



FORWARD TOGETHER

CESBA Conference 2024

December 4-5

CELEBRATING 25 YEARS

AVANCER ENSEMBLE

Conférence de CESBA 2024

4-5 décembre

CÉLÉBRONS NOS 25 ANS

Chelsea Hotel, Toronto

SPONSORSHIP AND EXHIBITOR 2024 OPPORTUNITIES



WHO IS CESBA?

CESBA is a bilingual, provincial non-profit professional association that represents, advocates for, and supports adult and continuing education program staff working in over 60 school boards across Ontario. Adult and continuing education programs are wide ranging, and include **English and French as a second language, international and Indigenous language instruction, literacy, credit upgrading and specialized employment programs**, such as **PSW certification**. We work to ensure that programs offered by school boards are accessible and supportive to help Ontario learners achieve their education, training and employment goals.

CESBA serves a unique and important sector within education. Our members offer credit and non-credit programs to assist adult learners with their individual goals. This may include obtaining their high school diploma, pursuing post-secondary education, enrolling in career pathway programs, preparing or upgrading for employment, or literacy and life skills development for greater independence.



CESBA members provide programs to over 300,000 adult learners in Ontario, including close to 2,000 students who graduate from PSW training offered by 23 school boards.

WHAT DOES CESBA DO?

CESBA supports educators who work across adult, alternative and continuing education. We provide the knowledge, skills and networks they need to support learners to achieve their education and employment goals. Working collaboratively, we support and build capacity for professionals working in the sector through:



✓ Professional Development

We provide valuable learning opportunities to assist adult and continuing education program staff in their work.

✓ Advocacy & Policy

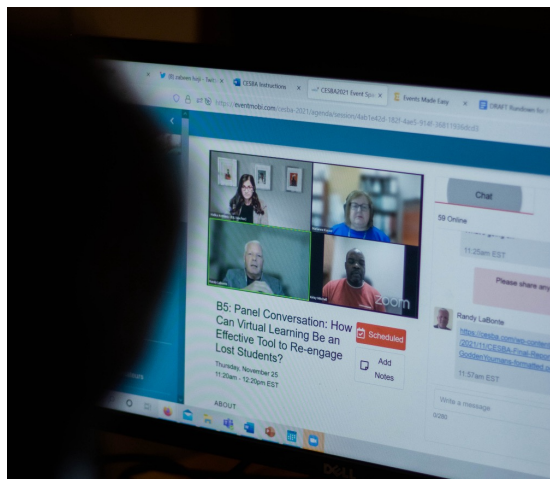
We spread awareness to help boost support and inform policy around adult and continuing education.

✓ Resource Development and Knowledge Sharing

We develop useful tools and resources to build capacity and foster the exchange of knowledge and expertise between members and professionals.

✓ Networking

We give CESBA members the opportunity to meet, interact and exchange information with other professionals working in the adult and continuing education sector.



ABOUT THE CONFERENCE

For 25 years, the annual CESBA Conference has offered a wide range of professional networking and learning opportunities to inform and inspire exemplary practice in adult and continuing education (A&CE) across Ontario. This conference is **CESBA's signature event of the year** and is the only event where A&CE educators and community partners have a chance to meet together face to face. This conference is a high-demand event and tickets have **sold out for two consecutive years**.

The CESBA Conference will be held at the Chelsea Hotel in Toronto from **December 4 to 5, 2024**.

CESBA's exclusive guest room rate at the special low cost of \$169/night will appeal to our members so they can easily attend the conference and stay at the Chelsea.



Sponsoring the CESBA 2024 Conference provides your organization with opportunities to be a part of the conversation as our sector shifts and grows. Sponsorship gives you access to the following:

350+

Dedicated adult and continuing educators and decision makers from **about 60 school boards** from across Ontario, and other key stakeholders

4

Engaging workshop streams

- Navigating the Future of Education and Technology in A&CE
- A&CE and Employment Connections
- Diverse Perspectives and Pathways
- A&CE Fundamentals

18

Innovative education sessions

1

Acclaimed keynote presentation

CONFERENCE PROGRAMMING

To celebrate 25 years of excellence, the theme for the 2024 conference is **Forward Together** where we explore new ideas and innovations as the adult and continuing education sector continues to grow and evolve.

The first day of programming is our exclusive **Sector Day** on **December 4** with specialized programming specific to:

- English/French as a Second Language (ESL/FSL)
- Guidance, Credit programs, and Prior Learning Assessment & Recognition (PLAR)
- Literacy and Basic Skills (LBS)
- International and Indigenous Language Education (IILE)
- Personal Support Worker training programs (PSW)
- Francophone
- Summer School
- Indigenous Learners (NEW for 2024)



Our official **Workshop Day** program, **December 5**, includes 18 dynamic workshops by industry experts and a highly anticipated Keynote Presentation by Dr. David Chalk.



