

Reconnect & Renew **Renouer et rebondir**

CESBA Conference | Conférence de CESBA

November 23-25 | 23-25 novembre

Chelsea Hotel, Toronto

**SPONSORSHIP AND EXHIBITOR
2022 OPPORTUNITIES**

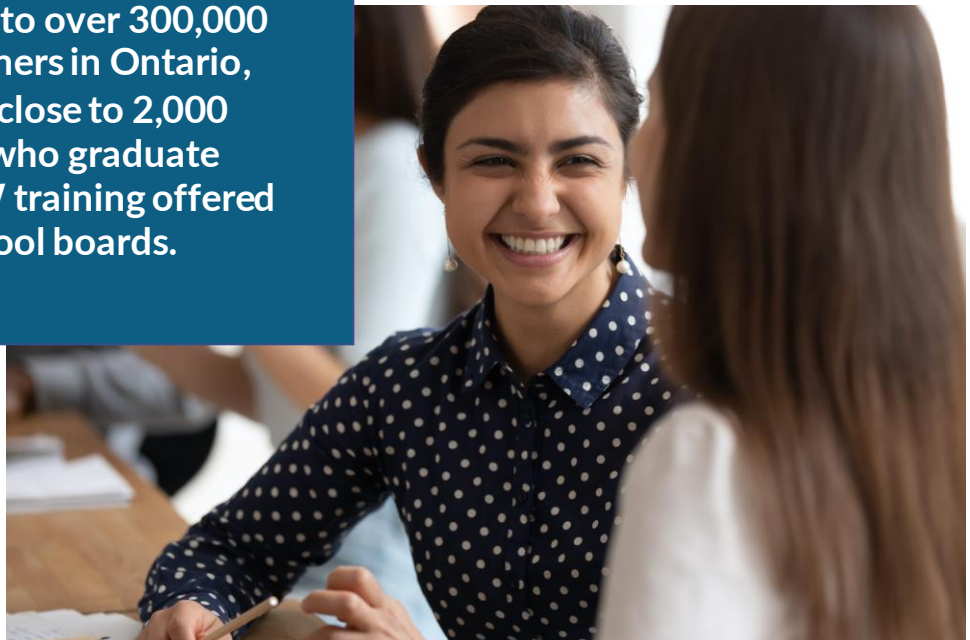


WHO IS CESBA?

CESBA is a bilingual, provincial non-profit professional association that represents, advocates for and supports adult and continuing education program staff working in 62 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 a **PSW certificate**. 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 is one-of-a-kind in all of Canada and serves a very unique and incredibly important sector of communities across Ontario. Our members across the province strive to assist learners to obtain their high school diploma and go on to post-secondary education, as well as offer career pathway programs, employment preparation and skills development through credit and non-credit courses.

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 offers educators across adult, alternative and continuing education 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

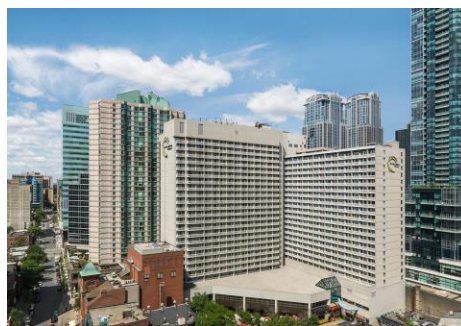
We give CESBA members the opportunity to meet, interact and exchange information with other professionals working in the adult and continuing education sector.

ABOUT THE CONFERENCE

For 23 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 all members and A&CE friends of the community have a chance to meet together face-to-face. 2022 will be particularly special since it will be the first time that members will be together after two years in virtual space.

The CESBA Conference will be held at the Chelsea Hotel in Toronto from **November 23 to 25, 2022**.

CESBA's exclusive guest room rate at the special low cost of \$129/night will appeal to our members so they can easily attend the conference and stay at the Chelsea.



Sponsoring the CESBA 2022 Conference provides your company with opportunities to be a part of the conversation as our sector shifts and grows. Sponsorship gives you access to the following:

300+ Dedicated adult and continuing educators, sector stakeholders, and decision makers from **62-member school boards** across Ontario

4

Engaging workshop streams

- Digital Transformation
- Mental Health and Empathy
- Equity, Inclusion and Belonging
- Our Changing Environment

18

Innovative education sessions

1

Acclaimed keynote presentation

To see a video of what our annual conference means to our members, [click here](#).

CONFERENCE PROGRAMMING

We are celebrating the opportunity to come together and engage as a sector after two years in virtual space. For this reason, our 2022 conference theme is **Reconnect & Renew**.

