



BRIDGING CANADIAN WELLBEING

Join us for the largest Canadian Conference on Positive Psychology! Explore the factors that help individuals, organizations, and communities flourish.

MAY 23-25, 2018

VICTORIA UNIVERSITY
IN THE UNIVERSITY
OF TORONTO

To get involved contact:
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Sponsorship Lead

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2018 CORPORATE PARTNERSHIP OPPORTUNITIES

Does your organization want to make a positive impact?

The 4th Canadian Conference on Positive Psychology will bridge leading edge research with practices that enhance well-being for Canadians in workplaces, schools and communities across the nation.

Be a part of this growing movement to create a psychologically healthy Canadian society through the application of the newest findings in positive psychology research.

If this resonates with you and the vision and values of your organization, call us today to discuss the different ways you can support this event.

The 4th Canadian Conference on Positive Psychology brings together more than 500 professionals from a variety of fields to:

Discover the newest evidence-based research from positive psychology and related fields

Exchange knowledge, find opportunities for collaboration, and feel part of a community committed to helping individuals thrive

Learn practical strategies to optimize well-being in organizations, schools and the community.



BACKGROUND

The Canadian Positive Psychology Association (CPPA) was founded in 2012. It is a membership based, not for profit organization with the vision to create a psychologically healthy Canadian society through the research and application of positive psychology.

With our mission to promote the science and practice of positive psychology and its research-based applications, we also seek to facilitate collaboration and communication among researchers, practitioners, organizational leaders, teachers, and students. Our bi-annual conferences have been designed with just this in mind and the theme for our fourth conference in 2018 is Bridging Canadian Wellbeing. We seek to build a platform that brings people together to share information and knowledge that will help enhance both individual, organizational and community wellbeing, and quality of life not just in Canada but around the world.

WE ASKED...YOU SPOKE...WE LISTENED!

We reached out to potential partners this year to find out what was important to you when making an investment in this event.

You had the opportunity to discuss this in an online forum called Thoughtexchange, and here are some of the most highly rated thoughts that came forward and that CPPA will be incorporating into Conference 2018!

- Cultural diversity in presenters and content that fits with our company's values
- Unique ways of reaching and connecting with potential customers and collaborators
- Ways to show how my company makes a difference for the community
- To be included in current discussions and best practices
- To know we are improving lives of the participants and their organizations.



"It is inspiring to see how positive psychology is making an impact in all sectors - education, health care and business."

"I was impressed with the quality of the speakers, the organization and the range of topics covered."

"Good variety of application of positive psychology in education, research, workplace and global issues."

"What an exceptional conference!"



PARTNERSHIP LEVELS

PARTNERSHIP LEVEL	BRAND ACKNOWLEDGEMENT	UNIQUE WAYS TO IMPACT	PRICE	TOTAL AVAILABLE
Transformational Partner	<ul style="list-style-type: none"> Highest visibility partner Logo recognition and podium opportunity at a key conference event to bring greetings from your company and introduce the event Logo and profile on website Logo on online Conference brochure Announcements in monthly e-newsletters Logo on all advertising Mentions in social media Discounted rates for clients Logo and advertisement on mobile site MC recognition at podium Power Point and Signage logo <p>4 Comp Delegate Registrations 1 Table Top/Briefcase Display in prime location</p>	<ul style="list-style-type: none"> Sponsorship of a major event (keynote or reception) OR Opportunity to work with CPPA to enhance some aspect of the conference (e.g. sponsor an entire stream of breakouts or launch a new initiative during the event) Other opportunities can be negotiated instead of or in addition to the above Logo on delegate bag along with CPPA logo (no other partner will have this opportunity) 	\$20K	1 Exclusive Opportunity
Breakthrough Partners	<ul style="list-style-type: none"> Logo recognition and podium opportunity at a key event to bring greetings from your company and to introduce and thank the speaker Logo and profile on website Logo on online Conference brochure Announcement made in one of the monthly e-newsletters Logo on all advertising Mentions in social media Discounted rates for clients Logo and advertisement on Mobile Site MC recognition at podium Power Point and Signage logo <p>3 Comp Delegate Registrations 1 Table Top/Briefcase Display</p>	<ul style="list-style-type: none"> Sponsorship of one of the Leading-Edge Keynotes 	\$15K	3 Available
Visionary Partner	<ul style="list-style-type: none"> Visibility as the sponsor of the mobile site (top billing when site is opened) Logo and advertisement upon opening mobile site Logo on online Conference brochure Logo and profile on website Mentions in social media Discounted rates for clients MC recognition at podium Power Point and Signage logo <p>2 Comp Delegate Registrations 1 Table Top/Briefcase Display</p>	<ul style="list-style-type: none"> Sponsor of the Mobile Site 	\$12K	1 Exclusive Opportunity



