2009 twelfth annual

understanding youth strategy™

Connect with tweens and teens

May 28, 2009 • Toronto

sponsorship menu

Want to strut your stuff to an audience of senior, influential youth marketers? Here's your chance.

We're rounding up top youth research and marketing experts to provide intel and insight into the mindset of tweens and teens. Find out what's important to them, and why, and learn from the brands that have forged meaningful connections with today's youth.

WWW.UNDERSTANDINGYOUTH.COM

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™*strategy* is a trademark of, and is published by, Brunico Communications Ltd.

To register,
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jpinto@brunico.com

For sponsorship opportunities,
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416.408.0863
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understanding youth strategy

presenting sponsor

ONE exclusive opportunity at $22,995 net

- Above-the-line logo exposure ("Understanding Youth presented in association with") on all promotional material, including brochure mailers, website, conference signage, advertising in *strategy* and *Media in Canada*, and all other marketing efforts
- **Opportunity to present a customized experience to delegates, subject to the approval of event producers (i.e., hosted lounge area, sponsored lunch tables, etc.)**
- Exclusive sponsorship of delegate lanyards, featuring your logo and colour of choice
- 4 conference passes (value: $2,600), plus unlimited additional passes at the special rate of $399
- 8 x 8 exhibit space at the conference, with 1 table and 2 chairs (booth not provided; includes 1 pass for booth attendant)
- 4 foam-core posters placed throughout the conference venue (you supply digital art and we print)
- Exclusive 4-colour advertising space on the conference delegate book cover
- Full-page profile in conference delegate book
- Seat drop
- Opportunity to run a 30- to 60-second spot during the opening remarks
- Sponsorship of one conference session (your logo displayed digitally during session)
- Opportunity to contact delegates by email in advance of the event to promote your company as a sponsor (we will facilitate)
- Letter of introduction to be included in the delegate information book
- Wide 4-unit ad on www.understandingyouth.com
- Wide 4-unit ad in 5 consecutive editions of the *Media in Canada* e-newsletter prior to the conference
- Full-page ad in the June issue of *strategy*, with bonus distribution at the event

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Call today to book your sponsorship: 416.408.0863

platinum sponsor

3 opportunities at $14,995 net

- Prominent logo exposure on all promotional material, including brochure mailers, website, conference signage, advertising in *strategy* and *Media in Canada*, and all other marketing efforts
- **Opportunity to present a customized experience to delegates, subject to the approval of event producers**
- Sponsorship of one of the following: breakfast, lunch, coffee breaks (x2)
- 2 foam-core posters placed throughout the conference venue (you supply digital art and we print)
- 8 x 8 exhibit space at the conference, with 1 table and 2 chairs (booth not provided; includes 1 pass for booth attendant)
- Half-page b/w advertisement in the conference delegate book
- Seat drop
- 3 conference passes (value: $1,950), plus unlimited additional passes at the special rate of $399
- 4-unit ad in 5 consecutive editions of *Media in Canada* e-newsletter prior to the event
- 4-unit ad in rotation on www.understandingyouth.com
- Sponsorship of conference session (your logo on multimedia during session, first come first served)
- Half-page ad in the June issue of *strategy*, with bonus distribution at the event

gold sponsor

$8,995 net

- Prominent logo exposure on all promotional material, including brochure mailers, website, conference signage, advertising in *strategy* and *Media in Canada*, and all other marketing efforts
- Half-page b/w advertisement in the conference delegate book
- 2 conference passes (value: $1,300), plus a maximum of 5 additional passes at the special rate of $399
- 1 foam-core poster onsite to highlight your sponsorship
- Seat drop
- 2-unit ad in rotation on www.understandingyouth.com
- Quarter-page ad in the June issue of *strategy*, with bonus distribution at the event

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silver sponsor

$4,995 net

- Prominent logo exposure on all promotional material, to include brochure mailers, website, conference signage, advertising in *strategy*, *Media in Canada* and other marketing efforts
- Half-page b/w advertisement in the conference delegate book
- Seat drop
- Two (2) passes for full registration at the conference (value $1,300) plus a maximum of 5 additional passes at the special rate of $399

bronze sponsor

$3,495 net

- Prominent logo exposure on all promotional material, including brochure mailers, website, conference signage, advertising in *strategy* and *Media in Canada*, and all other marketing efforts
- Half-page b/w advertisement in the conference delegate book
- 1 conference pass (value: $650), plus a maximum of 3 additional passes at the special rate of $399

à la carte opportunities

Exhibit Space $2,995

- 8 x 8 booth space, plus 1 conference registration. Internet access and A/V equipment available to rent. Restricted passes for booth attendees available at $225.

Computer Stations $2,995

- Sponsorship of computer stations and internet access for delegates. Includes: 2 logoed foam-core posters in the internet area; 1 full registration pass, plus a maximum of 3 additional passes at the special rate of $399; your company website as the default home page on all computer stations.

Seat drop or delegate bag inserts (if available) $1,500

Delegate bags $5,000

- Exclusive sponsorship of conference tote bags that feature your logo and the colour of your choice (we supply). If you supply the bags (approved by events producers), the cost is $2,750

Pens $1,000

- You supply

Notepads $1,000

- You supply

Literature display $1,000

- A chance to display literature about your company, or a promotional item with your company logo, on a table in the conference common area.
- Items will be set out and replenished by event staff

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