

# PREMIER'S AWARDS PRIX DU 2024 PREMIER MINISTRE

November 25, 2024 Sheraton Centre Toronto Hotel

SPONSORSHIP PROSPECTUS

# A tribute to excellence in higher education

Ontario college graduates are making an impact around the world.

The Premier's Awards for outstanding college graduates, now in its 31st year, is an annual event run by Colleges Ontario that celebrates our graduates' many successes in this province and throughout the world.

More than 100 graduates are nominated for a Premier's Award each year, which recognizes achievements in areas such as health care, science, technology and engineering, community services, the arts, business, and the skilled trades.

Award recipients in recent years have included Canada Goose president Carrie Baker, bestselling children's author and illustrator Jonathan Klassen, Guelph General Hospital president and CEO Marianne Walker, robotics weld programmer and trades influencer Melissa Phelan and auto technician and instructor Saifullah Sanaye.

Sponsorship of the Premier's Awards gala is a unique opportunity to showcase your organization in front of an audience of more than 800 leaders in business, education and government. The college sector alone represents the significant buying power of Ontario colleges – nearly \$6.4 billion in 2022-23.

This year's celebration provides an unparallel platform to promote your commitment to higher education and to the colleges' pivotal role in creating a more prosperous and successful province.

To maximize the success of your investment, Colleges Ontario has developed several high-impact sponsorship packages to give you the visibility you need.

It is because of you that we are able to run an event of this calibre and magnitude. We thank our returning sponsors for their continued support and look forward to working with our new sponsors to ensure you get the best possible sponsorship experience.

See you on Monday, November 25, 2024, at the gala to celebrate our college graduates' many successes.

Sincerely,

Pluket Fran

Marketa Evans President and CEO Colleges Ontario

2 Interested in Sponsoring? Contact Loretta Piattelli.

(647) 258-7684 | piattelli@collegesontario.org





# About Colleges Ontario

Colleges Ontario is the advocacy voice for the province's 24 public colleges. The colleges offer 900 programs each year that prepare students for a wide range of careers in everything from IT, advertising and health care to game development, animation, biotechnology and much more.

Ontario's colleges are leaders in innovation, ensuring graduates have the professional and technical qualifications to succeed in the rapidly evolving new economy. As the voice of the 24 colleges, Colleges Ontario uses research, communications and marketing initiatives to ensure government leaders, decision-makers and the public are aware of the essential role graduates play – and will continue to play – in the province's long-term success.

For more information about Colleges Ontario, please visit <u>www.collegesontario.org</u>.



#2024PA

(647) 258-7684 | piattelli@collegesontario.org

# About the Premier's Awards

The Premier's Awards for Ontario college graduates were established by the province in 1992 to recognize outstanding college alumni and their successes. Proudly celebrating its 31<sup>st</sup> year, the awards are a tribute to college graduates' achievements in Ontario and throughout the world.

Taking place at the Sheraton Centre Toronto Hotel on the evening of November 25, 2024, the gala offers the unique opportunity to showcase your company's support of the college system among the sector's leading influencers and decison-makers.

Well supported by private sector sponsors, the event provides an excellent opportunity to meet:

•	Senior business executives	•	Senior government officials
•	Industry partners	. •	College board governors
•	Politicians	. •	College leaders

The Premier's Awards gala attracts approximately 800 attendees. The nominees and recipients are prominent, highly respected individuals from the private and public sectors.

Chosen by a selection panel of community leaders, the awards are presented to seven college graduates demonstrating outstanding career success in the following areas:

Community Services         Recent Graduate         and Engineering		•	Business Community Services	•	Creative Arts and Design Health Sciences Recent Graduate			Skilled Trades Science, Technology and Engineering
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Last year's awards recipients were:

Apprenticeship St. Lawrence College SAIFULLAH SANAYE Professor of Automotive Technology/Automotive Program Coordinator, St. Lawrence College	Business Humber College CARRIE BAKER President, Canada Goose	Community Services Conestoga College JEHAN SALIM Shelter Cluster Coordinator, Afghanistan, United Nations High Commissioner for Refugees (UNHCR)	Creative Arts and Design Centennial College JODY PORTER (POSTHUMOUS) CBC News	
Health Sciences Humber College MICHAEL SANDERSON Chief and Director, Hamilton Paramedic Service	Recent Graduate Northern College CHRISTINA KIOKE Program manager - Omushkego Six Seasons Youth Program, Mushkegowuk Council	<b>Technology</b> Mohawk College <b>CHEYANNE HAMMELL</b> Manager, Special Projects, PCL Constructors Canada Inc.		

