

2024 Sponsorship Opportunities

Strategic Enrolment Marketing & Management

November 5th - 7th, 2024 | Toronto, ON

PRESENTED BY
B BRAINSTORM
STRATEGY GROUP INC.





16 years, 29 events.

Past SEMM conferences have attracted strategic enrolment marketing and management professionals from 129 post-secondary institutions spanning across 10 provinces & 3 territories.

The <u>SEMM Forum Conference</u> is Canada's largest in-person conference focused on post-secondary recruitment, enrolment management, and marketing.

About SEMM Forum

The SEMM Forum Conference is for anyone involved in attracting, recruiting, or engaging students in their post-secondary experience in Canada. This includes strategic enrolment leaders, marketers, recruiters, registrars, senior administration, deans, student services and other professionals.



14 structured networking opportunities

Topics include:

Enrolment

Recruitment

Admissions

Student Success

Marketing

Communications

International

Past attendee job titles include:

Registrar

VP, Strategic Enrolment Management

AVP, Registrarial Services

AVP, Student Services

Executive Director, Student Experience

Executive Director, Recruitment, Admissions & Awards Provost

Director, Marketing and Communications

VP, Academic and Research

VP, Students, International & Alumni

Director, Admissions

Partner Sponsor

Exclusive Sponsor of (select one):

- Networking Cocktail Reception (Day 2 only)
- Hospitality Suite (Day 1 & 2)
- Lunch (1 of 2 available)
- Plenary Presentation (includes 2-minute session introduction)

*Includes logo on the website, signage, and app.

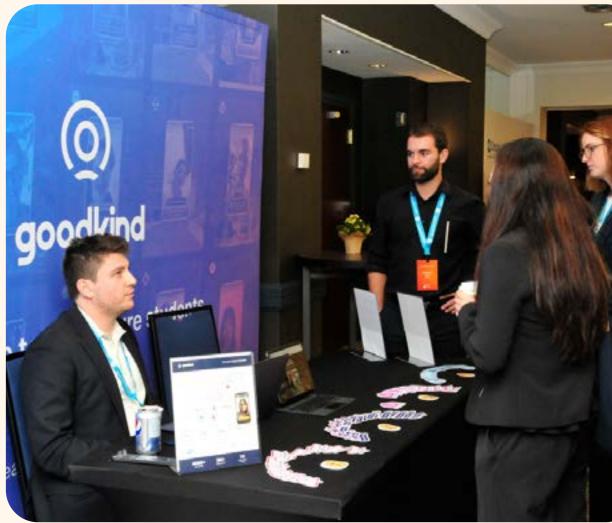
Complete List of Benefits:

- 3 Full Conference Registration(s) value of \$3,600
- Additional registrations: \$600 (optional)
- 1 Exhibit Booth in-person booth and virtual on app
- $\circ\,$ Inclusion in the sponsor passport program
- Full contact information of all event attendees post-event (see <u>Terms</u>)
- \$150 client/potential client conference registration discount code
- Conference app visibility
- $\circ\,$ Logo included in sponsor carousel
- \circ 1 sponsor-branded push notification
- LinkedIn visibility
- $\circ\,$ Thank you to our sponsors' social post
- 1 sponsor-branded promotional pre or post-event
- 2 Weekly STAT advertisements in the 2024 calendar year
- Logo recognition on the event website

\$8,000

















Lead Sponsor

Exclusive Sponsor of (select one):

- Breakfast (1 of 2 available)
- Name Badges
- Lanyards
- 2 Concurrent Presentations (includes 1-minute session introduction)

*Includes logo on the website, signage, and app.

Complete List of Benefits:

- 2 Full Conference Registration(s) value of \$2,400
- Additional registrations: \$600 (optional)
- 1 Exhibit Booth in-person booth and virtual on app
- Inclusion in the sponsor passport program
- Full contact information of all event attendees post-event (see Terms)
- \$125 client/potential client conference registration discount code
- Conference app visibility
- Logo included in sponsor carousel
- 1 sponsor-branded push notification
- LinkedIn visibility
- Thank you to our sponsors' social post
- 1 sponsor-branded promotional pre or post-event
- 1 Weekly STAT SEMM Edition advertisements in the 2024 calendar year
- Logo recognition on the event website



Influencing Sponsor

Exclusive Sponsor of (select one):

- Conference App
- Refreshment Break (1 of 4 available)

Complete List of Benefits:

- 1 Full Conference Registration(s) value of \$1200
- Additional registrations: \$600 (optional)
- 1 Exhibit Booth in-person booth and virtual on app
- Inclusion in the sponsor passport program
- 1 sponsor-branded email promotional pre or post-event via Brainstorm Strategy Group Inc.'s CRM.
- \$100 client/potential client conference registration discount code
- LinkedIn visibility
- Thank you to our sponsors' social post
- 1 sponsor-branded promotional pre-event or post-event
- Conference app visibility
- Logo included in sponsor carousel
- 1 sponsor-branded push notification
- Optional Weekly STAT SEMM Edition advertisement in the 2024 calendar year (additional \$350)
- Logo recognition on the event website

\$3,000

Collaborating Sponsor

Exclusive Sponsor of (select one):