Our official **Conference Day** program, **November 24**, includes 18 dynamic workshops by industry experts, an engaging Plenary Panel and a highly anticipated Keynote Presentation, *"Beyond Reconciliation: Taking Education to the Next Level"* by Riley Yesno.



Riley Yesno (she/her) is queer Anishinaabe from Ebametoong First Nation/Thunderbay. She is currently a Ph.D student at the University of Toronto's Department of Political Science where she is a Vanier Scholar. In addition to her scholarship, she has travelled the world speaking professionally and has been published and featured in The Globe and Mail, Toronto Star, New York Times, and many others. Riley is a commentator with the national news and is a fellow at several institutions. Her work is inspired by Indigenous people, youth and land and water defenders everywhere.

The second day of programming is our exclusive **Sector Day** on **November 25** with specialized programming specific to:

- English/French as a Second Language (ESL/FSL)
- Guidance and Credit programs (PLAR)
- Literacy and Basic Skills (LBS)
- International and Indigenous Language Education (IILE)
- Personal Support Worker training programs (PSW)



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 an Exhibitor, you can become top-of-mind as you expand your network of potential clients and collaborators within our sector.

Other benefits:



Connect Face-to-Face with 250+ 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 2000 email subscribers and social channels.



Reconnect and renew partnerships with CESBA members.

Our goal is to build long-lasting relationships that are mutually beneficial for 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 members, Employment Pathways or others**.



You could be included as a partner in an upcoming Speaker Series, be 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

Welcome Reception

Sponsor this kick-off reception that welcomes attendees back to our in-person conference for the first time in 3 years, on the evening of November 23!

This opportunity includes verbal recognition from the CESBA host and 2-minute speaking time before the reception begins.



Sponsors can provide their own branded signage to be displayed in the Mountbatten Lane foyer during the reception. This event is valued at \$3,500.








Cinq à sept Wine & Cheese Reception

Mingle with representatives from French school boards over wine and cheese on November 24 from 5-7pm!

This opportunity includes verbal recognition from the CESBA host and 2-minute speaking time before the reception begins. Sponsors can provide their own branded signage to be displayed in the Mountbatten Lane foyer during the reception. This event is valued at \$3,500.

SPONSORSHIP OPPORTUNITIES

	PLATINUM	GOLD	SILVER	BRONZE	EXHIBITOR
					
ITEMS INCLUDED	\$5,000	\$3,500	\$2,500	\$1,500	\$1,000
Complimentary full conference passes	4	3	2	1	See note
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	
Logo placement in pre-event marketing communications leading up to conference	x	x	x		
Marketing Loop Ad Slide	x	x	x		
Pre-recorded message or promo ad post-conference	x	x			
Recognition on Newsletter Feature	x				
Plus 1 À la Carte Item from page 9 & 10 (based on availability)	x				

Note: Exhibitors receive 2 exhibitor passes which includes access to Keynote and Plenary presentations. You will need to register as a conference attendee if you wish to access the other sessions.

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.

- Workshop Theme Sponsor (one of): Valued at \$2,000 each

- Digital transformation
- Mental health and empathy
- Equity inclusion and belonging
- Our changing environment

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

- Keynote Presentation Sponsor Valued at \$2,500

Includes logo recognition in the welcome slides, 2-minute speaking time before the session begins and live acknowledgement from the host at the start of the presentation.

- Plenary Panel Sponsor Valued at \$2,500

Includes logo recognition in the welcome slides, 2-minute speaking time before the session begins and live acknowledgement from the host at the start of the presentation.

- Conference Wi-Fi Sponsor Valued at \$1,750

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.

- Indigenous Reconciliation Content Sponsor Valued at \$1,200

Opportunity to sponsor Indigenous Reconciliation Sessions (not including Keynote sponsored separately). Includes logo recognition in the welcome slide and verbal acknowledgement from the host during the workshop session.

SPONSORSHIP À LA CARTE ITEMS

CONTINUED

- Lifetime Achievement Award Sponsor Valued at \$1,250

Includes logo recognition in the welcome slide and verbal acknowledgement from the host during the award presentation.

- Entertainment Sponsor Valued at \$1,200

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

- Conference Breakfast Sponsor Valued at \$2,000

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

- Conference Lunch Sponsor Valued at \$3,000

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

- Conference Break Sponsor Valued at \$1,000

Opportunity to sponsor 1 of 4 conference breaks. Includes Logo recognition in the welcome slides.

- Marketing Loop Ad Slide Valued at \$500

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 2022 CONFERENCE EXPERIENCE

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

CONTACT

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WEBSITE

2022.cesba.com