For more information about the Premier's Awards, please visit <u>www.co-awards.org</u>.





# Four reasons why you need to be a part of the 2024 Premier's Awards

**Excellent exposure:** This is a must-attend event for post-secondary influencers. With approximately 800 leaders, influencers and high-level decision-makers in attendance, the gala provides an unmatched opportunity to build and enhance your company's reputation within the college sector.

**Showcase your company as a partner:** Establish your company as a proud partner of a system that continues to shape Canada's economic and social fabric.

**Promote products/services:** Position your company as a trusted provider of choice to Ontario colleges by ensuring your messaging reaches our vast audience of college system leaders.

**Engage industry leaders:** It's never been more important to start a conversation and network face to face. This networking opportunity is key to aligning your brand with the mandates of Ontario's colleges. Build preference and realize ROI via your participation at the awards gala.

For more sponsorship information, please contact: Loretta Piattelli Sponsorship, advertising and exhibit sales (647) 258-7684 piattelli@collegesontario.org



November 25, 2024 Sheraton Centre Toronto Hotel #2024PA









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Thank you to the recent sponsors of the Premier's Awards













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# **Buying power**

Gain access to over 500 attendees, including decision-makers with a combined annual purchasing power of over \$6.4 billion for Ontario.<sup>1</sup>

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\$18 million Telecommunications

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Trillion

\$15 million

Food services

\$38 million Office supplies

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# spending power

1 Based on 2022/2023 Ontario colleges spending data.

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PREMIER'S AWARDS PRIX DU PREMIER MINISTRE

Annual

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Diamond Sponsor (1 available)	\$40,000
Platinum Sponsor (5 available) 3 SOLD	\$20,000
Gold Sponsor (3 available)	\$15,000
Silver Sponsor (limited availability)	\$10,000
Nominees Reception Sponsor (1 available)	\$10,000
Décor Sponsor (1 available)	\$10,000
Dessert Sponsor (1 available)	\$8,500
Gala Reception Sponsor (1 available)	\$8,000
Gala Dinner Sponsor (1 available)	\$8,000
Gala After-Party Sponsor (1 available)	\$7,000
Bronze Sponsor (limited availability)	\$6,000
Entertainment Sponsor (2 available)	\$6,000

#### **Sponsorship opportunities**

We understand that every organization is unique, with unique sponsorship objectives, requirements and metrics of success. Our focus is on building a partnership to meet your organization's marketing objectives. Whether your goals include promotion and awareness, lead/sales generation, product/service positioning, networking or advancement of corporate responsibility goals, we will work together to help you meet your requirements and surpass your expectations.

For more information, please contact:

Loretta Piattelli | (647) 258-7684 | piattelli@collegesontario.org

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## Diamond Sponsor Exclusive \$40,000

Your company will have the highest visibility whenever and wherever the event is promoted. The Diamond sponsorship includes the following:

- Your company logo prominently displayed in an opening video at the gala
- Your company logo prominently featured on 24 college nominee pop-up banners displayed during event (800 attendees)
- An on-stage welcome message (2 min.)
- An award presentation, including delivering on-stage remarks (2 min.)
- Company gobo (logo spotlight) projected on foyer and ballroom wall
- Company logo in McLean's (Jan. issue) advertisement featuring award recipients
- Registration:
  - Ten (10) tickets to the Premier's Awards nominees reception
  - Head table guest with the premier and/or the Minister of Colleges and Universities (subject to their availability)
  - Corporate table Ten (10) Premier's Awards gala registrations with sponsor recognition on name badges
  - Corporate table Ten (10) Higher Education Summit keynote luncheon tickets (Nov. 25)
- Photo with the premier, minister and Premier's Awards recipient (subject to their availability)
- One full-page corporate message with photo and full-page advertisement in the Premier's Awards program<sup>1</sup> placed at each place setting (800)
- One (1) prominent 8' by 10' exhibit space during the Higher Education Summit
- Five complimentary passes for exhibit booth personnel (luncheon, dinner and reception not included)
- Company logo in a special edition e-newsletter featuring the Premier's Awards winners<sup>1</sup>
- Verbal acknowledgment by the presiding chair of the gala evening thanking your company
- Acknowledgment of sponsorship in the promotional materials, on the official website, on social media, on on-site signage and on screens<sup>1</sup>
- Highest level of visibility on the official website for an entire year following the event (sponsor logo with a 50-word statement and a link back to your company website)



<sup>1</sup>To be included in printed materials, all graphic materials and your company's completed ad must be submitted by October 4.





