



PREMIER'S AWARDS PRIX DU 2023 PREMIER MINISTRE

November 27, 2023
Sheraton Centre Toronto Hotel

SPONSORSHIP PROSPECTUS

November 27, 2023 Sheraton Centre Toronto Hotel #2023PA

A celebration of excellence in higher education

The Premier's Awards for outstanding college graduates 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 each year for this important award, which recognizes achievements in areas such as health care, technology, community services, the arts, business and apprenticeship.

Recipients in recent years have included Emmy Award-winning TV producer Jon Cassar, 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 internationally renowned paramedic Rahul Singh.

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 Premier's Awards celebration provides a tremendous 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. 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.

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 www.collegesontario.org.















































Sheridan

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 30th 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 27, 2023, 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.

Creative Arts and Design

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

- Apprenticeship
- Community Services
- Recent Graduate

- Business
- Health Sciences
- Technology

Last year's awards recipients were:

Apprenticeship
Conestoga College
JENNIFER GREEN

Director of Competitions, Skills Ontario Business
Confederation College
JASON RASEVYCH

Partner, National Indigenous Client Services Lead, Deloitte Canada Community Services
Centennial College
SHEREEN ASHMAN

Director, Programs and Education, CEE Centre for Black Professionals

Creative Arts and Design
Niagara College
MURRAY BREWSTER

Parliamentary Defence and Foreign Policy Reporter, CBC News

Health Sciences
Humber College
MARK CAMERON

Founder and Co-President, Canadian International Medical Relief Organization Recent Graduate Niagara College ERICA WILLIAMS

C.E.O, Erica's Embrace Support Services Technology
Fleming College
STEVE DEROY

Founding Director and Co-owner, The Firelight Group

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

Four reasons why you need to be a part of the 2023 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



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









Scotiabank













1 Based on 2019/2020

. Telecommunications

Sponsorship opportunities

| Diamond Sponsor (1 available) | \$40,000 |
|---|----------|
| Platinum Sponsor (7 available) | \$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 Menu Sponsor (1 available) | \$8,000 |
| Post-Gala Reception Sponsor (1 available) | \$7,000 |
| Bronze Sponsor (limited availability) | \$6,000 |
| Reception Entertainment Sponsor (add-on only) | \$3,000 |

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

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
- 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 Training, 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. 27)
- 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 program¹ 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 winners¹
- 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 screens¹
- 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)



Platinum Sponsor Award presenter \$20,000 (7 available)

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 Training, 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. 27)
- Photo with premier, minister and Premier's Awards recipient (subject to their availability)
- One full-page corporate message with photo¹
- One full-page colour ad in the printed program¹ placed at each table setting (800)

- 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 sponsors¹
- 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 screens¹
- 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)



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)
- 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. 27)
- 1/2-page colour advertisement in the printed program¹
- One (1) 8' × 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 screens¹
- Company logo in a special edition e-newsletter featuring the Premier's Awards winners and sponsors¹
- 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. 27)
- 1/2-page colour advertisement in the printed program¹
- 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 sponsors¹
- 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 screens¹
- 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)



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
- Company-branded décor, lighting
- Company name and logo in the printed program¹
- 1/2-page colour advertisement in the printed program placed at each place setting¹
- Company logo in a special edition e-newsletter featuring the Premier's Awards winners and sponsors¹
- 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-branded centrepiece on every table (80)
- 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 program¹
- 1/2-page colour advertisement in the printed program placed at each place setting¹
- Company logo in a special edition e-newsletter featuring the Premier's Awards winners and sponsors¹
- 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.

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 hall¹
- Company name and logo prominently displayed in reception area on plasma screens¹
- Company-branded balloons in reception hall¹
- Special customized signature drink
- Company-branded reception tickets¹
- Company-branded cocktail napkins¹
- Onscreen and verbal recognition during dinner
- Company name and logo in the printed program¹
- Company logo in a special edition e-newsletter featuring the Premier's Awards winners and sponsors¹
- 1/4-page colour advertisement in the printed program placed at each place setting¹
- 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

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



Post-Gala Reception Sponsor \$7,000**

Let's celebrate! Following the gala dinner and awards presentations, meet the outstanding 2023 Premier's Awards nominees and award recipients.