- Pre-Conference Workshop (1 of 4 available)
- 1 Concurrent Presentation (1-minute session introduction)

Complete List of Benefits:

- 1 Full Conference Registration(s) value of \$1200
- Additional registrations: \$600 (optional)
- 1 Exhibit Booth in-person booth and virtual on app
- Inclusion in the sponsor passport program
- Logo recognition on the event website
- Logo included in sponsor carousel via the conference app
- LinkedIn visibility
- Thank you to our sponsors' social post
- \$75 client/potential client conference registration discount code
- Optional Weekly STAT SEMM Edition advertisement in the 2024 calendar year (additional \$350)

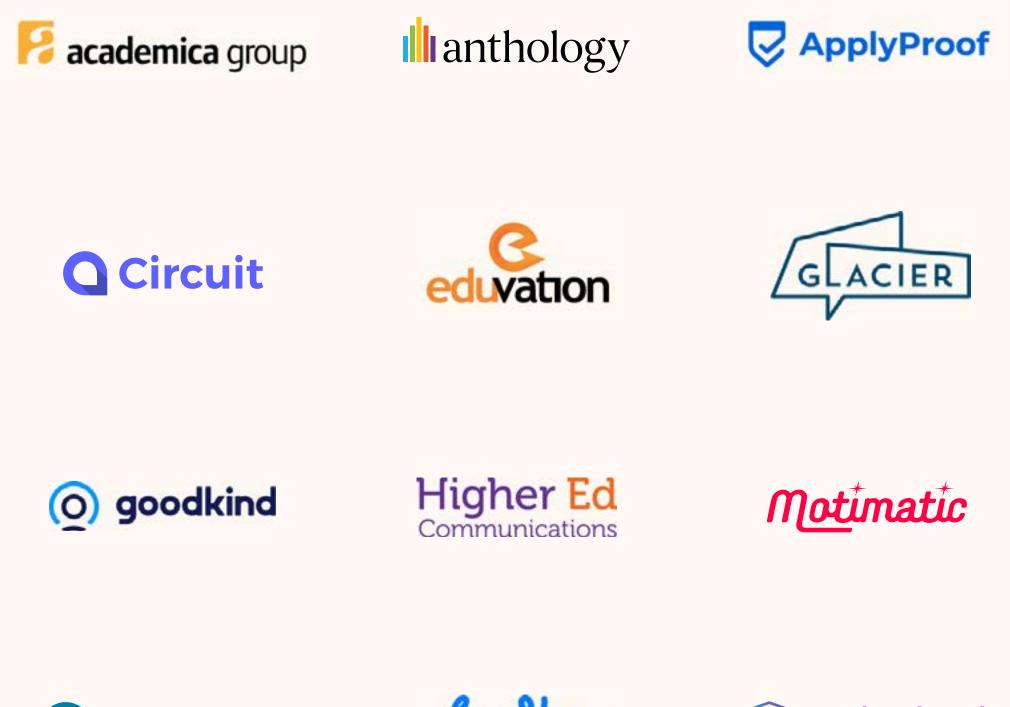


Brand Sponsor

Complete List of Benefits:

- \$50 client/potential client conference registration discount code
- Logo recognition on the event website
- Logo included in sponsor carousel via the conference app
- LinkedIn thank you to our sponsors' social post
- Optional Weekly STAT SEMM Edition advertisement in the 2024 calendar year (additional \$350)

Recent Sponsors Include:







SchoolFinder Group







Overview of Sponsor Benefits

Full Conference Registration(s) - value of \$1200

Additional registrations: \$600 (optional)

Exhibit Booth - in-person, virtual & passport program

Logo recognition on the event website - conference.semmforum.ca

Logo included in sponsor carousel via the conference app

Thank you to our sponsors' social post on LinkedIn

One (1) Sponsor branded LinkedIn promotional post on LinkedIn pre-event or post-event

One (1) branded push notification via the conference app

Client conference registration discount code

One (1) Direct email via email to all attendees pre or post-event

Names, titles, and email addresses of all event attendees post-event (see Terms below)

Weekly STAT advertisement

Exhibit Booth: Virtual exhibit booth will be accessible via the conference app and can include your logo, images, video, text description, downloadable documents, and chat links to each of your representatives. The in-person booth will be located in the main foyer where the food and beverage will be located, near the plenary session and concurrent session spaces. Weekly STAT advertisement (additional \$350): Every Tuesday morning, Brainstorm delivers the Weekly STAT - SEMM Edition directly to 5,000 SEM professionals' inboxes. For more information, please visit: https://brainstorm.ca/weekly-stat/.

Terms: Contact information is for one-time use by the sponsor organization only and cannot be shared, forwarded, or disseminated to any third parties. Sponsors must explicitly indicate that delegates must opt into their email list to receive additional correspondence post-event

\$1,000	\$2,500	\$3,000	\$5,000	\$8,000
Brand	Collaborating	Influencing	Lead	Partner
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			I	
\$50	\$75	\$100	\$125	\$150
			1	2



Past Attendee Organizations







Contact Us

To purchase your sponsorship or discuss custom options, please contact Jennifer Powell, Director, of Community Engagement at <u>jennifer@brainstorm.ca</u>.

For more information about the event, please visit the conference website: <u>conference.semmforum.ca</u>