### Platinum Sponsor Award presenter \$20,000 (5 available) **3 50LD**

The Platinum sponsorship includes:

- Premier's Award presenter category of choice
- On-stage remarks (2 min.) delivered during award presentation
- Company gobo (logo spotlight) projected on ballroom wall
- Company logo in McLean's (Jan. issue)
   advertisement
- Registration:
  - Head table guest with premier and/or the Minister of Colleges and Universities (subject to their availability)
  - Ten (10) tickets to Premier's Awards nominees reception
  - Corporate table Ten (10) Premier's Awards gala registrations with sponsor recognition on name badges
  - Corporate table Ten (10) Higher Education Summit keynote luncheon tickets (Nov. 25)
- Photo with premier, minister and Premier's Awards recipient (subject to their availability)
- One full-page corporate message with photo<sup>1</sup>
- One full-page colour ad in the printed program<sup>1</sup> placed at each table setting (800)
- İndividual social media highlighting sponsorship

- One (1) prominently situated 8' by 10' exhibit space at the Higher Education Summit
- Five (5) complimentary passes for exhibit booth personnel (luncheon, dinner, receptions not included)
- Company logo in a special edition e-newsletter featuring the Premier's Awards winners and sponsors<sup>1</sup>
- Verbal acknowledgment by the presiding chair of the gala evening, thanking your company for sponsoring (not applicable to receptions)
- Acknowledgment of sponsorship in promotional materials, on the official website, on on-site signage and on screens<sup>1</sup>
- Second highest level of visibility on the official website for an entire year following the event (sponsor logo with a 50word statement and a link back to your company website)



<sup>1</sup>To be included in printed materials, all graphic materials and your company's completed ad must be submitted by October 4.

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#### Gold Sponsor \$15,000 (3 available)

The Gold sponsorship includes:

- Sponsor branded promo item, such as a chocolate treat, provided and prominently placed at each dinner place setting (800)
- Individual social media highlighting sponsorship
- Registration:
  - Guest at Premier's Awards nominees reception with ten (10) registrations
  - Corporate table Ten (10) Premier's Awards gala registrations
  - VIP table Three (3) Higher Education Summit keynote luncheon tickets (Nov. 25)
- 1/2-page colour advertisement in the printed program<sup>1</sup>
- One (1)  $8' \times 10'$  exhibit space at the Higher Education Summit
- Three (3) complimentary passes for exhibit booth personnel (luncheon, dinner and receptions not included)
- Acknowledgment of sponsorship in promotional materials, on the official website, on on-site signage and on screens<sup>1</sup>
- Company logo in a special edition e-newsletter featuring the Premier's Awards winners and sponsors<sup>1</sup>
- Verbal acknowledgment by the presiding chair of the gala thanking your company for sponsoring (not applicable to receptions)
- Visibility on the official website for an entire year following the event (sponsor logo with a 50-word statement and a link back to your company website)

#### Silver Sponsor \$10,000 (limited availability)

The Silver sponsorship includes:

- Registration:
  - Corporate table (shared) Five (5) Premier's Awards registrations
  - Two (2) registrations to the Higher Education Summit keynote luncheon (Nov. 25)
- 1/2-page colour advertisement in the printed program<sup>1</sup>
- One (1)  $8' \times 10'$  exhibit space at the Higher Education Summit
- Two (2) complimentary passes for exhibit booth personnel (luncheon, dinner and receptions not included)
- Company logo in a special edition e-newsletter featuring the Premier's Awards recipients and sponsors<sup>1</sup>
- Verbal acknowledgment by the presiding chair of the event thanking your company for sponsoring (not applicable to receptions)
- Acknowledgment of sponsorship in promotional materials, on the official website, on on-site signage and on screens<sup>1</sup>
- Visibility on the official website for an entire year following the event (sponsor logo with a 50-word statement and a link back to your company website)



Gold sponsor: Place your branded gift at each place setting (800)

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PREMIER'S AWARDS

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<sup>1</sup>To be included in printed materials, all graphic materials and your company's completed ad must be submitted by October 4.

