



2023 Conference SPONSORSHIP PACKAGE

ATESL 2023

**Resilience, Resources and
Strength in Language
Teaching**

**20
23**



[#ateslconf2023](https://twitter.com/ateslconf2023)

president@atesl.ca

atesl.ca/conference/sponsors

Table of Contents

3

ABOUT
ATESL

5

WHY
SPONSOR?

6

THANK YOU
TO OUR 2022
SPONSORS

8

SPONSORSHIP
AT A GLANCE

11

SPONSORSHIP
LEVELS

14

ADDITIONAL
SPONSORSHIP
OPPORTUNITIES

17

LOGO
OPPORTUNITIES

19

SPONSORSHIP
AGREEMENT
AND CONTACT



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.



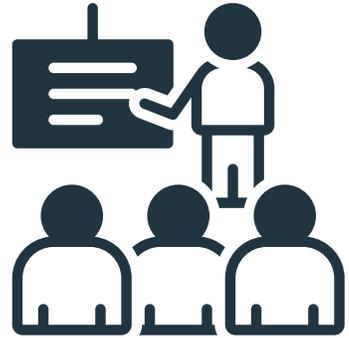
LAST YEAR'S VIRTUAL CONFERENCE



452 attendees



70 sessions



116 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 over 400 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 2023 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 2022 SPONSORS

DIAMOND



elli



Formerly  **ESL library**



**Centre for
Newcomers**

PLATINUM



THANK YOU TO OUR 2022 SPONSORS

GOLD



SILVER



BRONZE



SPONSORSHIP AT A GLANCE

	Sponsorship Type				
	Diamond	Platinum	Gold	Silver	Bronze
Price	\$2500	\$2000	\$1000	\$750	\$500
Pre-event					
Complimentary full-conference registrations	2	1	0	0	0
Recognition on ATESL website (ATESL.ca) with link to sponsor's webpage	✓	✓	✓	✓	✓
Logo placement on any print materials based on level of sponsorship	✓	✓	✓	✓	✓
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



SPONSORSHIP AT A GLANCE

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	✓ feature	✓ primary	✓ secondary	✓ tertiary	✓ tertiary
Post-event					
Recognition in post-event thank you to attendees	✓	✓	✓	✓	✓
Acknowledgement of sponsorship in quarterly newsletter to provincial membership	✓	✓	✓	✓	✓

IMPORTANT DEADLINES	
Confirmation of Commitment	August 31st, 2023
Payment	September 15th, 2023
Logo/Organization Information Submission	September 15th, 2023



SPONSORSHIP LEVELS

ATESL 2023 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:

- Two(2) 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)
- **Featured placement** of logo and link to your website on ATESL 2023 conference website
- **Logo placement in Pheedloop:** Lobby Banner, Session Sponsor, Logo 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:

- One (1) 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
- **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:

- 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
- Secondary placement of logo and link to your website on ATESL 2023 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:

- 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 2023 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

STUDENT TICKET SPONSORSHIP **\$320**

Demonstrate your commitment to future leaders by providing the funds needed for 2 attendees to ATESL 2023.

- Formal acknowledgement during opening and closing remarks
- Placement of logo and link to your website on ATESL 2023 conference website
- Logo and/or advertisement in the online conference program
- Recognition on social media (Twitter, Facebook, and Instagram)



ADDITIONAL SPONSORSHIP OPPORTUNITIES

IN-KIND DONATIONS

In-kind donations to the ATESL 2023 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!

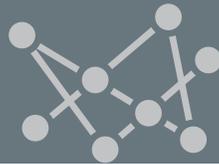
JOIN US!

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!



#ateslconf2023

president@atesl.ca

atesl.ca/conference/sponsors

Sponsorship Packages

2023

Sponsorship Contact Information

To show your support for the ATESL 2023 conference, please send an email indicating your preferred category of sponsorship.

Please direct enquiries to:

president@atesl.ca

Conference Sponsorship Committee

Doug Vantour (ATESL President)

president@atesl.ca

Publishers and Exhibitors

publishers@atesl.ca

ATESL 2023 Conference Managers

Johson Kunnel & Rosanna Quintieri

conference2023@atesl.ca



ALBERTA TEACHERS
OF ENGLISH AS
A SECOND LANGUAGE