

understandingYOUTH

The Bram & Bluma Appel Salon at Toronto Reference Library · JUNE 8TH

SPONSORSHIP MENU

Looking to reach Canada's most
important youth marketers?

Now in its 14th year,
Understanding Youth is Canada's
premiere conference for **brand
marketers** looking to **stay on top
of the trends** that are re-shaping
the behaviours of kids and teens.
Find out how to showcase your
company to the most **influential
players** in the business.

presented by

strategy
by Brunico brand new ideas

For sponsorship
opportunities
contact

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To register,
contact

Joel Pinto
416.408.2300 x650
jpinto@brunico.com

www.understandingyouth.com

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PRESENTING SPONSOR

ONE EXCLUSIVE OPPORTUNITY AT \$20,000

- Above-the-line 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 (e.g. hosted lounge area, sponsored lunch tables, etc.)**
- Exclusive sponsorship of delegate lanyards, featuring your logo and colour of choice
- 5 conference passes (value: \$3,250), plus unlimited additional passes at the special rate of \$450
- 8 x 6 exhibit space at the conference, with 1 table and 2 chairs (booth not provided)
- 4 foam-core posters placed throughout the conference venue (you supply digital art and we print)
- Seat drop
- Opportunity to run a 30- to 60-second sizzle reel during the opening remarks
- Opportunity to contact delegates by email in advance of the event to promote your company as a sponsor (we will facilitate)
- 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

SILVER SPONSOR

3 OPPORTUNITIES AT \$7,995

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

- Sponsorship of one of either lunch or the coffee breaks (x2)
- 2 foam-core posters placed throughout the conference venue (you supply digital art and we print)
- 8 x 6 exhibit space at the conference, with 1 table and 2 chairs (booth not provided; includes 1 pass for booth attendant)
- Seat drop
- 3 conference passes (value: \$1,950), plus unlimited additional passes at the special rate of \$450
- 2-unit ad in 5 consecutive editions of Media in Canada e-newsletter prior to the event
- 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

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PATRON SPONSOR

\$4,995

Prominent logo exposure on all promotional material, including brochure mailers, website, conference signage, advertising in strategy, Media in Canada and other marketing efforts

- 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 \$450

À LA CARTE OPPORTUNITIES

Hosted Cocktail Party \$8,000

- Exclusive opportunity to brand or theme the cocktail area at the close of the conference program

Delegate bags \$5,000

- Named 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
- Includes one delegate bag insert

Tech Showcase \$5,000

- Sponsorship of Tech Showcase includes: 2 logoed foam-core posters in the showcase area; 1 full registration pass, plus a maximum of 3 additional passes at the special rate of \$450; your company logo on all event promotional materials.

Session Sponsorship \$3,000

- Opportunity to introduce speaker of your choice (except opening keynote) and associate your brand with this session on all marketing literature

Exhibit Space \$2,995

- 8 x 6 booth space, plus 1 conference registration. Internet access and A/V equipment available to rent. Restricted passes for booth attendees available at \$225.

Seat drop or delegate bag insert \$1,500

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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