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#### Nominees Reception Sponsor \$10,000 (1 available)

Prior to the Premier's Awards gala dinner, a private reception – complete with hors d'oeuvres and refreshments – is held with the nominees, college presidents, board chairs, sponsors and government officials.

#### **EXCLUSIVE DURING RECEPTION**

- Company representatives to greet the VIP guests (presidents, board chairs and nominees) at the reception entrance
- On-stage welcome remarks delivered with the vicechair of the colleges' Committee of Presidents
- Company-branded reception tickets
- Company name and logo prominently displayed at the entrance and in the reception room on signage
- Video loop with nominees and sponsor logo on screens in the reception room
- Special customized signature drink
- Individual social media highlighting exclusive sponsorship
- Company name and logo in the printed program<sup>1</sup>
- 1/2-page colour advertisement in the printed program placed at each place setting<sup>1</sup>
- Company logo in a special edition e-newsletter featuring the Premier's Awards winners and sponsors<sup>1</sup>
- Logo recognition on all gala marketing materials
- Sponsor logo on the official website with company link
- Registration:
  - Two (2) tickets to the nominees reception
  - Two (2) Premier's Awards gala reception and dinner registrations

#### Expected audience of 300 5 p.m. - 5:45 p.m.



#### Décor Sponsor \$10,000 (1 available)

Create unforgettable dramatic ambiance in the grand ballroom with elegant décor for all to remember.

- Company acknowledgment on each table (80)
- Company brand colours in table linens and other tabletop decor (sponsorship to be confirmed by August 9)
- Opportunity to add company-branded gift items for all guests at their place settings (800)
- Onscreen and verbal recognition during dinner
- Company name and logo in the printed program<sup>1</sup>
- 1/2-page colour advertisement in the printed program placed at each place setting<sup>1</sup>
- Company logo in a special edition e-newsletter featuring the Premier's Awards winners and sponsors<sup>1</sup>
- Company logo recognition on all gala marketing materials
- Linked company logo on the official website
- Registration:
  - Two (2) Premier's Awards gala dinner registrations

Expected audience of 800 6:00 p.m. - 9 p.m.

<sup>1</sup>To be included in printed materials, all graphic materials and your company's completed ad must be submitted by October 4.

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#### Gala Reception Sponsor \$8,000\*\* (1 available)

Prior to the Premier's Awards gala dinner, a reception is held for all attendees. This is a great networking opportunity.

- Company-branded floor signage in reception hall<sup>1</sup>
- Company name and logo prominently displayed in reception area on plasma screens<sup>1</sup>
- Special customized signature drink
- Company-branded reception tickets<sup>1</sup>
- Company-branded cocktail napkins<sup>1</sup>
- Individual social media highlighting sponsorship
- Onscreen and verbal recognition during dinner
- Company name and logo in the printed program<sup>1</sup>
- Company logo in a special edition e-newsletter featuring the Premier's Awards winners and sponsors<sup>1</sup>
- 1/4-page colour advertisement in the printed program placed at each place setting<sup>1</sup>
- Logo recognition on all gala marketing materials
- Linked company logo on the official website
- Registration:
  - Two (2) Premier's Awards gala reception and dinner registrations

### Gala After-Party Sponsor \$7,000\*\* (1 available)

Let's celebrate! Following the gala dinner and awards presentations, meet the outstanding 2024 Premier's Awards nominees and award recipients.

