









# WHY SPONSOR

MAXIMIZE ...YOUR INFLUENCE, YOUR VISIBILITY, YOUR IMPACT



## BC ELECTRICAL ASSOCIATION

**SHOWCASE YOUR BUSINESS**

Give your target audience a comprehensive experience of your brand. Demonstrate your leadership skills while you showcase your products/services and generate more business.

**GENERATE NEW LEADS**

Created to quickly develop connections with current and clients. Designed to highlight your expertise in a specific area of your choice and rapidly improve audience perception of your brand as leader in its field.

**INCREASE BRAND RECOGNITION**

Crafted to put your company products/services in the spotlight in front of your core audience. Raising awareness of your company for thousands of consumers, strengthening the perception reach of your business.

# SPONSOR OPPORTUNITIES

## CHANGE AGENT | \$10,000

- Recognition as Change Agent Sponsor - 24 month sponsorship
- Company branding / logo on Diversity & Inclusion Program Materials.
- Exposure and recognition as Change-Agent Sponsor in all print, radio, tv and social media marketing campaigns.
- Most prominent name and logo placement on digital signage.
- Opportunity for your company to participate as a speaker or panelist in Virtual Diversity & Inclusion Events.
- 2 Complimentary THRIVE/LINK Conference Registrations.
- 1 Complimentary BCEA Membership: January-December 2021.
- Logo placement and hyperlink on BCEA website for 24 months.
- 1 Page Spotlight Feature in Diversity & Inclusion Program Booklet
- Recognition in Annual Report

## PARTNER | \$7,500

- Recognition as Partner Sponsor - 24 month sponsorship
- Company branding / logo on Diversity & Inclusion Program Materials.
- Exposure and recognition as Partner Sponsor in select print, radio, tv and social media marketing campaigns.
- Opportunity for your company to participate as a speaker or panelist in virtual Diversity & Inclusion Events
- 1 Complimentary THRIVE/LINK Conference Registrations.
- Logo placement and hyperlink on BCEA website for 12 months.
- 1/2 Page Spotlight in Diversity & Inclusion Program Booklet
- Recognition in Annual Report

## SPEAKER | \$4,000

- Speaker benefits and Sponsor cost are per speaker.
- Host a workshop session and Q&A.
- Promotion as a speaker in all print, radio, tv and social media marketing campaigns.
- The opportunity to address all attendees via virtual and in-person platforms.
- Premium promotion as a speaker leading up to and throughout the conference or webinar.
- 1/2 Page Bio in Diversity & Inclusion Program Booklet

## SUPPORTER | \$1,500

- Recognition as Supporter Sponsor -12 month sponsorship
- Logo on Diversity & Inclusion Program Materials.
- Exposure and recognition as Supporter Sponsor in select social media marketing campaigns | Association (BCEA)
- Logo placement and hyperlink on BCEA website for 6 months.
- Logo in Diversity & Inclusion Program Booklet

Thanks for your Support!