



CPBI
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REGION

2022 CPBI Atlantic Annual Sponsorship Program



**Increase your company's exposure at our
virtual sessions and events throughout the year!**



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Dear Sponsor,

I hope you are staying healthy and well during these unprecedented times.

We would like to once again extend our thanks to all our Sponsors whose support contributed to the success of our second CPBI Atlantic Virtual Conference in October 2021. Sponsorships allow us to bring educational seminars and other events to our communities while keeping the costs at a reasonable level.

CPBI Atlantic is excited to announce our **2022 CPBI Atlantic Annual Sponsorship Program**. The Annual Sponsorship is separate from our Conference Sponsorship, providing your company/organization with increased visibility throughout the year during our CPBI Atlantic online events and socials.

It's a WIN-WIN for you and CPBI:

This allows you to reinforce your commitment to the ongoing professional development of the thousands of Canadians working in our sector, as well as show your support of CPBI – a not-for-profit organization that has been important in our industry for the past 60 years.

Join our new Sponsorship Program

Over its 60-year history, the CPBI has developed a track record of trust and relevance with local and national decision-makers in the employee benefits, pension and institutional investment sectors.

More than ever, we are focused on offering top notch educational events, communities of practice and networking opportunities so the professionals in our sector can continue to learn, upgrade their skills, network and exchange on a wide range of topics.

CPBI wants to partner with you, and play a key role in helping you:

- Reach your target audience
- Strengthen your brand
- Drive your sales and other goals

Inside this document you will find details of our **2022 CPBI Atlantic Annual Sponsorship Program**. We hope you will agree that this sponsorship opportunity will enable you to keep your services in the spotlight with our membership and event attendees and maximize your profile and commitment to the Pension, Investment and Benefits industry in Atlantic Canada.

We hope you will consider joining our annual sponsorship program, so that we can build on our existing relationship, resulting in an even greater win-win proposition. Please contact atlantic@cpbi-icra.ca to confirm your sponsorship. Upon that confirmation, we will issue an invoice. I look forward to hearing from you.

All the best!

David Tutty
CPBI Atlantic Sponsorship Committee Chair
david_tutty@manulife.ca



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More About CPBI

The Canadian pension, employee benefits and institutional investment industry is continuously evolving, its laws being changed or updated and new products and ideas are making their way to the top of best practices. Financial crisis, globalisation, the rise of emerging economies are all impacting the way decisions are taken.

Founded in 1960, the Canadian Pension & Benefits Institute (CPBI) is a national, not-for-profit organization that specializes in providing its members with industry-related educational sessions across Canada in the pensions, employee benefits and institutional investment sectors. The CPBI cost-effective, non-biased educational events and networking offerings are the perfect platform to learn, network and exchange on a wide range of topics.

CPBI represents:

- An open forum to share and discuss ideas as well as a gathering place for professionals from the pension, benefits & investment industry
- A national gathering point for the presentation of all views through open membership
- An extensive network of rich and varied volunteer resources, the driving force of CPBI
- Over 100+ accessible and cutting-edge educational programs with high ROI
- A dedicated Board of Directors who are representative of the expertise within our sector
- Eight active Regional Councils responsible for regional programming in the Pacific, Northern Alberta, Southern Alberta, Saskatchewan, Manitoba, Ontario, Québec and the Atlantic Regions
- A dynamic National Office responsible for the day to day management of the operations working in synergy with the eight regions to develop quality programming

CPBI Members

CPBI members are individuals involved in the pension, benefits and investment sectors in Canada. Our members are individuals whose services span a range of industry sectors including:

- Finance & Investment
- Governments
- Labour unions
- Insurance and trust companies
- Law firms
- Human resource consultants
- Municipalities
- Universities
- Professional groups
- Not-for-profit organizations
- Media

All Canadian plan sponsors, service providers, consultants and regulators involved in pensions, benefits and investments look to the Canadian Pension & Benefits Institute as their premier forum for continuing education, networking and information sharing opportunities.



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2022 CPBI Atlantic Annual Program Sponsorship \$2,500

The CPBI Atlantic Annual Program Sponsorship will increase sponsor's brand visibility throughout 2022 during our Regular Programming sessions and offers a discount for the 2022 CPBI Atlantic Regional Conference.

2022 CPBI Atlantic Program sponsorship includes:

Complimentary Registrations

- A total of 12 complimentary registrations to be used for the following 2022 CPBI Atlantic Regular Programming sessions:

January 19, 2022	CPBI Economic Forecast with Andrew Coyne and Economist Jimmy Jean
April 2022	CPBI Atlantic Pension/Investment Session (Topic and Speakers TBC)
June 2022	CPBI Atlantic Benefits Session (Topic and Speakers TBC)

2022 CPBI Atlantic Regional Conference

- Option to sponsor CPBI Atlantic Conference with a 10% discount on Conference Sponsorship Pricing
Note: Conference Sponsorship Levels are awarded based on first come, first serve basis- with first right of refusal going to previous year's sponsor. Conference Sponsorship Package will be available in Spring 2022.

Sponsor Recognition

- Recognition as an Annual Sponsor at the start and end of each CPBI Atlantic Regular Programming online session.
- Your Logo in CPBI Atlantic Annual Sponsorship Banner included on all 2022 CPBI Atlantic Regular Programming event announcements, social and general newsletters sent to CPBI Atlantic members, key decision makers and other stakeholders.
- Recognition on the Atlantic region section of the CPBI website
- Your Logo in CPBI Atlantic Annual Sponsorship Banner included in social media posts.
- Opportunity to submit one article, video, or publication relevant to Pension, Benefits, and Investment Information for Atlantic Canadians. Item to be posted on our CPBI Atlantic LinkedIn page. Please note, direct advertisement is not something we are able to share, just educational content and articles.



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Summary Table of Sponsorship Benefits

January 1, 2022 - December 31, 2022	Annual Sponsorship
Complimentary registrations to 2022 CPBI Atlantic Regular Programming Sessions.	12 online individual registrations
Discount on CPBI Atlantic Regional Conference Sponsorship.	10%
Verbal Recognition as an Annual Sponsor at the start and end of each CPBI Atlantic Regular Programming Session.	Included
Recognition on the Atlantic section of the CPBI website	Included
Your Logo in Sponsorship Banner on all 2021 CPBI Atlantic Regular Programming Sessions. <ul style="list-style-type: none"> ▪ Event announcements ▪ Opening Slide Show ▪ Newsletters and Social events (TBD) 	Included
LinkedIn <ul style="list-style-type: none"> ▪ Opportunity to submit one article, video or publication relevant to Pension, Benefits, and Investment Information for Atlantic Canadians. This will be posted on CPBI Atlantic LinkedIn page. ▪ Your logo in Sponsorship Banner posted in various CPBI Atlantic LinkedIn Posts throughout the year. 	Included
ANNUAL PROGRAM SPONSORSHIP INVESTMENT \$2,500	

All sponsorship inquiries should be directed to CPBI Atlantic at atlantic@cpbi-icra.ca and our CPBI Atlantic Sponsorship Chair Dave Tutty at david_tutty@manulife.ca