- Company name and logo prominently displayed in reception area plasma screens<sup>1</sup>
- Special customized signature drink
- Company-branded cocktail napkins<sup>1</sup>
- Onscreen and verbal recognition during dinner
- Company name and logo displayed on signage and printed program placed at each table setting<sup>1</sup>
- Company logo in a special edition e-newsletter featuring the Premier's Awards winners and sponsors<sup>1</sup>
- 1/4-page colour advertisement in the printed program placed at each place setting<sup>1</sup>
- Logo recognition on all gala marketing materials<sup>1</sup>
- Linked company logo on the official website
- Registration:
  - Two (2) Premier's Awards gala reception and dinner registrations

#### Expected audience of 800 9 p.m. - 10 p.m.

#### Expected audience of 800 5:15 p.m. - 6 p.m.





#### SPECIAL DISCOUNT OFFER 2 receptions for \$12,000

\*\*With purchase of both sponsorships (gala and post-gala receptions)

<sup>1</sup>To be included in printed materials, all graphic materials and your company's completed ad must be submitted by October 4.



# PREMIER'S AWARDS PRIX DU 2024 PREMIER MINISTRE



### Gala Dessert Sponsor \$8,500 (1 available)

There's always room for dessert! Your company will provide the finishing touch to dinner, with your logo adorning each guest's dessert.

- Company logo prominently displayed on the dessert
- Onscreen and verbal recognition during dinner
- Company name and logo displayed in printed program<sup>1</sup>
- 1/4-page colour advertisement in the printed program placed at each place setting (800)<sup>1</sup>
- Company logo in a special edition electronic e-newsletter featuring the Premier's Awards winners and sponsors<sup>1</sup>
- Logo recognition on all gala marketing materials
- Company logo on the official website with company link
- Individual social media highlighting exclusive sponsorship
- Registrations:
  - Two (2) Premier's Awards gala reception and dinner registrations

#### Expected audience of 800 6:30 p.m. - 9 p.m.



#### Gala Dinner Sponsor \$8,000 (1 available)

Be the first to welcome guests to their dinner seat with a beautifully designed menu branded with your company logo on the front. A menu will be set at each place setting.

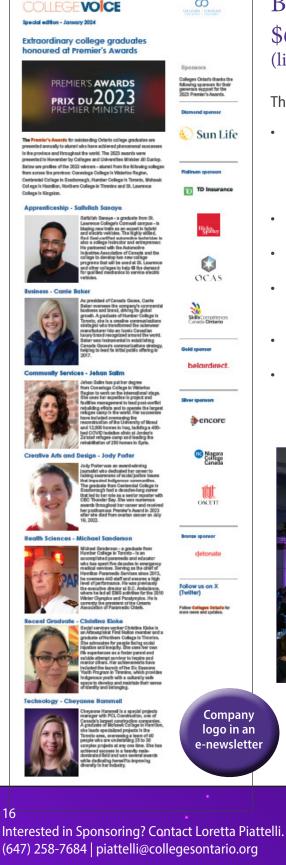
- Company-branded menu placed on place setting
- Onscreen and verbal recognition during dinner
- Company name and logo displayed on signage and printed program
- 1/4-page colour advertisement in the printed program placed at each place setting (800)<sup>1</sup>
- Company logo in a special edition electronic e-newsletter featuring the Premier's Awards winners and sponsors<sup>1</sup>
- Individual social media highlighting sponsorship
- Logo recognition on all gala marketing materials
- Company logo on the official website with company link
- Individual social media highlighting exclusive sponsorship
- Registration:
  - Two (2) Premier's Awards gala reception and dinner registrations

#### Expected audience of 800 6:30 p.m. - 9 p.m.

<sup>1</sup>To be included in printed materials, all graphic materials and your company's completed ad must be submitted by October 4.

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#### Bronze Sponsor \$6,000 (limited availability)

The Bronze sponsorship includes:

- Registration:
  - Two (2) Premier's Awards gala reception and dinner registrations
  - One (1) registration to the Higher Education Summit keynote luncheon (Nov. 25)
  - 1/4-page colour advertisement in the printed program placed at each place setting (800)<sup>1</sup>
- Company logo in a special edition e-newsletter featuring the Premier's Awards winners and sponsors<sup>1</sup>
- Verbal acknowledgment will be made by the presiding chair of the event thanking your company for sponsoring (not applicable to receptions)
- Acknowledgment of sponsorship given in promotional materials, on the official website, on on-site signage and on screens<sup>1</sup>
- Sponsor listings on the official website (sponsor logo and a link back to your company website) will remain posted online for an entire year following the event



<sup>1</sup>To be included in printed materials, all graphic materials and your company's completed ad must be submitted by October 4.