- Company name and logo prominently displayed in reception area plasma screens¹
- Special customized signature drink
- Company-branded cocktail napkins¹
- Onscreen and verbal recognition during dinner
- Company name and logo displayed on signage and printed program placed at each table setting¹
- Company logo in a special edition e-newsletter featuring the Premier's Awards winners and sponsors¹
- 1/4-page colour advertisement in the printed program placed at each place setting¹
- Logo recognition on all gala marketing materials¹
- 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.



SPECIAL DISCOUNT OFFER 2 receptions for \$10,000

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



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 program¹
- 1/4-page colour advertisement in the printed program placed at each place setting (800)¹
- Company logo in a special edition electronic e-newsletter featuring the Premier's Awards winners and sponsors¹
- Logo recognition on all gala marketing materials
- Company logo on the official website with company link
- Registrations:
 - Two (2) Premier's Awards gala reception and dinner registrations

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



Gala Menu 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)¹
- Company logo in a special edition electronic e-newsletter featuring the Premier's Awards winners and sponsors¹
- Logo recognition on all gala marketing materials
- Company logo on the official website with company link
- Registration:
 - Two (2) Premier's Awards gala reception and dinner registrations

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

¹To be included in printed materials, all graphic materials and your company's completed ad must be submitted by October 6.



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. 27)
- 1/4-page colour advertisement in the printed program placed at each place setting (800)¹
- Company logo in a special edition e-newsletter featuring the Premier's Awards winners and sponsors¹
- 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 screens¹
- 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



¹To be included in printed materials, all graphic materials and your company's completed ad must be submitted by October 6.

Company logo in an e-newsletter

Reception Entertainment Sponsor \$3,000 ADD-ON ONLY (1 available)

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

- · Company name and logo prominently displayed
- Company colour to up light the stage
- Two (2) Premier's Awards gala dinner registrations

Expected audience of 800 5 p.m. - 6 p.m. and 9 p.m. - 10 p.m. (receptions in the ballroom foyer)



¹To be included in printed materials, all graphic materials and your company's completed ad must be submitted by October 6.

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 (1/4) 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 6, 2023.

PREMIER'S AWARDS PRIX DU 2023 PREMIER MINISTRE

Authorized Representative Name:

Sponsor Participant Form

November 27 | Sheraton Centre Toronto Hotel

Date: _____

| Contact Information | Opportunities | | |
|---|---|-------------------------|--|
| Name: | ☐ Diamond Sponsor | \$40,000 | |
| Title: | ☐ Platinum Sponsor | \$20,000 | |
| Company name: | | 720,000 | |
| Address: | Gold Sponsor | \$15,000 | |
| City: Province: PC: | ☐ Silver Sponsor | \$10,000 | |
| Phone: | ☐ Nominees Reception Sponsor | \$10,000 | |
| Fax: | ☐ Nottlinees Reception Sponsor | \$10,000 | |
| Email: | ☐ Décor Sponsor | \$10,000 | |
| Website: | ☐ Gala Dessert Sponsor | \$8,500 | |
| Payment Information Total Amount Due: \$ | ☐ Gala Reception Sponsor* | \$8,000 | |
| ☐ Enclosed is my cheque made payable to Colleges Ontario. | ☐ Gala Menu Sponsor | \$8,000 | |
| ☐ Visa ☐ MasterCard ☐ American Express | ☐ Post-Gala Reception Sponsor* \$7,000 | | |
| ☐ EFT (contact <u>finance@collegesontario.org</u> for EFT info) | ☐ Post-data neception sponsor | \$7,000 | |
| Credit card no | ☐ Bronze Sponsor | \$6,000 | |
| Name on card: | Reception Entertainment (Add-on only) | \$3,000 | |
| Exp. date: / VAL code: | *Discounted price for both receptions | \$10,000 | |
| Billing address: | Email completed participant form and credit card/cheque payment information to: | | |
| 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. | | | |
| <u>Disclaimer</u> Agreement: Sponsorship reservations are made on a first-come, first-served basis based on the date yo Cancellations: All sponsor fees are non-refundable. Any money due per contract is payable regardless of By signing below, I confirm I am authorized to place this order and agree to all terms and conditions st. | of cancellation. | ble transaction. In the | |
| event that a sponsor breaches contract or fails to pay as required, the sponsor will be liable for all attor to pay. By signing below, I acknowledge I have read and agree to the terms outlined above. | | | |



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