



## Sponsorship Options - for Campus Career and Co-op Offices

### About the *Campus Recruiting Forum*

The *Campus Recruiting Forum* is a conference for HR personnel, recruiters, and hiring managers involved in hiring university and college students and graduates. It is presented several times through the year in various cities across Canada and the United States.

In 2012, the Canadian Forums will be held in:

- Vancouver (May - Date TBA)
- Toronto (May - Date TBA)
- Calgary (Nov/Dec - Date TBA)
- Waterloo (Nov/Dec -Date TBA)

The Forum provides participants with an opportunity to learn about hiring trends, recruiting best practices, and new ways of sourcing students and graduates. It also provides an important venue for networking among employers and with Career and Co-op Office representatives. Additional details can be found at [www.CampusRecruiting.ca](http://www.CampusRecruiting.ca).

### The Opportunity

The *Campus Recruiting Forum* provides an excellent opportunity to develop your relations with Canada's leading employers. Building on the success of our past Forums in cities across Canada, we expect 40-60 campus recruiters from a variety of major and mid-sized employers to be in attendance at each Forum. (See below for a list of past participants.)

Career and Co-op Office sponsors are given excellent exposure with delegates through a variety of recognition opportunities including branding on the Forum website and conference program, distributing materials in the registration packages, and

participation in the networking breaks and the cocktail reception at the end of the day.

## Special Discounts

Registration Included! Note that sponsorship rates now include one full registration to participate as a delegate at the Forum. Additional registrations can be purchased by sponsors at the discounted rate of \$350 (not applicable for Bronze Level 1 sponsors).

NB: Campus Career and Co-op Offices that sponsor the Forum in more than one city will receive a 20% discount on all sponsorship fees.

## Sponsor Branding/Recognition

The benefits for sponsoring Campus Career and Co-op Offices include the following: branding opportunities; promotional materials distribution; networking; and a value-add offering for your employer clients:

### Branding

- Logo with web link on the Forum website ([www.CampusRecruiting.ca](http://www.CampusRecruiting.ca))
- Logo in the printed program materials
- Logo signage at sponsored activity (as applicable)

### Materials Distribution

- Promotional materials, brochures, giveaways can be included in the registration kits
- A premium giveaway item can be included among the door prize distribution at the cocktail reception

### Networking

- Opportunities for networking include three 15-minute networking breaks through the day, lunch, and the cocktail reception as well as participation in discussions during the sessions

### Discount Offer for Your Employer Clients

- Sponsors are entitled to provide their employer clients with a \$50 registration discount for the Forum; we will provide a **special discount code** and email text which can be used to promote this to your employers.

## Sponsorship Levels & Rates

The following rates will be discounted by 20% for organizations that sponsor more than one of the 2010 Forums.

### **Bronze Level 1 (without registration) - \$250**

This sponsorship level is for those who do NOT intend to be at the Forum but would still like to be top-of-mind with delegates through branding and the inclusion of materials in the registration kits. Features:

- Logo with web link on the Forum website ([www.CampusRecruiting.ca](http://www.CampusRecruiting.ca))
- Logo included in on-site signage
- Logo in the on-site program materials
- Opportunity to include a promotional item or information piece in the delegate registration kits

### **Bronze Level 2 (includes one registration!) - \$650**

This is the basic level sponsorship which includes one full Forum registration (all sessions, continental breakfast, lunch, reception, etc.) Features:

- Logo with web link on the Forum website ([www.CampusRecruiting.ca](http://www.CampusRecruiting.ca))
- Logo included in on-site signage
- Logo in the on-site program materials
- Opportunity to include a promotional item or information piece in the delegate registration kits
- Registration for one representative to attend the full Forum.
- Opportunity to offer your employer clients a \$50 discount off of the registration fee. (To support this, you will be provided with suggested text and a special discount code to distribute via email.)