Canadian technology entrepreneur, **Dr. David Chalk**, will deliver a message of hope to adult educators and learners, demonstrating that with the right opportunities, tools and support, overcoming literacy barriers is achievable. Diagnosed with Dyslexia in his 40s, his journey from struggling student to tech titan is nothing short of inspiring.

David will demonstrate that with AI, adults can unlock their full potential and achieve success, while overcoming the shame associated with literacy challenges by providing real-time and adaptive supported tailored to individual needs.



WHY PARTNER WITH CESBA?

This is a rare opportunity to reach participants from all of Ontario's school boards in a face-to-face environment over two days. By becoming a Sponsor or Exhibitor, you can become top-of-mind across the province as you expand your network of potential clients and collaborators within our sector.

Other benefits:



Connect Face to Face with over 350 dedicated adult and continuing educators, sector stakeholders, and most importantly, key decision makers.



Promote and Elevate your brand by being included in our digital communications materials to more than 3700+ email subscribers and social channels.



Reconnect and Renew partnerships with CESBA members.

Our goal is to build long-lasting relationships that are mutually beneficial to both CESBA and your organization. Let us customize a package for you and transform your conference sponsorship into an **Annual Partnership**.

We have valuable opportunities to align with your business goals whether your aim is to support **PSW/Healthcare; Diversity, Equity & Inclusion; Indigenous Students; Francophone Education; Employment Pathways; Bridging to Post-Secondary; or others**.



You could be included as a partner in an upcoming Workshop Series, featured in Member Marketing & Communications, become a Program Sponsor, and more.

Let us know your goals and areas of interest and CESBA will work together with you to customize the right package for your needs.

SPONSORED EVENTS

Anniversary Celebration Reception

Sponsor the exclusive networking event that welcomes attendees back to our conference and celebrate 25 years of excellency as CESBA continues to support the A&CE sector.

This opportunity includes verbal recognition from the CESBA host and one-minute speaking time before the reception begins.

Sponsors can provide their own branded signage to be displayed in the event space during the reception.

This sponsorship opportunity is valued at \$5,000.



SPONSORSHIP OPPORTUNITIES CONT.

- Keynote Presentation Sponsor - David Chalk Valued at \$4,500

Includes logo recognition in the welcome slides, two-minute speaking time before the session begins and live acknowledgement from the host at the start of the presentation.

- Sector Day Session Sponsor Valued at \$3,500 each

Includes logo recognition in the welcome slides, two-minute speaking time with a corresponding sector stream and live acknowledgement from the host at the start of the presentation.

- Workshop Day Session Sponsor Valued at \$3,000 each

Includes logo recognition in the welcome slides, two-minute speaking time before the session begins and live acknowledgement from the host at the start of the presentation.





- CESBA Lounge Sponsor Valued at \$2,750

Opportunity for sponsors to brand a dedicated lounge space in the Courtyard Foyer with an exhibitor display table.

- Conference Wi-Fi Sponsor Valued at \$2,500

Opportunity for sponsors to showcase your branding, logo and a customized welcome message on the Wi-Fi sign-in page as well as the ability to set the internet password used by attendees. Your sponsor logo will be recognized in all associated print/digital signages.

SPONSORSHIP PACKAGES

	SIGNATURE	PLATINUM	GOLD	SILVER	BRONZE
					
ITEMS INCLUDED	\$10,00	\$6,000	\$4,000	\$3,000	\$2,000
Complimentary full conference passes	4	3	3	2	1
Exhibitor Tabletop Display (6ft x 2.5 ft)	x	x	x	x	x
Logo placement on conference site with link to company site	x	x	x	x	x
Sponsor recognition on social media channels	x	x	x	x	x
Logo placement in pre-event marketing communications leading up to conference	x	x	x	x	
Marketing Loop Ad Slide	x	x	x	x	
Pre-recorded message or promo ad post-conference	x	x	x		
Recognition on Newsletter Feature	x	x			
Plus 1 À la Carte Item from page 9 (based on availability)	Keynote Sponsor	x			

SPONSORSHIP À LA CARTE ITEMS

À la Carte items can be purchased individually. You can mix and match to create a customized sponsorship package. These items may be limited and are available on a first come, first served basis.

- Conference Breakfast Sponsor Valued at \$2,750

Opportunity to sponsor 1 of 2 conference breakfasts. Includes Logo recognition in the welcome slides.

- Conference Lunch Sponsor Valued at \$3,750

Opportunity to sponsor 1 of 2 conference lunches. Includes Logo recognition in the welcome slides.

- Conference Break Sponsor Valued at \$1,750

Opportunity to sponsor 1 of 3 conference breaks. Includes Logo recognition in the welcome slides.

- Entertainment Sponsor Valued at \$1,500

Includes logo recognition in the welcome slides and live acknowledgement from the host at the start of the entertainment.

- Marketing Loop Ad Slide Valued at \$700

Includes advertising slide to be featured as part of the marketing loop, showcased at the beginning of each session.



BE A PART OF THE CESBA 2024 CONFERENCE EXPERIENCE

Contact us today to discuss how you can benefit from sponsoring the CESBA Conference.

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