



# BRIDGE TO SUCCESS

## 2015 CPBI ATLANTIC REGIONAL CONFERENCE

SEPTEMBER 16 -18 • 2015

DELTA PRINCE EDWARD  
CHARLOTTETOWN, PE



CANADIAN PENSION & BENEFITS INSTITUTE

SPONSORSHIP OPPORTUNITIES

**Our always popular CPBI Regional Conference returns to Charlottetown this year and we are excited to offer you the opportunity to showcase your profile with Atlantic Canadian Pension and Benefit Plan Sponsors!**

**T**he 2015 CPBI Atlantic Regional Conference will be held September 16-18 at the Delta Prince Edward. Our conference participants regularly number over 200 and draw from plan sponsors, service providers, provincial government representatives, union leaders and employee benefit plan trustees from Atlantic Canada, Quebec and Ontario.

This year's conference theme is "Bridge to Success", and we anticipate that crossing the Northumberland Strait whether by bridge, sea or air will lead to a successful event for conference participants and sponsors alike. Over the course of the conference, CPBI Atlantic delegates will discuss regional and global issues that affect your business, while gaining valuable insights from distinguished speakers and networking with your peers and clients. Here is what one regular attendee has to say about the value of our event:

*"Attending a CPBI Atlantic Regional Conference is one of the best opportunities that you will get to keep you up-to-date on the latest changes that are occurring within the industry, allowing you to network with others sharing ideas, and getting feedback from credible individuals. Knowledge learned and shared at the CPBI Atlantic Regional Conference is essential and beneficial content that improves the way for the future."*

Valerie Robinson, Provincial POC Coordinator  
Queen Elizabeth Hospital, Charlottetown, PE

**Our lineup of remarkable keynote speakers for 2015 will include:**

**Rex Murphy** - *Social Commentator and Editorialist*

A trusted face and voice across Canadian media. His intellect and biting humour strike through the heart of profound political and social issues. Currently he writes and reports for CBC's The National and hosts Cross Country Checkup in addition to his role as a columnist in the National Post.

**Terry Fallis** - *Award Winning Novelist: Winner 2015 and 2008 Leacock Medal for Humour*

For more than 25 years, Terry has counseled corporate and government clients on various fronts including crisis communications, media relations, issues management, marketing communications, public opinion polling, public affairs and stakeholder relations.

**Jeffrey Simpson** - *National Affairs Columnist, The Globe and Mail*

Jeffrey has been the national affairs columnist with The Globe and Mail since 1984, over which time he has grown to become one of the most knowledgeable commentators on Canadian affairs. As one of the nation's most respected journalists, Jeffrey is frequently featured at major conferences and political debates in Canada and around the globe.

Inside this document you will find a comprehensive list of sponsorship choices which has been modified from previous years for you to maximize your profile and commitment to the Pension, Investment and Benefits industry in Atlantic Canada.

CPBI Atlantic looks forward to an exciting sponsorship partnership with you and your organization.  
Sincerely,

David Tutty  
Sponsorship Coordinator  
CPBI 2015 Atlantic Regional Conference

CPBI Atlantic offers sponsorship confirmation on a first-come, first served basis. Confirmations will be accepted in writing by email to [david.tutty@sobeys.com](mailto:david.tutty@sobeys.com). An acknowledgement will be sent by return email.

