



CONNECT

QUEEN'S CONFERENCE ON PHILANTHROPY

S P O N S O R S H I P
P R O S P E C T U S



22-24
JAN
2015

TABLE OF CONTENTS

- 1/ LETTER FROM THE SPONSORSHIP TEAM
- 2/ SPONSOR QCOP 2015
- 3/ QCOP DELEGATES
- 4/ SPONSORSHIP OPPORTUNITIES
- 5/ THANK YOU



LETTER FROM THE SPONSORSHIP TEAM

We are thrilled to present the 7th annual edition of Canada's premier undergraduate conference on philanthropy. Between January 22nd - 24th 2015, over 150 students from top universities across Canada, including Queen's University, will be selected to hone their leadership skills, and engage in activities aimed at promoting Canada's next group of leaders and philanthropists at Queen's Conference on Philanthropy 2015.

The theme for QCOP 2015 is **CONNECT** — an experience that allows delegates to develop an understanding of ideas surrounding philanthropy, challenging them to 'connect' to these principles in their daily lives. QCOP is a dynamic and powerful forum for the humanities, social activism and the understanding of both personal and corporate social responsibility.

Becoming a distinct sponsor for Queen's Conference on Philanthropy not only allows your company to support undergraduate students in their pursuit of a philanthropic lifestyle, but also allows you to publicly advocate for the causes you are passionate about. This experience allows your company access to a network of future leaders. Embark on a journey that will display some of the country's brightest students from a multitude of disciplines from across Canada. Your support will allow them to make observations, critically analyze current problems, and work hands-on to cultivate solutions to global issues. Take a journey with us as we embark on a celebration of the human spirit — connecting you, connecting me.

Thank you,
The QCOP 2015 Executive Team

SPONSOR QCOP 2015



**GOODNESS IS THE
ONLY INVESTMENT
THAT NEVER FAILS**

– Henry David Thoreau, American writer



CORPORATE CULTURE

A positive corporate culture is the basis for innovation, employee engagement and ultimately, business success. When we inspire people by explaining why the destination is important, they develop the motivation to see the race through. Your support of QCOP will demonstrate a keen interest in local and global issues, endorsement of important company values, and strategic alignment towards long-term success.



BRANDING

Today's businesses can no longer rely on the traditional model of profit-making - a corporate social strategy is pertinent to business success in the modern economy. As Canada's largest and most prestigious student philanthropic conference, a partnership with QCOP enforces and enhances your company on a national level as a socially responsible business in the minds of your consumers, employees and partners.



RECRUITING OPPORTUNITIES

QCOP provides your company with an intimate setting to network with tomorrow's world-changers who are in the process of making critical career decisions. These are facilitated through networking sessions, company events, online promotions and more. A complete resume book of attending delegates will also be available to you. All sponsors of QCOP 2015 are invited to participate in the QCOP Philanthropic Fair to connect with delegates and showcase your company endeavours.



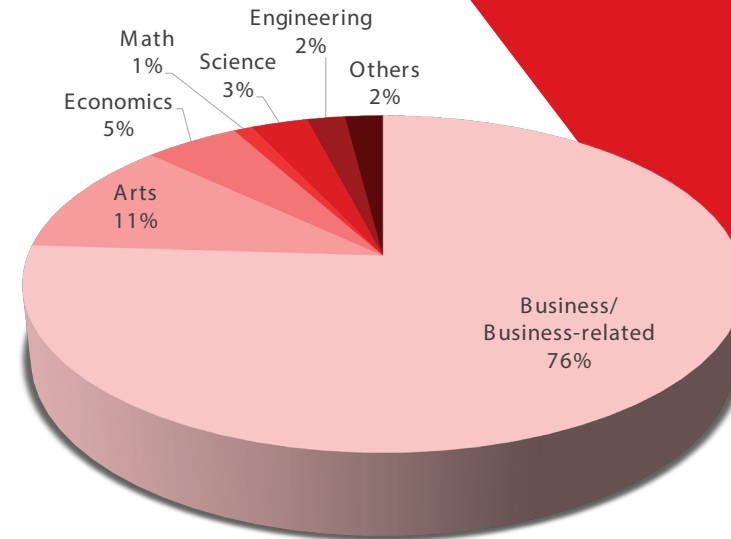
TAX CREDIT

Here at QCOP, we believe in investments that pay, literally. As a registered charity, financial contributions to QCOP provide your company with the opportunity of receiving tax credits. If you need more information, just ask your sponsorship coordinator.

