



AEBC Sponsorship Package

About AEBC

Alliance for Equality of Blind Canadians (AEBC) is a national grassroots, peer support organization that comprises Canadians who are blind, deaf-blind or partially sighted and our supporters from the public at large. For 25 years, AEBC has been working to ensure we have a voice on all matters affecting our participation in Canada's mainstream society.

AEBC will be celebrating its 25th year in 2017, and we invite you to become a sponsor to join us in the celebration. Each sponsorship package includes year-long benefits plus benefits at the AEBC 25th Anniversary Conference and AGM in (date). Please spread the word via social media using #AEBC25 and/or #blindcanadians25.

Sponsorship Benefits:

Connect your brand with members and leaders in Canadian business, accessibility, advocacy and the blind, deaf-blind and partially sighted community.

- Engage with blind, deaf-blind and partially sighted Canadians
- Share ideas with accessibility professionals in vertical industries
- Learn about the accessibility landscape and business best practices
- Guest invitation for employees or customers to attend the AEBC 25th Anniversary Conference and AGM
- Inclusion as a sponsor in all advertising, marketing and promotion
- Logo placement on AEBC website throughout the year
- Brand exposure among media partners

OFFICIAL SPONSOR (Tier 1)

One Opportunity

\$15,000

Includes:

AEBC 25th Anniversary Conference and AGM

- 15 VIP tickets for company representatives and guests at the AEBC 25th Anniversary Conference and AGM
- 10-minute speaking opportunity at reception *
- Opportunity to introduce keynote speaker *
- Corporate profile (logo and link back to corporate site) on the AGM mini-site
- Logo attribution and sponsorship level recognition on all marketing collateral for the AEBC 25th Anniversary Conference and AGM
- Opportunity to provide specific 150-word messaging to be included in e-blasts to members in advance of the AEBC 25th Anniversary Conference and AGM *
- Mention in press release to media for the AEBC 25th Anniversary Conference and AGM
- 10 x 10 booth space at AEBC 25th Anniversary Conference and AGM
- Option to provide "swag" or marketing collateral in guest gift bags

Year-Long Official Sponsor Benefits

- Title sponsor status
- Corporate profile (logo and link back to corporate site) on AEBC main website
- Sponsorship profile in all e-blasts to members throughout the year
- Social media promotion of sponsorship level recognition (Facebook and Twitter) - 50 combined mentions throughout the year.



- Opportunity to provide sponsored content to be included on the AEBC blog *
- A 25 Facts Sheet – 25 ways the sponsor has made accessibility advancements – to be published on the website and through member outreach *
- Title Sponsor Recognition Plaque

INDUSTRY SPONSOR (Tier 2)

One Opportunity Per Industry

\$10,000 (telecommunications, financial (credit card and retail banking), utility, government department / agency)

Includes:

AEBC 25th Anniversary Conference and AGM

- 10 VIP tickets for company representatives and guests at the AEBC 25th Anniversary Conference and AGM and participation in reception
- Corporate profile (logo and link back to corporate site) on the AGM mini-site
- Logo attribution and sponsorship level recognition on all marketing collateral for the AEBC 25th Anniversary Conference and AGM
- Verbal sponsorship acknowledgement at AEBC 25th Anniversary Conference and AGM
- Option to provide “swag” or marketing collateral in guest gift bags
- Mention in press release to media for the AEBC 25th Anniversary Conference and AGM
- 10 x 10 booth space at AEBC 25th Anniversary Conference and AGM

Year-Long Industry Sponsor Benefits

- Industry sponsor status
- Corporate profile (logo and link back to corporate site) on AEBC main website
- Sponsorship profile in all e-blasts to members throughout the year
- Social media promotion of sponsorship level recognition (Facebook and Twitter) - 25 combined mentions throughout the year.
- Case Study – telling the story of how a real-life customer (who is blind, deaf-blind or partially sighted) accesses the Industry Sponsor’s programs / services – to be published on the website and through member outreach.
- Industry Sponsor Recognition Plaque

GOLD SPONSOR (Tier 3)

Multiple Opportunities

\$7,500

Includes:

8 VIP AEBC 25th Anniversary Conference and AGM tickets and participation in reception

- Sponsorship profile in all e-blasts to members throughout the year
- Corporate profile (logo and link back to corporate site) on both AEBC main website throughout the year and AGM mini-site
- Option to provide “swag” or marketing collateral in guest gift bags
- Social media promotion of sponsorship level recognition (Facebook and Twitter) - 10 combined mentions throughout the year.
- Logo attribution and sponsorship level recognition on all marketing collateral for the AEBC 25th Anniversary Conference and AGM



SILVER SPONSOR (Tier 4)

Multiple Opportunities

\$5,000

Includes:

- 5 VIP AEBC 25th Anniversary Conference and AGM tickets and participation in reception
 - Sponsorship profile in all e-blasts to members throughout the year
 - Corporate profile (logo and link back to corporate site) on both AEBC main website throughout the year and AGM mini-site
 - Option to provide “swag” or marketing collateral in guest gift bags
 - Social media promotion of sponsorship level recognition (Facebook and Twitter) - 10 combined mentions throughout the year.
 - Logo attribution and sponsorship level recognition on all marketing collateral for the AEBC 25th Anniversary Conference and AGM

BRONZE SPONSOR (Tier 5)

Multiple Opportunities

\$2,500

Includes:

- 2 VIP AEBC 25th Anniversary Conference and AGM tickets and participation in reception
 - Sponsorship profile in all e-blasts to members throughout the year
 - Corporate profile (logo and link back to corporate site) on both AEBC main website throughout the year and AGM mini-site
 - Option to provide “swag” or marketing collateral in guest gift bags
 - Social media promotion of sponsorship level recognition (Facebook and Twitter) - 10 combined mentions throughout the year.
 - Logo attribution and sponsorship level recognition on all marketing collateral for the AEBC 25th Anniversary Conference and AGM