## SPONSORSHIP CATEGORIES

<b>Diamond</b>	\$12,000	Apparel with Corporate Logo <b>SOLD</b>
<b>Emerald</b>	\$10,000	Keynote Speaker - Sponsor's Choice of Forum Speaker
<b>Emerald</b>	\$10,000	Entertainment - September 16 - The Stanfields <b>SOLD</b>
<b>Platinum</b>	\$7,500	Dinner - September 16 <b>SOLD</b>
<b>Platinum</b>	\$7,500	Dinner - September 17 <b>SOLD</b>
<b>Crystal</b>	\$5,000	Entertainment - September 17 - Peter Anthony - Comedian
<b>Crystal</b>	\$5,000	Delegate Transportation on September 16 and 17 <b>SOLD</b>
<b>Gold</b>	\$3,500	Culinary Boot Camp <b>SOLD</b>
<b>Gold</b>	\$3,500	Out and About Charlottetown Tour <b>SOLD</b>
<b>Gold</b>	\$3,500	Reception - September 16 <b>SOLD</b>
<b>Gold</b>	\$3,500	Wine Sponsor - Dinner on September 16 <b>SOLD</b>
<b>Gold</b>	\$3,500	Reception - September 17 <b>SOLD</b>
<b>Gold</b>	\$3,500	Wine Sponsor - Dinner on September 17 <b>SOLD</b>
<b>Gold</b>	\$3,500	Luggage Tags <b>SOLD</b>
<b>Silver</b>	\$2,500	Breakfast - September 17 <b>SOLD</b>
<b>Silver</b>	\$2,500	Lunch - September 17 <b>SOLD</b>
<b>Silver</b>	\$2,500	Oyster Bar - September 17 <b>SOLD</b>
<b>Silver</b>	\$2,500	Breakfast - September 18 <b>SOLD</b>
<b>Silver</b>	\$2,500	Lunch - September 18 <b>SOLD</b>
<b>Bronze</b>	\$2,000	Break - September 17 - Morning Break #1 <b>SOLD</b>
<b>Bronze</b>	\$2,000	Break - September 17 - Morning Break #2 <b>SOLD</b>
<b>Bronze</b>	\$2,000	Break - September 17 - Afternoon Break #1 <b>SOLD</b>
<b>Bronze</b>	\$2,000	Break - September 17 - Afternoon Break #2 <b>SOLD</b>
<b>Bronze</b>	\$2,000	Break - September 18 - Morning Break <b>SOLD</b>
<b>Support</b>	\$1,500	Non Specific
<b>Golf</b>	\$5,000	Golf - Primary Sponsor <b>SOLD</b>
<b>Golf</b>	\$2,500	Golf - Lunch Sponsor <b>SOLD</b>
<b>Media</b>	Media Sponsor	



CANADIAN PENSION & BENEFITS INSTITUTE

## **DIAMOND LEVEL \$12,000**

### **Conference Apparel with Corporate Logo**

- Two complimentary delegate conference registrations
- Each registrant will receive apparel with your corporate logo embroidered on the back
- Identification as Diamond level sponsor on banners and signage at strategic site locations, as well as in the Delegate Booklet
- Acknowledgement on the CPBI website
- The opportunity to provide one promotional item for the Delegate's Welcome Kit
- Appreciation advertisement in industry publications

## **EMERALD LEVEL \$10,000**

### **Package 1 – Keynote Speaker – [Sponsor's Choice of Forum Speaker](#)**

- One complimentary delegate conference registration
- Introduction of speaker – Sponsor to choose which Forum speaker they wish to sponsor
- Your company's name and logo will be displayed on signage at the session
- Identification as Emerald level sponsor on banners and signage at strategic site locations, as well as in the Delegate Booklet
- Acknowledgement on the CPBI website
- The opportunity to provide one promotional item for the Delegate's Welcome Kit
- Appreciation advertisement in industry publications

### **Package 2 – Entertainment – [Wednesday, September 16th](#)**

- One complimentary delegate conference registration
- Introduction of entertainment – The Stanfields
- Your company's name and logo will be displayed on signage at the entertainment event
- Identification as Emerald level sponsor on banners and signage at strategic site locations, as well as in the Delegate Booklet
- Acknowledgement on the CPBI website
- The opportunity to provide one promotional item for the Delegate's Welcome Kit
- Appreciation advertisement in industry publications

## **PLATINUM LEVEL \$7,500**

### **Package 1 – Dinner – [Wednesday, September 16th](#)**

- Your company's name and logo will be displayed on signage at the lobster dinner
- Identification as Platinum level sponsor on banners and signage at strategic site locations, as well as in the Delegate Booklet
- Acknowledgement on the CPBI website
- The opportunity to provide one promotional item for the Delegate's Welcome Kit
- Appreciation advertisement in industry publications



**Package 2 – Dinner – Thursday, September 17th**

- Your company's name and logo will be displayed on signage at the conference dinner
- Identification as Platinum level sponsor on banners and signage at strategic site locations, as well as in the Delegate Booklet
- Acknowledgement on the CPBI website
- The opportunity to provide one promotional item for the Delegate's Welcome Kit
- Appreciation advertisement in industry publications

**CRYSTAL LEVEL \$5,000****Package 1 - Entertainment – Thursday, September 17th**

- Introduction of entertainer – Comedian Peter Anthony
- Your company's name and logo will be displayed on signage at the entertainment event
- Identification as Crystal level sponsor on banners and signage at strategic site locations, as well as in the Delegate Booklet
- Acknowledgement on the CPBI website
- The opportunity to provide one promotional item for the Delegate's Welcome Kit
- Appreciation advertisement in industry publications