QCOP DELEGATES

Gathering over 150 of the top minds across Canada, hungry and passionate to tackle some of today's most complex social and business issues, our delegates bring with them diversity of years, disciplines and backgrounds.

SCHOOL REPRESENTATION



FACULTY REPRESENTATION

THE MOST POWERFUL WEAPON
ON EARTH IS THE HUMAN SOUL
ON FIRE

- Ferdinand Foch, French Military Strategist

SPONSORSHIP OPPORTUNITIES

TITLE SPONSOR

\$8,000

- Recognition as Title Sponsor of QCOP in all promotional and publication material
- Sponsor of Saturday night Ballroom Dinner as well as the Saturday night Social, with creative input into both events if desired
- 15 minute exclusive presentation during your sponsored dinner
- Four (4) company representatives at the conference
- Two full pages of promotional space in the delegate manual, and prominent display on all QCOP materials (delegate manual, name tag, etc)
- Photo opportunity for all delegates with sponsor provided logo backdrop, with photos to be showcased prominently on website and social media
- A networking event prior to the conference, hosted by your representatives and the executive committee for QCOP delegates
- Limit of one title sponsor for complete category exclusivity

PLATINUM SPONSOR

\$6,000

- Your company will be prominently displayed on all QCOP material (delegate manual, name tag etc.)
- As a Platinum Sponsor you will have full sponsorship and naming rights to your choice of the following events:
 - Saturday night cocktail reception
 - Friday night dinner
 - Saturday panel discussion
- Ten minute oral and visual presentation during your sponsored event
- Three (3) company representatives at the conference
- One full page of promotional space in the delegate manual
- Limit of three platinum sponsors for category exclusivity

DIAMOND SPONSOR

\$3,000

- As a Diamond Sponsor you will have full sponsorship and naming rights to your choice of one of the following events:
 - Sunday closing brunch
 - Friday night panel
 - Friday night social event, with creative input if desired
 - Friday workshop session
- Two (2) company representatives at the conference
- One-half page of promotional space in the delegate manual
- Limit of three diamond sponsors for category exclusivity

GOLD SPONSOR

\$1,000

- Recognition as Gold Sponsor of QCOP in all promotional and publication material
- One (1) VIP conference registration for your representative
- One-half page of promotional space in the delegate manual

SILVER SPONSOR

\$500

- Recognition as Silver Sponsor of QCOP in all promotional and publication material
- One (1) VIP conference registration for your representative

IN-KIND SPONSORSHIP

As a sponsor you also have the opportunity to provide promotional material and items to fill our delegate bags. If there are other accommodations we can make for you, please let us know and we will cater to your specific interests.

THANK YOU

For your convenience we have enclosed a cheque submission option. If you would like to make a contribution to Queen's Conference on Philanthropy 2015 within the assigned sponsorship categories or would like to make a donation (eligible for a tax-receipt), please complete the form and mail the form with a cheque or materials to the following address:

Queen's University
99 University Avenue
Kingston, Ontario
K7L 3N6 CANADA

Forward to:
Brenda Forbes
Office of Advancement
Summerhill 006

On behalf of the Queen's Conference on Philanthropy sponsorship team, we would like to thank you for your time reviewing this package and considering sponsorship. If you have any questions or comments, please contact any member of our team and we would be thrilled to discuss personalized sponsorship opportunities with you. We look forward to working with you and your organization.

We can't wait to hear from you.

QCOP SPONSORSHIP TEAM
e: qcop.sponsorship@gmail.com



QUEEN'S CONFERENCE ON PHILANTHROPY 2015

☐ Sponsorship

☐ Donation

On what level are you supporting the conference?

☐ Financial

☐ Material

SPONSOR OR DONOR INFORMATION:

Business/Group: _____

Contact Name: _____

Email: _____

Phone Number: _____

Postal Address: _____

CHEQUES PAYABLE TO:

Queen's Conference on Philanthropy



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VIVIAN LI
Sponsorship Coordinator



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Sponsorship Coordinator



MAUREEN MARFUL
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