



QUEEN'S CONFERENCE ON
PHILANTHROPY

**TODAY
FOR
TOMORROW**

**Sponsorship Package
2017**

Table of Contents



| | |
|------------------------------------|---|
| Letter from the Co-Chairs | 1 |
| Letter from Sponsorship Team | 2 |
| Why Partner with QCOP?..... | 3 |
| QCOP Delegates..... | 4 |
| Sponsorship Opportunity | 5 |
| Thank you | 7 |
| Contact Information | 8 |



Letter from the Co-Chairs

OUR THEME: TODAY FOR TOMORROW

The present is now; what lies behind is decided and unchanging, and ahead unpredictable and unknown. With the simple resources of time and passion, we can shape the future to be a little brighter and a lot less uncertain. Time is fleeting and the world ever-evolving. There is no better time than the present to become actively involved in bettering what is yet to come. As such QCOP believes in being proactive and living **today for tomorrow**.

At QCOP, we help delegates discover their philanthropic passion and equip them with tools and resources to help pave their way and in turn, those of others. This year's theme capitalizes on not only the motivation and initiative, but also the hope and long-term visions involved in humanitarian work. This year, QCOP is emphasizing the importance of evaluating and realizing the impact one's actions of today has on others for all their tomorrows to come. Accordingly, delegates will learn to adopt a comprehensive, critical, and reflective lens with which to continue their path in the vast world of philanthropy.

We have the ability to affect and create meaningful change, so let's start today for tomorrow!



Ellen He

ellen.he@queensu.ca



Danielle Lauzon

d.lauzon@queensu.ca

Letter from Sponsorship Team

WHO WE ARE

The Queen's Conference on Philanthropy (QCOP) is a student run conference, and is the largest undergraduate philanthropic conference in North America. This year we are proud to present our ninth annual conference. In January 2017, we will gather 150 students to share their passion for change and the betterment of our world. As delegates, students will be challenged to find a cause that speaks to them, all about proactivity, making small changes today that will make a bigger impact in the future.



Each year, QCOP brings real world philanthropists to speak about their work and how anyone can build a career in philanthropy. QCOP has challenges and activities to excite participants and expand their horizons, interactive workshops that encourage delegates to share their experiences and knowledge, and social activities designed to strengthen the connections formed at the conference.

"The best time to plant a tree was 20 years ago. The second best time is now."
– Chinese Proverb

Thank you,
The QCOP Sponsorship Team
sponsorship@qcop.ca

Why Partner with QCOP?



Awareness & Recognition

Sponsors will be recognized for their support in all publication materials, advertising, and will gain brand exposure among an audience of young educated students.

Brand Associations

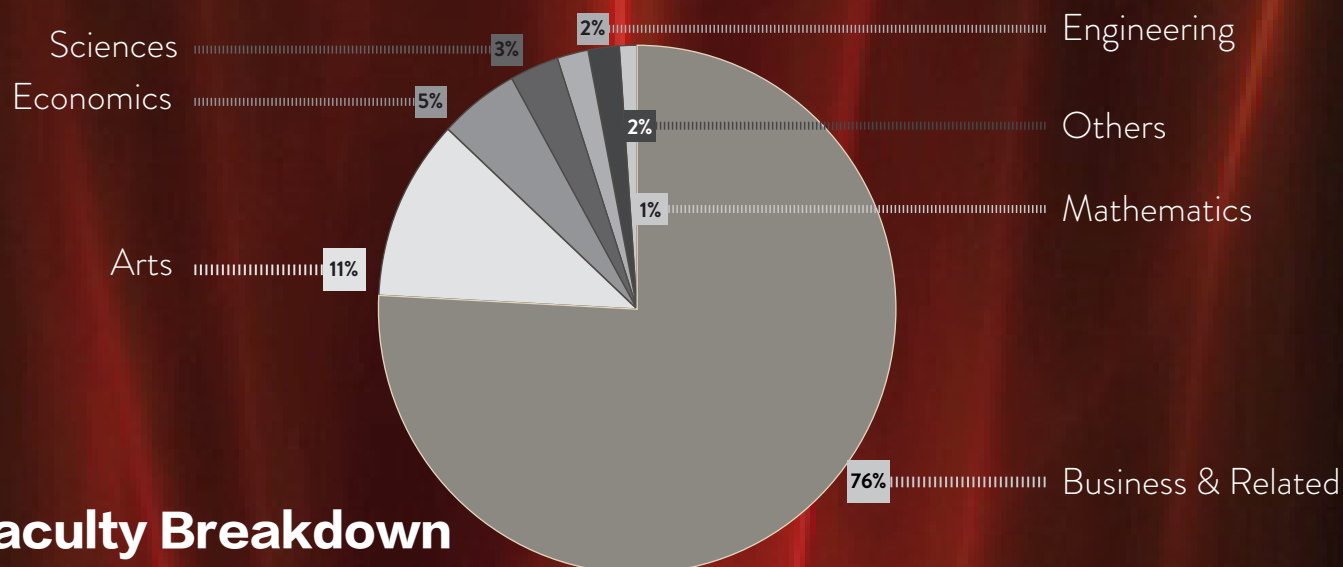
A partnership with QCOP accentuates the philanthropic aspects of any organization, and it positions sponsors adjacent to industry experts, brought in as guest speakers.