### **Silver - \$850**

All the benefits of Bronze Level 2 sponsorship plus:

- Recognition as sole sponsor of one workshop (selected by you - first come, first served) OR one refreshment break

## **Gold - \$1150**

All the benefits of Bronze Level 2 sponsorship plus:

- Recognition as sole sponsor of one plenary session OR breakfast
- Up to 2 participants in the networking reception

## **Platinum - \$1,450**

All the benefits of Bronze Level 2 sponsorship plus:

- Recognition as sole sponsor of one of the following:
  - Lunch
  - Cocktail networking reception
  - Registration kit bags
- Up to 3 participants in the networking reception

## Participating Companies

More than 200 participants from more than 130 different employers attended the *Campus Recruiting Forums* in Canada in 2010:

AgCareers.com	CMA Ontario	Imperial Oil
Agrium Wholesale	Coast Mountain Bus	Industry Canada
Apache Canada Ltd.	Company Ltd.	InStore Focus Inc.
Aspen Family and	College Pro	International Fitness
Community Network	Combined Insurance	Holdings
Society	ConocoPhillips Canada	Intrawest
ATB Financial	Critical Mass	jobpostings Magazine
Bank of Canada	Davis + Henderson	KPMG
BBA Inc.	Daytona Capital Corp.	Kraft Canada Inc.
Blount Canada Ltd	Deloitte	Lafarge Canada Inc.
Bonavista Petroleum	ECO Canada	Lambton College
BOOM! Marketing	Electronic Arts	Loblaw Companies
Borden Ladner Gervais	Encana Corporation	Limited
LLP	ENMAX Corporation	Macquarie Capital
Boston Pizza	Enterprise Holdings	Markets Canada Ltd.
International, Inc.	Epson Canada Ltd.	Magna Electric
British Columbia	Fairmont Hotels &	Corporation
Investment Management	Resorts	Manulife Financial
Corporation	Farm Credit Canada	MDA
Brock Solutions Inc.	Federated Co-	Metro Vancouver
CACEE	operatives Limited	Mosaic Sales Solutions
Canadian Natural	Fekete Associates Inc.	Nexen Inc.
Resources Ltd	GMR Marketing	North American
Canadian Tire	Government of Alberta	Construction Group
Corporation	Government of Canada	Northern Health
Carma Developers	GradAd	Northland School
CBI Health Group	Grant Thornton LLP	Division No. 61
CDL SYSTEMS LTD.	Great Canadian	Office of the Auditor
Cenovus Energy	HR Business Student	General BC
Certified General	Conference	Orbis Client Services
Accountants of Alberta	HealthCareersInSask	Party Packagers
Certified General	Heli-One Canada Inc.	Penn West Energy
Accountants of BC	Holcim (Canada) Inc.	People Potential
Chubb Insurance	Holy Family Catholic	Pepsi Beverages
Company of Canada	Regional Division #37	Company
CIBC	Husky Energy Inc	Procter & Gamble
City of Calgary	IBM Canada Ltd.	RBC Capital Markets

RCMP  
Research in Motion  
Rexall  
Rocky View County  
RSM Richter LLP  
Sandvine Incorporated  
SAP HR Operations  
Savanna Energy Services Corp.  
Scotiabank  
Sobeys  
Stantec Consulting Ltd.  
Stikeman Elliott LLP

Stuart Olson Dominion  
Construction Ltd.  
Sun Life Financial  
Suncor Energy Services  
Inc.  
Syncrude Canada  
Limited  
TalentEgg  
TD Business Banking  
Teck Resources Limited  
Telus  
The Sernas Group Inc.  
TMP Worldwide

Trow Associates  
Union Gas / Spectra  
Energy  
Vector Marketing  
Canada  
Vision Critical  
Walmart  
Weidner Apartment  
Homes  
Winners Merchants  
International  
WorkSafeBC  
Xerox Canada Ltd

*For more information or to confirm your sponsorship:*

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