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PARTNERSHIP LEVEL	BRAND ACKNOWLEDGEMENT	UNIQUE WAYS TO IMPACT	PRICE	TOTAL AVAILABLE
Advancing Positive Change Partners	<ul style="list-style-type: none"> • Logo on online Conference brochure • Logo and profile on website • Mentions in social media • Logo on mobile site • Discounted rates for clients • Power Point and Signage logo <p>2 Comp Delegate Registrations 1 Table Top/Briefcase Display</p>	<ul style="list-style-type: none"> • Sponsorship of the opening or closing reception or other event. 	\$10K	3 Available
Sponsored Showcase Partners	<ul style="list-style-type: none"> • Logo on online Conference brochure • Logo and profile on website • Session description promoted in online Brochure • Session write up and logo on mobile site • Mentions in social media • Discounted Rates for Clients • Power Point and signage logo <p>1 Comp Delegate Registration 1 Tabletop/Briefcase Display</p>	<ul style="list-style-type: none"> • Showcase sponsors have a one-hour presentation slot within the conference agenda to bring in a speaker of their choice and run parallel to two other sponsored showcase sessions. These sessions are like an interactive exhibit. Content must fit with conference theme streams, be of interest to delegates and fit within CPPA's 	\$7.5K	6 Available
Purpose Partners	<ul style="list-style-type: none"> • Website recognition with logo beside the concurrent session or pre-conference session being sponsored • Logo and profile on website • Logo in online brochure beside sponsored session • Mentions in social media • Logo on mobile site • Podium opportunity at session to bring greetings from your company and to introduce and thank the speaker • Discounted rates to register for the conference • Power Point and signage logo 	<ul style="list-style-type: none"> • Purpose Partners align their brand with a programmed concurrent session or pre-conference workshop. 	\$5K	15 Available



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PARTNERSHIP LEVEL	BRAND ACKNOWLEDGEMENT	UNIQUE WAYS TO IMPACT	PRICE	TOTAL AVAILABLE
Mindful Minute Partners	<ul style="list-style-type: none"> • Logo in online brochure beside break • Logo and profile on website • Logo on mobile site • Mentions in social media • Discounted rates to attend • Power Point and signage logo • Sponsorship mention from MC at the break 	<ul style="list-style-type: none"> • Opportunity to lead entire delegation through a meditation or mindfulness exercise for 3 minutes after a keynote session. It is possible for one company to negotiate a rate to lead all 3 of these sessions. Partner receives signage and verbal mention by the MC at the beginning of the break. 	\$3K	3 Available
Positive Action Partners	<ul style="list-style-type: none"> • Logo in online brochure beside break • Logo and profile on website • Logo on mobile site • Mentions in social media • Power Point and signage logo • Discounted rates to attend • Sponsorship mention from MC at the break 	<ul style="list-style-type: none"> • Opportunity to lead entire delegation through a stretch or fitness break for 3 minutes after a keynote session. It is possible for one company to negotiate a rate to lead all 3 of these sessions. Partner receives signage and verbal mention by the MC at the beginning of the break. 	\$3K	3 Available





INSPIRE AND MAKE A DIFFERENCE IN BRIDGING CANADIAN WELLBEING AT CPPA CONFERENCE 2018!

Help us to create an outstanding experience for delegates by adding value and vision through these opportunities.

Breakthrough Partner: Opening Keynote

The opening keynote speaker is a wonderful opportunity to be visible early on in the conference program. The keynotes are always high caliber, positive and dynamic speakers focusing on a key area of the conference. You will have the opportunity to meet and sit with this high profile speaker, introduce and thank them in the opening plenary with all delegates in attendance and excited about the start of the conference.

Breakthrough Partner: Closing Keynote

Send the delegates away from the conference on a high note as you sponsor the final keynote speaker. This will be a motivational experience for delegates! Hosting this opportunity as a sponsor will give you the opportunity to sit with the speaker, introduce and thank them, bring greetings from your company and receive brand exposure around the promotional and onsite execution of this piece.

Advancing Positive Change Partner: Conference Opening Reception

Share your message first thing at the opening reception. You are welcome to leverage this opportunity with a podium welcome, and/or provide a "give-away" if you choose. Corporate branding around the Opening Reception will exist in all of our marketing materials and onsite signage and power point recognition will be in place at the event.

Advancing Positive Change Partner: Conference Closing Reception

Send delegates off on a positive note with your message and support of this closing event. Take a few moments to bring greetings from your company and say goodbye to delegates. Provide them with a parting gift if you wish!

Sponsored Showcase Session

These one-hour sessions give partners an opportunity to bring a speaker of their choice to the conference and share information relevant to the delegates and specific to the conference theme. These sessions run concurrently (max 3 at a time) at lunch-time on both days and are like an interactive exhibit. The session topic can relate to the sponsor's line of business, preferably providing a positive psychology example, and must fit within our Sponsored Showcase guidelines. This is a great opportunity for companies with relevant research, case studies and new information to share with our delegates. As the host of the Sponsored Spotlight session you will have your session written up on the website in the online conference brochure, and in the program on the mobile site, along with onsite signage at your session location.

Purpose Partners

Sponsoring a Concurrent Session or Pre-Conference Workshop is a great way to create some brand awareness at the conference and receive some pre-conference exposure in our online brochure. The sessions feature knowledge experts and interesting content for you align with. As a Purpose Partner you will receive logo recognition on the website, in our online brochure and onsite with branded signage. You will also have the opportunity to introduce and thank the speaker at the session through a company representative.



PROMOTE THE POSITIVE!

This Partnership Package is an overview of the opportunities available to corporate partners. We look forward to the opportunity to discuss your business objectives and create an agreement that works with your marketing goals. For more information on how to get involved, please contact Deborah Connors.

CAN'T JOIN US AS A PARTNER THIS YEAR?

Consider exhibiting or buying a group package of registrations and bringing a few people from your organization to the conference.

Exhibit Booth \$1,500

4 for 3 Registration Promotion (*gets you one free registration*)

\$2,025 until April 22, 2018

\$2,397 from April 23-May 23, 2018

Call us for more details!
We hope you will join us
in Toronto in May!

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Sponsorship Lead

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