**Package 2 - Delegate Transportation – Wednesday, September 16th & Thursday, September 17th**

- Be the official transportation sponsor for delegates as we move them around Charlottetown. Transportation will be provided for golfers to Glasgow Hills and the delegates for the Thursday night dinner at the PEI Brewing Company
- Your company's name and logo will be displayed on signage at the bus pick-up location
- Identification as Crystal level sponsor on banners and signage at strategic site locations, as well as in the Delegate Booklet
- Acknowledgement on the CPBI website
- The opportunity to provide one promotional item for the Delegate's Welcome Kit
- Appreciation advertisement in industry publications

**GOLD LEVEL \$3,500****Package 1 – Culinary Boot Camp – Wednesday, September 16th**

- Your company's name and logo will be displayed on signage at the Culinary Institute
- Identification as Gold level sponsor on banners and signage at strategic site locations, as well as in the Delegate Booklet
- Acknowledgement on the CPBI website
- The opportunity to provide one promotional item for the Delegate's Welcome Kit
- Appreciation advertisement in industry publications

**Package 2 – Out and About Charlottetown Tour – Wednesday, September 16th**

- Your company's name and logo will be displayed on signage during the tour
- Identification as Gold level sponsor on banners and signage at strategic site locations, as well as in the Delegate Booklet
- Acknowledgement on the CPBI website
- The opportunity to provide one promotional item for the Delegate's Welcome Kit
- Appreciation advertisement in industry publications

**Package 3 – One Hour Open Bar Reception – Wednesday, September 16th**

- Your company's name and logo will be displayed on signage at the reception
- Identification as Gold level sponsor on banners and signage at strategic site locations, as well as in the Delegate Booklet
- Acknowledgement on the CPBI website
- The opportunity to provide one promotional item for the Delegate's Welcome Kit
- Appreciation advertisement in industry publications

**Package 4 – Wine Sponsorship at Dinner – Wednesday, September 16th**

- Your company's name and logo will be displayed on signage at the dinner venue
- Identification as Gold level sponsor on banners and signage at strategic site locations, as well as in the Delegate Booklet
- Acknowledgement on the CPBI website
- The opportunity to provide one promotional item for the Delegate's Welcome Kit
- Appreciation advertisement in industry publications

**Package 5 – One Hour Open Bar Reception – Thursday, September 17th**

- Your company's name and logo will be displayed on signage at the reception
- Identification as Gold level sponsor on banners and signage at strategic site locations, as well as in the Delegate Booklet
- Acknowledgement on the CPBI website
- The opportunity to provide one promotional item for the Delegate's Welcome Kit
- Appreciation advertisement in industry publications

**Package 6 – Wine Sponsorship at Dinner – Thursday, September 17th**

- Your company's name and logo will be displayed on signage at the dinner venue
- Identification as Gold level sponsor on banners and signage at strategic site locations, as well as in the Delegate Booklet
- Acknowledgement on the CPBI website
- The opportunity to provide one promotional item for the Delegate's Welcome Kit
- Appreciation advertisement in industry publications

**Package 7 – Luggage Tags**

- Your company's name and logo will be displayed on tags given to each registrant
- Identification as Gold level sponsor on banners and signage at strategic site locations, as well as in the Delegate Booklet
- Acknowledgement on the CPBI website
- The opportunity to provide one promotional item for the Delegate's Welcome Kit
- Appreciation advertisement in industry publications

## **SILVER LEVEL \$2,500**

### **Package 1 – Breakfast – Thursday, September 17th**

- Your company's name and logo will be displayed on signage at the breakfast
- Identification as Silver level sponsor on banners and signage at strategic site locations, as well as in the Delegate Booklet
- Acknowledgement on the CPBI website
- The opportunity to provide one promotional item for the Delegate's Welcome Kit
- Appreciation advertisement in industry publications

### **Package 2 – Lunch – Thursday, September 17th**

- Your company's name and logo will be displayed on signage at the lunch
- Identification as Silver level sponsor on banners and signage at strategic site locations, as well as in the Delegate Booklet
- Acknowledgement on the CPBI website
- The opportunity to provide one promotional item for the Delegate's Welcome Kit
- Appreciation advertisement in industry publications

### **Package 3 – Oyster Bar – Thursday, September 17th**

- Your company's name and logo will be displayed on signage at the Oyster Bar. The oyster shucking demo will be done by a local chef
- Identification as Silver level sponsor on banners and signage at strategic site locations, as well as in the Delegate Booklet
- Acknowledgement on the CPBI website
- The opportunity to provide one promotional item for the Delegate's Welcome Kit
- Appreciation advertisement in industry publications

