

Dear [“target funder”],

On behalf of the Organizing Committee for the 2016 Ontario Ecology, Ethology, and Evolution Colloquium (OE3C), we are contacting your organization to let you know about a potential sponsorship opportunity with this year’s colloquium.

OE3C is an annual conference that, for the past 46 years, has given student researchers, post-docs, and faculty from across Ontario the opportunity to share their work in ecology, ethology, and evolution. Although geared primarily towards these three fields, OE3C has also included work from academics and industries in conservation, genetics, psychology, and environmental science.

Each year, OE3C is organized by graduate student volunteers from the hosting institution. This year, the colloquium will be held at the University of Toronto St. George campus May 5th-7th. As one of Canada’s top research institutions, the University of Toronto has a large number of both graduate and undergraduate student researchers, and as such we anticipate high attendance this year. We are seeking support from your organization because OE3C is meeting that prides itself on its ability to keep registration fees low to encourage student participation. Unfortunately, given that the colloquium not supported by any Science Societies, this goal difficult to meet. Given the x mandate of x company, your support will help to promote and diversify this year’s proceedings.

Should your organization wish to sponsor OE3C 2016, we would be pleased to offer premier promotional space in several places (see p.2). In turn, we commit to use sponsorship funds to not only reduce registration fees for students, but also to fund the poster session, plenary talks, student presentations and travel awards; and include company ‘swag’ items in students’ and plenary speakers’ gift baskets.

In all cases, your support will be gratefully appreciated and publically acknowledged on our webpage, twitter, Facebook, in the conference program, and in addresses to attendees. We are also implementing a sponsorship-level program in which promotional opportunities increase with the size of the sponsorship pledge (sponsorship levels include platinum, gold, silver, or bronze level sponsorship, see p. 2). In addition to our sponsorship program, we have also included a budget of anticipated expenses for the conference.

Thank you for considering our sponsorship request for OE3C 2016. Please do not hesitate to contact us should you have any questions. We look forward to hearing from you soon.

Sincerely,

X

OE3C 2016 Organizing Committee



1. **LEAD SPONSOR (over $1500):**

* *Kiosk*: On-site informational/promotional kiosk manned by organization representative.
* *Oral Recognition*: Verbal recognition as sponsor during opening and closing remarks.
* *Recognition on Print Materials*: Large organization name and logo, sponsorship level, and short statement (e.g., organization objectives) displayed in Conference Proceedings.
* *Recognition on Marketing Materials*: Large organization logo displayed on all OE3C communication and marketing tools.
* *Recognition on OE3C Website*: Large organization name, logo, and
* *Web-link*: link to organization’s website, blog, or Facebook page on the OE3C webpage.

1. **PLATINUM ($1000):**

* *Oral Recognition*: Verbal recognition as sponsor during opening and closing remarks.
* *Recognition on Print Materials*: Large organization name and logo, sponsorship level, and short statement (e.g., organization objectives) displayed in Conference Proceedings.
* *Recognition on Marketing Materials*: Large organization logo displayed on all OE3C communication and marketing tools.
* *Recognition on OE3C Website*: Large organization name, logo, and
* *Web-link*: link to organization’s website, blog, or Facebook page on the OE3C webpage.

1. **GOLD ($500):**

* *Oral Recognition*: Verbal recognition as sponsor during opening and closing remarks.
* *Recognition on Print Materials:* Medium organization logo and sponsorship level displayed in Conference Proceedings.
* *Recognition on Marketing Materials:* Medium organization logo displayed on all OE3C communication and marketing tools.
* *Recognition on OE3C Website:* Medium organization logo and web-link on the OE3C webpage.

1. **SILVER ($250):**

* *Recognition on Print Materials:* Small company logo displayed in Conference Proceedings.
* *Recognition on the OE3C Website:* Small company logo and web-link on the OE3C webpage.

1. **BRONZE ($100 or product donation):**

* *Recognition on the OE3C Website:* Small company logo and web-link on OE3C webpage.
* *Oral Recognition:* Verbal recognition as sponsor at awards reception.

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| **Expected attendance: 150 individuals** | | |
| **Category** | **Total** | **Description** |
| **Venue** |  |  |
| Conference rooms (Bahen 1180, Bahen 1170) | $ 660.00 | Conference rooms (Bahen 1180, Bahen 1170) rented at $15.00/hr |
| Plenary Speaker room (Bahen 1160) | $ 462.00 | Bahen 1160 rented for $21.00/hr |
| Caretaking fees | $ 188.00 | One-time caretaking fee |
| **Venue Subtotal** | **$ 1,310.00** |  |
| **Food & Beverage** |  |  |
| Breakfast (x2) | $ 2,628.38 | Breakfast includes coffee, tea, breakfast assortment baskets and bage baskets from Conference Services; $10.40/person |
| Morning coffee break (x2) | $ 1,679.18 | Coffee break include coffee, tea, and fruit platters; $7.23/person |
| Afternoon coffee break (x2) | $ 1,001.18 | Coffee break include coffee, tea, and cookie platters; $4.97/person |
| Lunch (Day 1) | $ 953.72 | Lunch includes assorted sandwiches, mixed soda and juices; $10.28/person |
| Lunch (Day 2) | $ 863.32 | Lunch includes pizza, mixed soda and juices; $9.38/person |
| Poster session total | $ 1,691.10 | Assorted platters: $720.38; wine and beer service: $590.88; non-alcoholic refreshments: $187.75; set-up and bartending: $192.10 |
| Pub Night - drink (Thursday) | $ 700.00 | Reservation fee at the Prenup Pub |
| **Food & Beverage Subtotal** | **$ 9,516.88** |  |
| **Plenary Speakers** |  |  |
| First Plenary (Western University) | $ 946.00 | Gas: $160; parking:$66; accommodations: $660; dinner: $60 |
| Second Plenary (UTSC) | $ 510.00 | Taxi: $450; dinner: $60 |
| Third Plenary (science writer) | $ 1,070.00 | Train: $60; flight: $290; accommodations: $660; dinner: $60 |
| Fourth Plenary (Washington U) | $ 1,380.00 | Flight: $460; taxi: $260; accommodations: $660; dinner: $60 |
| Gifts | $ 200.00 | $50/plenary |
| **Plenary Speakers Subtotal** | **$ 4,106.00** |  |
| **Other** |  |  |
| Student Awards | $ 1,600.00 |  |
| Web hosting | $ 18.00 | Via IT Services at UofT |
| Printing | $ 0 | Complementary via A4 Printing |
| Seed fund replenishment | $ 7,000.00 | Seed fund provided by OE3C requires repleneshing each year |
| Banking (checks, paypal) | $ 0 |  |
| Banking fee | $ 44.55 | $4.95/month for 9 months |
| Misc (tote bags, t-shirt, lanyards) | $ 1,200.00 | Includes lanyards, name tags, etc. |
| Meeting expenses | $ 500.00 |  |
| Surplus - emergency funds | $ 0 |  |
| **Other Subtotal** | **$ 10,362.55** |  |
| **Total Costs** | **$ 25,295.43** |  |