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#### Gala/Reception Entertainment Sponsor \$6,000 (2 available)

Be the life of the party! Live music and performances by students will be enjoyed by all attendees at the gala and receptions.

The Entertainment sponsorship includes:

- Registration:
  - Two (2) Premier's Awards gala reception and dinner registrations
- Company logo in a special edition e-newsletter featuring the Premier's Awards winners and sponsors<sup>1</sup>
- Verbal acknowledgment will be made by the presiding chair of the event thanking your company for sponsoring (not applicable to receptions)
- Acknowledgment of sponsorship given in promotional materials, on the official website, on on-site signage and on screens<sup>1</sup>
- Sponsor listings on the official website (sponsor logo and a link back to your company website) will remain posted online for an entire year following the event

Expected audience of 800 5 p.m. - 6 p.m. and 6 p.m. - 9 p.m. (receptions in the ballroom foyer)





<sup>1</sup>To be included in printed materials, all graphic materials and your company's completed ad must be submitted by October 4.

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# Specifications for program advertisements

#### Trim size

6.50 in x 9.00 in 16.50 cm x 23.00 cm

#### Full-page ad bleed

6.75 in x 9.25 in 17.00 cm x 23.50 cm

> **Full-page program ad** 6.25 in x 8.75 in 15.50 cm x 22.50 cm

### Specifications for program advertisements

Half (1/2) page ad 6.25 in x 4.25 in 15.50 cm x 11.00 cm

**Quarter (**<sup>1</sup>/4**) page ad** 3.00 in x 4.25 in 7.75 cm x 11.00 cm

### Note:

To be included in printed materials, the completed version of your ad must be submitted by the final deadline of Friday, October 4, 2024.



# Sponsor Participant Form

November 25 | Sheraton Centre Toronto Hotel

Contact Information	Opportunities			
Name:	Diamond Sponsor	\$40,000		
Title:	Platinum Sponsor	\$20,000		
Company name:		\$20,000		
Address:	Gold Sponsor	\$15,000		
City: Province: PC:	Silver Sponsor	\$10,000		
Phone:		÷10.000		
Email:	Nominees Reception Sponsor	\$10,000		
Website:	🗌 Gala Décor Sponsor	\$10,000		
Payment Information	🗌 Gala Dessert Sponsor	\$8,500		
Total Amount Due: \$ Enclosed is my cheque made payable to Colleges Ontario.	Gala Reception Sponsor*	\$8,000		
Visa MasterCard American Express	🗌 Gala Dinner Sponsor	\$8,000		
<ul> <li>E-transfer : <u>finance@collegesontario.org</u></li> <li>EFT (contact <u>finance@collegesontario.org</u> for EFT info)</li> </ul>	Gala After-Party Sponsor* \$7,00			
Credit card no.	Bronze Sponsor	\$6,000		
Name on card:	Gala/Reception Entertainment Sponsor	\$6,000		
Exp. date: / VAL code:	*Discounted price for both receptions	\$12,000		
Billing address:				
City: Province: PC:	Email completed participant form and credit card/cheque p			
Authorized signature:	Loretta Piattelli			
Date: / /	Colleges Ontario 130 Queens Quay East, Suite 606, Toronto, Ontario M5A 0P6			
I hereby allow Colleges Ontario to charge my credit card	Phone: (647) 258-7684   Fax: (647) 258-7699 Email: piattelli@collegesontario.org			
\$ CAD.				

Agreement: Sponsorship reservations are made on a first-come, first-served basis based on the date your reservation form is received. Cancellations: All sponsor fees are non-refundable. Any money due per contract is payable regardless of cancellation.

By signing below, I confirm I am authorized to place this order and agree to all terms and conditions stated on the pages of the contract form. I understand this is a non-refundable transaction. In the event that a sponsor breaches contract or fails to pay as required, the sponsor will be liable for all attorney fees and court costs incurred by Colleges Ontario in recovering for breach of contract or failure to pay. By signing below, I acknowledge I have read and agree to the terms outlined above.

<sup>&</sup>lt;u>Disclaimer</u>





For more information, contact: Loretta Piattelli Sponsorship, advertising and exhibit sales 647-258-7684

piattelli@collegesontario.org