### **Package 4 – Breakfast – Friday, September 18th**

- Your company's name and logo will be displayed on signage at the breakfast
- Identification as Silver level sponsor on banners and signage at strategic site locations, as well as in the Delegate Booklet
- Acknowledgement on the CPBI website
- The opportunity to provide one promotional item for the Delegate's Welcome Kit
- Appreciation advertisement in industry publications

### **Package 5 – Lunch – Friday, September 18th**

- Your company's name and logo will be displayed on signage at the lunch
- Identification as Silver level sponsor on banners and signage at strategic site locations, as well as in the Delegate Booklet
- Acknowledgement on the CPBI website
- The opportunity to provide one promotional item for the Delegate's Welcome Kit
- Appreciation advertisement in industry publications

## **BRONZE LEVEL \$2,000**

### **Package 1 – Morning Break #1 – Thursday, September 17th**

- Your company's name and logo will be displayed on signage at the break
- Identification as Bronze level sponsor on banners and signage at strategic site locations, as well as in the Delegate Booklet
- Acknowledgement on the CPBI website
- The opportunity to provide one promotional item for the Delegate's Welcome Kit
- Appreciation advertisement in industry publications

### **Package 2 – Morning Break #2 – Thursday, September 17th**

- Your company's name and logo will be displayed on signage at the break
- Identification as Bronze level sponsor on banners and signage at strategic site locations, as well as in the Delegate Booklet
- Acknowledgement on the CPBI website
- The opportunity to provide one promotional item for the Delegate's Welcome Kit
- Appreciation advertisement in industry publications

### **Package 3 – Afternoon Break #1 – Thursday, September 17th**

- Your company's name and logo will be displayed on signage at the break
- Identification as Bronze level sponsor on banners and signage at strategic site locations, as well as in the Delegate Booklet
- Acknowledgement on the CPBI website
- The opportunity to provide one promotional item for the Delegate's Welcome Kit
- Appreciation advertisement in industry publications

### **Package 4 – Afternoon Break #2 – Thursday, September 17th**

- Your company's name and logo will be displayed on signage at the break
- Identification as Bronze level sponsor on banners and signage at strategic site locations, as well as in the Delegate Booklet
- Acknowledgement on the CPBI website
- The opportunity to provide one promotional item for the Delegate's Welcome Kit
- Appreciation advertisement in industry publications

### **Package 5 – Morning Break – Friday, September 18th**

- Your company's name and logo will be displayed on signage at the break
- Identification as Bronze level sponsor on banners and signage at strategic site locations, as well as in the Delegate Booklet
- Acknowledgement on the CPBI website
- The opportunity to provide one promotional item for the Delegate's Welcome Kit
- Appreciation advertisement in industry publications



## **SUPPORT LEVEL \$1,500**

There will be an unlimited number of these non-event specific sponsorships available.

- Acknowledgement on the CPBI website
- Identification as Support level sponsor on banners and signage at strategic site locations, as well as in the Delegate Booklet
- The opportunity to provide one promotional item for the Delegate's Welcome Kit
- Appreciation advertisement in industry publications

## **GOLF**

### **Package 1 – Primary Event Sponsorship \$5,000**

- Your company's name and logo featured on the signage at the golf course
- Identification as major golf sponsor on banners and signage at strategic site locations, as well as in the Delegate Booklet
- Acknowledgement on the CPBI website
- The opportunity to provide one promotional item for the Delegate's Welcome Kit
- Appreciation advertisement in industry publications

### **Package 2 – Golf Lunches \$2,500**

- Your company's name and logo featured on the signage at the golf course
- Identification as the golf lunch sponsor on banners and signage at strategic site locations, as well as in the Delegate Booklet
- Acknowledgement on the CPBI website
- The opportunity to provide one promotional item for the Delegate's Welcome Kit
- Appreciation advertisement in industry publications

## **MEDIA SPONSORSHIP Advertisement**

You will:

- provide us two, half-page ads, one before and one after the conference

We will provide:

- make your publications available to each participant
- identification as Media sponsor on banners and signage at strategic site locations, as well as in the Delegate Booklet
- acknowledgement on the CPBI website
- the opportunity to provide one promotional item for the Delegate's Welcome Kit
- appreciation advertisement in industry publications
- one complimentary delegate conference registration