

SPONSORSHIP OPPORTUNITIES

2021 15TH ANNUAL SUMMIT

VANCOUVER ISLAND
ECONOMIC ALLIANCE



For more information

Contact George Hanson
george@viea.ca • 250-667-5225

- VIRTUAL AND/OR IN-PERSON FORMAT
- HIGH RELEVANCE FOR ISLAND STAKEHOLDERS
- OCTOBER 26-28, 2021

SHARING IDEAS; LAUNCHING INITIATIVES; CROSS-SECTOR NETWORKING...

is what the 2021 Summit is all about!

The State of the Island Economic Summit is the MUST-ATTEND event of its kind on Vancouver Island - raise the profile of your organization by sponsoring at this OCTOBER 26-28, 2021 event.

Since 2007, the Economic Summit has featured high profile presenters and advanced ideas important to the vitality and sustainability of the Island economy. In 2021, we do not yet know whether the Summit will be virtual, in-person or hybrid. But we do know that we will focus on in-depth consideration of emerging trends, new opportunities, and solutions to nagging problems across sectors--public and private, including First Nations.


The State of the Island Economic Summit offers opportunity to network with proactive business, government and community leaders to build relationships, develop business, and identify potential opportunities. Participants represent all levels of government, but it is not a government event; the tradeshow offers great opportunity for business-to-business networking across sectors but it's not just a tradeshow; and the program content is geared to explore important issues and emerging trends with relevance to everyone on Vancouver Island.

We invite you to check out the sponsorship opportunities outlined on the next page.



Your 2021 State of the Island Economic Summit Planning Team

Dave Willie, Black & White Event Rentals, Chair | Peter van Dongen, MNP | Dan Hurley, Hurley Martin Group | Po Wan, Blackberry Creative | Katie Bishop, TD Bank
William Litchfield, VIU | Wendy Sears, Lewis and Sears Marketing & Event Management | Jennifer Hufnagel, Innovation Island | Janet Bonaguro, ThinkSpace Consulting
Dirk Heydemann, HA Photography | Tristan Dennison, UVic | Gord Wright, Hemlock Printers | Terri Duguay, Maigus | George Hanson, VIEA



"Without question the most valuable conference I attend - Always timely, relevant, and forward looking!"

~ Gloria Hatfield
President & Owner
Page's Resort

SPONSORSHIP OPPORTUNITIES AND BENEFITS

Sponsors will be formally recognized and profiled throughout the Summit for maximum exposure to the expected audience of more than 600 Island leaders.

PREMIER SUMMIT SPONSOR (\$15,000) – One Available

- Exclusive opportunity to host and introduce presenters of a Plenary Address
- Logo on all Summit media releases Island-wide
- Summit exhibition space
- Prominent ad on digital Summit platform
- Prominent logo on Summit promotions
- Formal recognition as the Summit's Premier Sponsor
- 16 complimentary Summit delegate/tradeshow registrations
- Reduced registration rate for sponsor clients
- Recognition on VIEA website
- One-year VIEA membership

PLATINUM SUMMIT SPONSOR (\$10,000) – Four Available

- Exclusive opportunity to host and introduce presenters of a Plenary Address
- Logo on all Summit media releases Island-wide
- Summit exhibition space
- Prominent ad on digital Summit platform
- Prominent logo on Summit promotions
- Formal recognition as Summit Platinum Sponsor
- 12 complimentary Summit delegate/tradeshow registrations
- Reduced registration rate for sponsor clients
- Recognition on VIEA website
- One-year VIEA membership

GOLD SUMMIT SPONSOR (\$7,500) – Four Available

- Exclusive opportunity to host and introduce a concurrent session
- Logo on all Summit media releases Island-wide
- Summit exhibition space
- Prominent ad on digital Summit platform
- Prominent logo on Summit promotions
- Formal recognition as Summit Gold Sponsor
- 8 complimentary Summit delegate/tradeshow registrations
- Reduced registration rate for sponsor clients
- Recognition on VIEA website
- One-year VIEA membership

• **Array Web & Creative**

1 SOLD



SPONSORSHIP OPPORTUNITIES AND BENEFITS

SILVER SUMMIT SPONSOR (\$5,000) – Eight available

- Exclusive opportunity to host and introduce a concurrent session
- Logo on all Summit media releases Island-wide
- Summit exhibition space
- Ad on digital Summit platform
- Logo on Summit promotions
- Formal recognition as Summit Silver Sponsor
- 6 complimentary Summit delegate/tradeshow registrations
- reduced registration rate for sponsor clients
- Recognition on VIEA website

- **BC Ferries**
- **Vancouver Island Real Estate Board**
- **Port Alberni Port Authority**
- **Reliable Controls**

4 SOLD

BRONZE SUMMIT SPONSOR (\$2,650) – No Limit

- Name on all Summit media releases Island-wide
- Summit exhibition space
- Ad in Summit program
- Corporate listing on Summit Promotions
- Formal recognition as Summit Bronze Sponsor
- 4 complimentary Summit delegate/tradeshow registrations
- reduced registration rate for sponsor clients
- Recognition on VIEA website

"The Summit continues to be a unique opportunity applying an intensely local lens to regional, national and international topics."

~ Summit delegate



MEDIA SPONSORSHIP OPPORTUNITIES

VIEA will provide return value to the sponsor commensurate with the 'Gold, Silver, or Bronze' sponsorship opportunities outlined on the previous page in return for the television, magazine, newspaper, radio, social media, and website sponsors providing in-kind promotions to include:

TELEVISION SPONSOR - Exclusive **CHEK TV**

- Pre and post event interviews to increase awareness of the event & of VIEA
- Pre-event advertising/PR spots
- Pre-event promotion via sponsor's televised and on-line community calendars
- Promotion prior to and during the event via sponsor's social media capacity (e.g. Twitter, Facebook, Website)
- Televised news coverage of the event 'as it's happening'
- Anything else that you think might help that we haven't asked for...

RADIO SPONSOR - Exclusive **Jim Pattison Broadcast Group**

- Pre and post event interviews to increase awareness of the event & of VIEA
- Pre-event advertising/PR spots
- Pre-event promotion via sponsor's televised and on-line community calendars
- Promotion prior to and during the event via sponsor's social media capacity (e.g. Twitter, Facebook, Website)
- Radio news coverage of the event 'as it's happening'
- Anything else that you think might help that we haven't asked for...

PRINT MEDIA SPONSOR - MAGAZINE - Geographic/Market Exclusivity

- Topical articles, interviews, editorials pre and post event to increase awareness of the event & of VIEA
- Pre-event advertising
- Pre-event promotion via sponsor's print and on-line community calendars
- Promotion prior to and during the event via sponsor's social media capacity (e.g. Twitter, Facebook, Website)
- News and editorial coverage of the event before, during and after the event
- Anything else that you think might help that we haven't asked for...

SOCIAL MEDIA SPONSOR - Geographic/Market Exclusivity

- Topical articles, interviews, editorials pre and post event to increase awareness of the event & of VIEA
- Pre-event advertising
- Pre-event promotion via sponsor's on-line community calendars
- Promotion prior to and during the event via sponsor's social media capacity (e.g. Twitter, Facebook, Website)
- News and editorial coverage of the event before, during and after the event
- Anything else that you think might help that we haven't asked for...

2020 SUMMIT DEMOGRAPHICS

