

CORPORATE SPONSORSHIP PACKAGE **2012 ONBIDA Literacy and Learning Conference**

The **Ontario Branch of the International Dyslexia Association (ONBIDA)** announces the 8th Annual ***Literacy and Learning Conference*** being held April 21st, 2012, with all-day information/learning sessions, a continuous exhibitor hall, two refreshment breaks, and a catered lunch. In response to the increase in numbers of registrants and exhibitors, the 2012 conference will be held at a larger venue this year, the ***Allstream Centre***, Toronto's newest Conference Centre, conveniently located on the shores of Lake Ontario at Exhibition Place.

This conference will attract 300 participants and provide a forum for teachers, resource specialists, speech language pathologists, psychologists, administrators and researchers in the field of education as well as parents of children with literacy learning challenges. ONBIDA's conference highlights new research and comprehensive literacy education. We partner with top educators and researchers from across North America to bring a full day of practical workshops to our registrants. Please join us in supporting parents and professionals seeking to improve the lives of children who struggle to learn to read!

Conference Sponsorship Opportunities

The Conference provides a variety of sponsorship opportunities which will provide recognition for your organization and/or services/products throughout the conference and beyond. By becoming a sponsor you will demonstrate your commitment to literacy and support of ONBIDA's mission.

In exchange for your support we would be pleased to provide promotion for your organization at a level commensurate with your sponsorship. This could include online promotion on our website, newsletter and mailings, as well as at the conference with signage and in the print program. Sponsorship levels are detailed on the following page. We thank you in advance for your support and look forward to having you join us at our ***8th Annual ONBIDA Literacy and Learning Conference.***

What is ONBIDA all about?

The International Dyslexia Association (IDA) founded in 1949 is a non-profit, scientific and educational organization dedicated to the study and treatment of dyslexia. The Ontario Branch of the International Dyslexia Association (ONBIDA) was founded in 2004 and is a non-profit organization that provides free information, referrals, and programs for the 1 in 10 people with dyslexia, their families, and the professionals who support them. We are a growing organization that is an authority in the area of dyslexia and related learning disabilities as well as in "best methods" of reading instruction for Canadians. ONBIDA's Charitable Registration number is 85713 3078 RR0001. ONBIDA is primarily volunteer-operated and provides a wide range of dynamic programs including:

1. Our annual Literacy and Learning conference
2. Teacher training for public/private schools
3. Parent education workshops
4. Quarterly educational lecture series
5. Monthly parent education meetings
6. Help line
7. Newsletter
8. Website with discussion forum

Sponsorship Levels

PLATINUM SPONSOR \$10,000+

1. *Featured* partner on ONBIDA website from date of sponsorship commitment through January 1, 2013, highlighted as a Platinum Sponsor, with a link to your company website
2. Sponsor of the conference day lunch with featured signage at the registration area with company logo
3. 100 word company description with your logo in conference program book plus a one page advertisement (if sponsorship received by February 28, 2012)
4. Placement of promotional material in the conference delegate kits
5. Podium acknowledgement at Plenary session and at two break-out sessions
6. Listing as a Platinum Sponsor on ONBIDA conference website with a 100 word company description
7. *Featured* exposure in pre and post-event ONBIDA newsletters
8. Exhibitor booth and choice of location
9. 4 complementary Conference passes

GOLD SPONSOR \$5000+

1. Partner on ONBIDA website from date of sponsorship commitment through January 1, 2013, highlighted as a Gold Sponsor, with a link to your company website
2. Sponsor of one conference refreshment break with featured signage at the registration area with company logo
3. 75 word company description with your logo in conference program book plus a one-half page advertisement (if sponsorship received by February 28, 2012)
4. Placement of promotional material in the conference delegate kits
5. Podium acknowledgement at break-out session
6. Listing as a Gold Sponsor on ONBIDA conference website with a 75 word company description.
7. Exposure in pre and post-event ONBIDA newsletters
8. Exhibitor booth
9. 2 complementary conference passes

Sponsorship Levels

SILVER SPONSOR \$2500+

1. Partner on ONBIDA website from date of sponsorship commitment through January 1, 2013, highlighted as a Silver Sponsor
2. Sponsor of one conference refreshment break with company logo signage at the refreshment area
3. Your company logo in conference program book plus a one-quarter page advertisement (if sponsorship received by February 28, 2012)
4. Listing as a Silver Sponsor on ONBIDA conference website
5. Listing as a Silver Sponsor in pre and post-event ONBIDA newsletters
6. Complementary Conference passes

BRONZE SPONSOR \$1000+

1. Partner on ONBIDA website from date of sponsorship commitment through January 1, 2013, highlighted as a Bronze Sponsor
2. Your company logo in conference program book (if sponsorship received by February 28, 2012)
3. Listing as a Bronze Sponsor on ONBIDA conference webpage
4. Listing as a Bronze Sponsor in pre and post-event ONBIDA newsletters
5. Acknowledgement/signage in Registration area
6. 1 complementary conference pass

FRIEND OF ONBIDA SPONSOR \$500+

1. Your company logo/name in conference program book (if sponsorship received by February 28, 2012)
2. Listing as a Friend of ONBIDA Sponsor in pre and post-event ONBIDA newsletters
3. Acknowledgement/signage in Registration area
4. 1 complementary conference pass

IN KIND DONATIONS

Based on the estimated value, donors will be acknowledged at the appropriate sponsorship level as defined above. Additional recognition may be available dependent on product/service provided and value.

Every partnership also comes with the benefits of:

- Knowledge that your sponsorship will go to support programs provided by ONBIDA for the 1 million+ people in Ontario living with dyslexia, their families and the professionals that support them,
- Corporate volunteerism opportunities available to your staff,
- Optional free workplace education seminar about dyslexia.

**For more information please contact:
Valerie Fish at 416 526 9576 or valerie.fish@idaontario.com
Or visit our website at www.idaontario.com**

____ YES! I would like to become a Conference Partner and Sponsor

Partnership Level: _____ Amount: \$ _____

COMPANY/PERSONAL INFORMATION

Organization/Company Name: _____
(Please provide the exact form of your company's name that you want to be used for acknowledgements at the conference and in publications)

Exhibit Contact Name: _____ Title: _____

Authorized Signature: _____

Company Address: _____

City: _____ Province/State: _____ Postal/Zip Code: _____

Telephone: _____

E-mail: _____

Fax: _____

Payment is by cheque made payable to: **IDA, Ontario.**

Enclosed is a check for \$ _____ CDN

Payment in full must accompany this reservation form. All fees quoted are in Canadian Funds. Please submit form and sponsorship payment to:

**Mr. Alex Wu
Re. Conference Sponsorship
28 Birchcrest Crt.
Toronto ON M1W 4A5**

**For more information please contact:
Valerie Fish at 416 526 9576 or valerie.fish@idaontario.com**

Or visit our website at www.idaontario.com