



SPONSORSHIP OPPORTUNITIES

IDA ONTARIO 2020

Literacy and Learning Conference

Unlocking Potential

The **Ontario Branch of the International Dyslexia Association (IDA ONTARIO)** announces the 13th ***Literacy and Learning Conference*** being held April 25th, 2020, at the Ontario Science Centre's conference facility. Please join us in supporting parents and professionals seeking to improve the lives of children who struggle to learn to read.

This conference attracts 300+ participants and provides a forum for teachers, parents, physicians, psychologists, resource specialists, and speech language pathologists to

connect, communicate and collaborate to improve outcomes for students with dyslexia. This year's conference theme is "Unlocking Potential".

Conference Sponsorship Opportunities

The Conference provides a variety of sponsorship opportunities, providing recognition for your organization and/or services/products throughout the conference and beyond. Becoming a sponsor also demonstrates your commitment to literacy and your support of IDA ONTARIO's mission. We thank you in advance for your support and look forward to you having you join us at our **13th IDA ONTARIO Literacy and Learning Conference**.

Sponsorship Levels

PLATINUM (\$3000)

Virtual Conference Sponsor – 2 sponsorships available

1. Your business logo, with link to your website will be presented on the IDA Ontario website from date of sponsorship commitment through to the end of the calendar year.
2. Our virtual conference is to be advertised as “presented by [your company name]” including all email communication to virtual conference attendees.
3. Your logo will be featured on our conference signage and in conference program.
4. Placement of promotional material in the conference delegate kits.
5. Podium acknowledgement at opening and closing remarks.
6. Exposure in pre and post-event IDA Ontario newsletters
7. Up to 2 complimentary conference passes.

Conference Lunch Sponsor - 2 sponsorships available

1. Your business logo, with link to your website will be presented on the IDA Ontario website from date of sponsorship commitment through to the end of the calendar year.
2. Signage “Conference Lunch Sponsored by [your company name]” at the lunch area.
3. Podium acknowledgement at opening and closing remarks.
4. Exposure in pre and post-event IDA Ontario newsletters.
5. Up to 2 complimentary Conference passes.

GOLD (\$1500)

Registration Sponsor – 1 sponsorship available

1. Your business logo will be presented on the IDA Ontario website from date of sponsorship commitment through to the end of the calendar year.
2. Your company name and logo will be featured at Registration area.
3. Your logo will be featured on our conference signage and in conference program.
4. Podium acknowledgement at opening and closing remarks.
5. Exposure in pre and post-event IDA Ontario newsletters
6. Up to 2 complimentary virtual conference passes.

Conference Recordings Sponsor – 1 sponsorship available

1. Your business logo will be presented on the IDA Ontario website from date of sponsorship commitment through to the end of the calendar year.
2. To be advertised as “presented by [Your Business Name]” in all email communication to delegates about the conference recordings.
3. Your logo will be featured on our conference signage and in conference program.
4. Podium acknowledgement at opening and closing remarks.
5. Exposure in pre and post-event IDA Ontario newsletters.
6. Up to 2 complimentary virtual conference passes.

SILVER (\$500)

Coffee Break and Refreshment Sponsor – 3 sponsorships available

1. Your business logo will be presented on the IDA Ontario website from date of sponsorship commitment through to the end of the calendar year.
2. Your logo will be featured on our conference signage and in the conference program.
3. 1 complimentary virtual conference pass.

BRONZE (\$250)

Volunteer T-Shirts Sponsor – 1 sponsorship available

1. Your business logo will be presented on the IDA Ontario website from date of sponsorship commitment through to the end of the calendar year.
2. Your logo will be featured on our conference signage and in the conference program.
3. 1 complimentary virtual conference pass.

Signage & Program Printing Sponsor – 2 sponsorships available

1. Your business logo will be presented on the IDA Ontario website from date of sponsorship commitment through to the end of the calendar year.
2. Your logo will be featured on our conference signage and in the conference program.
3. 1 complimentary virtual 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 these benefits:

- The knowledge that your sponsorship will go to support programs provided by IDA ONTARIO for the 1 million+ people in Ontario living with dyslexia, their families and the professionals who support them!
- Corporate volunteerism opportunities available to your staff

For more information please contact Conference Chair: Azza Daba at 1 (416) 884-1970 or conference@idaontario.com or visit our website at www.idaontario.com

About Us

The International Dyslexia Association (IDA) founded in 1949 is a charitable, scientific and educational organization dedicated to the study and treatment of dyslexia. The Ontario Branch of the International Dyslexia Association (IDA ONTARIO) was founded in 2004 and is a charitable organization that provides free information, referrals, and programs for the 1 in 5 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. IDA ONTARIO’s Charitable Registration number is 85713 3078 RR0001.

IDA Ontario is primarily volunteer-operated and provides a wide range of dynamic programs including:

- The Literacy and Learning Conference
- Parent and teacher education workshops
- Webinars
- Parent as Tutor Remote Training Program
- Info line
- Newsletter
- Website with resources for parents and teachers