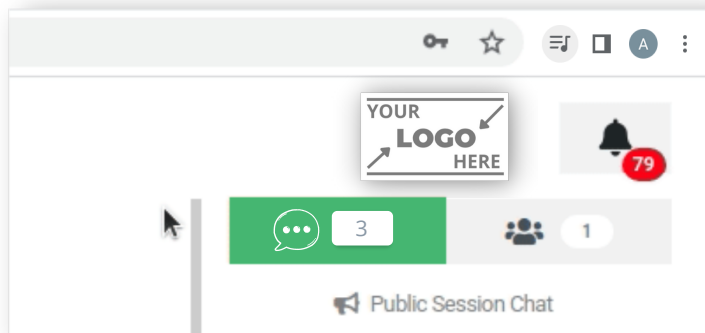
PORTAL HEADER LOGO

****EXCLUSIVE AVAILABILITY (2) - DIAMOND LEVEL ONLY****

Choice of Friday/Saturday is first come, first served



PORTAL HEADER CAROUSEL



Constant rotating carousel that loops through logos, stopping for 10 seconds at a time on each logo.





SPONSORSHIP

To show your support for the ATESL 2022 conference, please **send an email to president@atesl.ca indicating your preferred category of sponsorship.** To find out more, please find the fillable Sponsorship Package agreement on the ATESL website.

Attachments

Conference Sponsorship Package

PDF

2022 Sponsorship Agreement (Fillable)

PDF

SPONSORSHIP PAYMENT CONTRACT

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 16, 2022.** 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	September 2, 2022
Sponsorship Payment	September 16, 2022
Logo/Organization Information Submission	September 16, 2022

Sponsorship Packages 2022

ATESL 2022 ONLINE



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and Refocus**

Sponsorship Contact Information

To show your support for the ATESL 2022 conference,
please send an email indicating your preferred
category of sponsorship.

Please direct enquiries to:

president@atesl.ca

Conference Sponsorship Committee

Gabriela Jessome (ATESL President)

president@atesl.ca

Publishers and Exhibitors

publishers@atesl.ca

ATESL 2022 Conference Managers

Sarah Kopichanski and Maryna Siek

conference2022@atesl.ca



ALBERTA TEACHERS
OF ENGLISH AS
A SECOND LANGUAGE