

# discover the benefits of BCEDA partnership

## 2020 BC ECONOMIC SUMMIT ENERGIZING ECONOMIC DEVELOPMENT THROUGH COLLABORATION



March 8th to 10th  
Delta Grand Okanagan Resort - Kelowna, BC



The British Columbia Economic Development Association (BCEDA) is the leading professional association of economic development practitioners in the Province of BC. BCEDA currently has over 450 members from communities throughout the Province. BCEDA provides services that help member communities grow and expand new and existing businesses, attract new business investments, and work towards strategic infrastructure investment, land use planning, and community enhancement.

The BC Economic Summit brings together local governments, Indigenous communities, regional, provincial and federal governments, economic developers and others interested in working to build strong, sustainable economies. The summit helps to form partnerships, and discusses best practices on achieving success in economic development goals. The benefits for communities are in the partnerships and idea generation that can be implemented for the overall strengthening of the BC economy.

### WHY PARTNER?

- Network with key community players who influence new business start-ups, business expansion and new business attraction in BC. BCEDA Members represent more businesses than any other association in the province.
- Support community-based efforts to build strong and resilient economies.
- Be recognized as a leader in corporate social responsibility.
- Increase your company's visibility.



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Enjoy year long marketing exposure and access to the province's most influential business and community leaders. Become a BCEDA Partner for 2020.

## Primary Partnership Opportunities

PRIMARY PARTNERSHIP OPPORTUNITIES	DIAMOND	PLATINUM	GOLD	SILVER	BRONZE
INVESTMENT	\$15,000	\$10,000	\$8,000	\$5,000	\$2,500
ANNUAL BENEFITS:					
• PARTNERSHIP RECOGNITION: Year-long Marketing Exposure	✓	✓	✓	✓	✓
• ONE-YEAR BCEDA MEMBERSHIP (number of memberships)	Unlimited	Unlimited	Unlimited	2	1
• NEWSLETTER ADVERTISING OR NEWS in BCEDA Newsletter (published monthly).	12 times	12 times	6 times		
• WEBSITE ADVERTISING: 1 month advertising campaign on bceda.ca	✓	✓			
• BROCHURE DISPLAY at BCEDA/Linux BC attended Trade Shows	✓	✓			
• WEBSITE PROFILE: 500 word company profile on bceda.ca	✓	✓	✓		
• WEBSITE LINK: One-year BCEDA home page (reciprocal linkage with logo)	✓	✓	✓	✓	✓
SUMMIT / EVENT BENEFITS:					
• PARTNERSHIP RECOGNITION LEVEL (BC Economic Summit)	✓	✓	✓	✓	✓
• COMPLIMENTARY EVENT REGISTRATION: applicable to all annual BCEDA hosted events	5	4	3	2	1
• BANQUET TICKETS: Gala Reception, Dinner and Awards presentation (number of tickets)	5	4	3	2	1
• TRADE SHOW BOOTH AND BROCHURE SPACE (first or preferred choices provided to Diamond and Platinum partners; other partners receive booth space on a first-come, first-served basis)	Preferred	Preferred	✓	✓	✓
• OFFICIAL WELCOME: greet delegates at opening reception or other prominent times.	✓	✓	✓		
• HEAD TABLE GUEST (senior representative) at Awards Banquet.	✓	✓			
• BANQUET PARTNERSHIP RECOGNITION (BC Economic Summit)	✓	✓			
• SUMMIT SPEAKING OPPORTUNITIES: (must be approved by Summit Committee) (1) main plenary speaker, (2) breakout session speaker, (3) introduction of keynote/main plenary speaker	Plenary Speaker	Session Speaker	Intro. Speaker	Intro. Speaker	Intro. Speaker
• SUMMIT PROMOTIONAL MATERIAL: Logo displayed in all Summit promotional materials: Advance Program, Event Day Program and Posters.	✓	✓	✓	✓	✓
• DELEGATE PACKAGE: corporate information included	✓	✓	✓	✓	✓
• PARTNERSHIP RECOGNITION (at Host Hotel)	✓	✓			

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Get your brand and products in front of people who can make a big difference to your business - people who are influencing the spending of millions of dollars annually in the BC economy through community infrastructure and new developments.

