

# Sponsorship Opportunities

Shifting Cooperation Paradigms  
Adapting to a changing context in the  
COVID pandemic

Changer les paradigmes de la  
coopération

S'adapter à un contexte changeant  
de la pandémie COVID

WORKSHOPS, PANELS, KEYNOTES & MORE  
ATELIERS, PANELS, KEYNOTES ET PLUS



## BI-WEEKLY SERIES IN LIEU OF ANNUAL CONFERENCE

This virtual series features high-value sessions and brings innovative and challenging ideas to the international development sector in Canada. Significant figures will be invited for thought-provoking discussions on topics related to the major trends affecting the international cooperation sector in a COVID era. These sessions will help inform sector leaders about some of the issues that should be considered as the pandemic crisis continues to impact the international cooperation sector.



# Virtual Series in lieu of Annual Conference

OCTOBER

**October 14**

Shifting Power: Localization and working with local partners, accelerating change in COVID-19

**October 28**

Advancing the anti-racist agenda in international cooperation

NOVEMBER

**November 12**

Shifting Power: Direction and control as a key obstacle to localizing international assistance

**November 25**

Change Leadership – Part 1  
Key steps and common pitfalls in managing organizational change

DECEMBER

**December 9**

Change Leadership – Part 2: The People and culture side of successful organizational change

Additional dates to be added in 2021



# Audience and Reach September Series



**Event site viewed over 2000x**



Learning from controversy:  
Effective approaches to  
international philanthropy  
and development

**September 9**

**138 tickets sold**

Building Back Better: Defining  
the building blocks for a just  
global recovery from the  
pandemic

**September 30**

**300 tickets sold**



# Get involved in the series



**SPONSOR**

## **A SINGLE WEBINAR**

Sponsor one of the incredible sessions in our series and gain visibility

**SPONSOR**

## **THE ENTIRE SERIES**

- Be a **Champion Sponsor** and ensure our Southern partner's voices are heard
- Be a **Lead Sponsor** and support bilingualism for the series
- Be a **Valued Sponsor** and ensure free access for 50 students

**SPONSOR**

## **A VIRTUAL BOOTH**

Profile your organization and favourite programs or projects



# ENTIRE SERIES



## Champion Sponsor Southern Partners \$6000

### Airtime and Special Recognition

- Honourable mention of outstanding contribution at beginning and end of all webinars and when introducing southern speakers
- Recognized for sponsoring (just compensation) our voices from the south participation in our series

### Branding

- on series social media and marketing
- on all registration pages
- in virtual waiting rooms

### Access

- 3 free series ticket packages

### Virtual Booth on Sponsorship page

- Full org profile and spotlight on 2 programs



# ENTIRE SERIES



## Lead Sponsor *Bilingualism* \$5000

### Airtime and Special Recognition

- Honourable mention of contribution at beginning and end of every webinar
- Recognized for sponsoring series interpretation

### Branding

- on series social media and marketing
- on all registration pages
- in virtual waiting rooms

### Access

- 2 free series ticket packages

### Virtual Booth on Sponsorship page

Full org profile and spotlight on 1 program

## Valued Partner *Student Access* \$4000

### Airtime and Special Recognition

- Honourable mention at midway point of every webinar
- Recognized for allowing free access for 50 students

### Branding

- on series social media and marketing
- on registration pages
- in virtual waiting room

### Access

- 1 free series ticket packages

### Logo Sponsorship page





# Single Webinar

## Single Webinar \$1500

### Airtime and Special Recognition

- Recognized for sponsoring the webinar at the beginning and end of webinar

### Branding

- on series social media and marketing
- on all registration pages
- in virtual waiting rooms

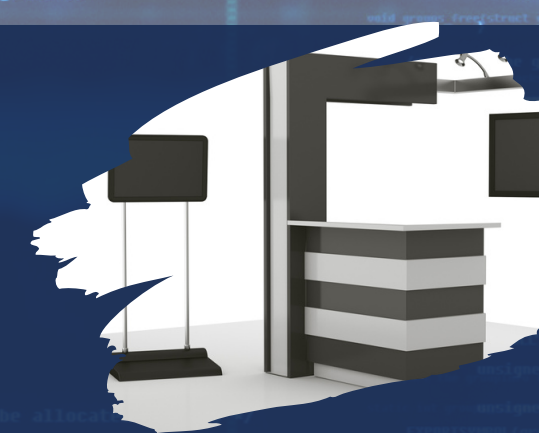
### Access

- 5 tickets to the webinar

### Logo on Sponsorship page

- identifying which webinar was sponsored

# Virtual Booth



## Virtual Booth on Sponsorship Page \$300

Full org profile and spotlight on  
1 program



# Questions about getting involved?

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