Recruiting & Networking

With over 150 passionate student delegates ready to make an impact on the world, this is an ideal opportunity to connect with potential future employees.

QCOP Delegates



Faculty Breakdown

QCOP has been fortunate enough to have influenced over 1200 of the top philanthropic young minds from across Canada since 2009. Over the years, there has been student representation from over 20 schools and a variety of academic disciplines. Thanks to this, QCOP has benefited from an extensive range of personal experiences and knowledge.



Sponsorship Opportunity

QCOP offers a variety of opportunities for companies and organizations to support the conference. If you are interested in supporting the conference in other ways, please let us know how we can accommodate your interests.

TITLE SPONSOR: \$8,000 +

- Recognition as Title Sponsor of QCOP in all promotional and publications material
- 20 minute exclusive presentation during an event of your choice
- Five company representatives to attend the conference
- Two full pages of promotional space in the delegate manual,
- Opportunity to display promotional material during the entirety of the conference
- Limit of 1 company sponsor for this category
- Opportunity to provide promotional products and material for delegate bags

KEYNOTE SPONSOR: \$6,000 – \$8,000

- Recognition as the primary sponsor of all QCOP 2016 keynote speakers in all promotional and publications material
- Input into potential key notes if desired
- 15 minute exclusive presentation prior to the closing keynote speaker
- Four company representatives to attend the conference
- Two full pages of promotional space in the delegate manual
- Opportunity to display promotional material during your sponsored event
- Limit of 1 company sponsor for this category
- Opportunity to provide promotional products and material for delegate bags
- Opportunity to provide promotional products and material for delegate bags

EVENING SPONSOR: \$4,500 – \$6,000

- Sponsor Ballroom Dinner and Evening Social
- Creative input into evening social welcomed if desired
- Recognition as Evening Sponsor in all QCOP promotional and publications material
- 10 minute exclusive presentation during sponsored dinner
- Three company representatives to attend the conference
- One full page of promotional space in the delegate manual
- Limit of 2 company sponsors, one for each night
- Opportunity to provide promotional products and material for delegate bags
- Opportunity to provide promotional products and material for delegate bags

Sponsorship Opportunity

DELEGATE ACTIVITY SPONSOR: \$3,000 – \$4,500

Sponsorship of 1 of 2 Interactive Workshop Sessions or the Delegate Initiative Challenge

Two company representatives to attend the conference

One half page of promotional space in the delegate manual

The opportunity to display promotional material during your sponsored event

The opportunity to provide promotional products and material for delegate bags

Limit of 3 company sponsors, one for each activity

OPENING AND MID-DAY BREAKSPONSOR \$1,000 – \$3,000

Sponsorship of Friday or Saturday, Breakfast or lunch

One company representative to attend the conference

One half page of promotional space in the delegate manual

Opportunity to display promotional material during your sponsored event

Opportunity to provide promotional products and material in the delegate bag

Limit of 4 company sponsors, one for each meal

IN-KIND SPONSORSHIP

As a sponsor, you also have the opportunity to provide promotional material which will be distributed in delegate bags.

Additionally, If your product is being used for a specific purpose or at a specific event, you will be able to display promotional material at the event.

* Please note that there is an opportunity to send company representatives beyond those offered by the stated number per sponsor category. Each additional representative can be sent for \$350.

Our Thank You Letter



Thank you for taking the time to read through our sponsorship package. We appreciate your interest in our conference and we hope that together we can have a lasting and realizable impact.

If you have any questions about the conference, its operations, or our sponsorship opportunities, please do not hesitate to ask any member of our sponsorship team — we would be thrilled to talk with you further. Thank you again and we hope to talk with you soon about partnership opportunities.



Contact Information



Kienan McLellan
Sponsorship Director
kienan.mclellan@queensu.ca
(647) 230-9189



Taylor Burns
Sponsorship Coordinator
taylor.burns@queensu.ca
(647) 808-0046



Elizabeth Strange
Sponsorship Coordinator
elizabeth.strange@queensu.ca
(905) 706-5410



Sabiha Meghji
Grants Coordinator
sabiha.meghji@queensu.ca
(613) 893-0150



QUEEN'S CONFERENCE ON
PHILANTHROPY

2017