## Additional Summit Sponsorship

OPPORTUNITIES	Investment	COMPLIMENTARY BONUS				
		Brief Speaking Remarks (5 min.)	1 Summit Registration	Logo in all Summit Materials	Trade Show Booth at Summit	One-year BCEDA Membership
• MEAL SPONSORSHIP: Breakfast (2 available), Luncheon (2 available) or Dinner Reception (1 available)	\$2,000	✓	✓	✓	✓	✓
• DELEGATE BAG SPONSOR: One given to each delegate - ongoing use in the future! Your logo prominently displayed on bag.	\$1,500		50% Discount	✓	✓	✓
• TRADE SHOW BOOTH: Refreshment breaks, lunches and the BCEDA Partner's Reception will be held in the Economic Development Marketplace	\$1,000		50% Discount		✓	✓
• COLLATERAL IN DELEGATE BAGS: Add your marketing collateral to our delegate bags	\$500					✓
• SILENT AUCTION ITEM DONATION	~					

## Year-Round Advertising Opportunities

YEAR-ROUND ADVERTISING OPPORTUNITIES	INVESTMENT	
WEB BANNER ADVERTISING: Banner advertising is available on select pages. Space is limited. New ads are placed on the top of the sidebar. The content banner will rotate through multiple ads.	Member	Non Member
• CONTENT AD: 617x90 pixels	\$30/month or \$325/year	\$60/month
• SIDEBAR AD: 300x250 pixels	\$25/month or \$275/year	\$50/month
EMAIL ADVERTISING: Gain more exposure across British Columbia! Each month the e-newsletter is sent out to hundreds of economic development professionals. Your 300 word article with one image and URL links will be featured in one of BCEDA's monthly E-Pulse editions.	FREE*	\$175/month
SOCIAL MEDIA ADVERTISING: Have your "news" announced on the BCEDA Facebook and Twitter accounts.	FREE*	\$175/block of 3

\*Limited to three times per calendar year

# register to become a BCEDA partner



## BCEDA PARTNERSHIP APPLICATION

NAME: \_\_\_\_\_

TITLE: \_\_\_\_\_

ORGANIZATION: \_\_\_\_\_

MAILING ADDRESS: \_\_\_\_\_

\_\_\_\_\_

POSTAL CODE: \_\_\_\_\_

TEL: (    ) \_\_\_\_\_ EXT: \_\_\_\_\_

CELL: (    ) \_\_\_\_\_

FAX: (    ) \_\_\_\_\_

EMAIL: \_\_\_\_\_

WEBSITE: \_\_\_\_\_

### LEVEL OF PARTNERSHIP

- |                                   |          |
|-----------------------------------|----------|
| <input type="checkbox"/> Diamond  | \$15,000 |
| <input type="checkbox"/> Platinum | \$10,000 |
| <input type="checkbox"/> Gold     | \$8,000  |
| <input type="checkbox"/> Silver   | \$5,000  |
| <input type="checkbox"/> Bronze   | \$2,500  |

### OTHER OPPORTUNITIES

- |  |         |
|--|---------|
| <input type="checkbox"/> Meal Sponsor                        | \$2,000 |
| <input type="checkbox"/> Delegate Bag Sponsor                | \$1,500 |
| <input type="checkbox"/> Trade Show Exhibitor                | \$1,000 |
| <input type="checkbox"/> Collateral in Delegate Bags         | \$500   |
| <input type="checkbox"/> Summit Contribution (cash or prize) |         |

Prize: \_\_\_\_\_

Value: \_\_\_\_\_

### YEAR ROUND ADVERTISING

- |   |
|---|
| <input type="checkbox"/> Content Ad               |
| <input type="checkbox"/> Banner Ad                |
| <input type="checkbox"/> Email Advertising        |
| <input type="checkbox"/> Social Media Advertising |

Please note: All levels of BCEDA Partnership, including advertising and speaking opportunities are subject to BCEDA Board approval.

“ BCEDA is working hard to build strong sustainable communities throughout British Columbia. The Partnership Program is a unique opportunity for FortisBC to connect with local, regional and First Nations governments and representatives from various economic sectors. We encourage others to support the work of BCEDA and the work of local economic development programs. ”

David A. Bennett,  
FortisBC



# BCEDA

BC Economic Development Association

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