

## 7<sup>th</sup> Annual CBSR Summit on Corporate Social Responsibility

### Sponsorship Opportunities & Benefits

On November 5, 2009 Canadian Business for Social Responsibility (CBSR) will host its 7<sup>th</sup> Annual Summit on Corporate Social Responsibility (CSR) at the Fairmont Royal York Hotel in Toronto, Canada.

The Summit is **Canada's premier CSR conference** and in 2008 it welcomed more than 250 business executives and corporate social responsibility (CSR) practitioners from across Canada – this event was sold out more than three weeks in advance. The 2009 Summit is expected to welcome over 300 attendees.

**Our aim** is to engage industry executives in peer-to-peer learning and allow them to participate in dialogue on emerging CSR issues. The proposed theme for the 2009 Summit is *Transformational Corporate Social Responsibility – The Next Wave of Business Leadership, Innovation and Performance* and will welcome presentations and discussions from leading thinkers, influential organizations and corporate decision makers from Canada, US and Europe.

**Your company** can be actively promoted at the Summit as a CSR leader, and can benefit directly from the Summit's unmatched business-to-business networking and learning opportunities. Whether your priorities are to gain access to the Summit sessions, presenters and attendees, or achieve visibility for your company's recent and upcoming initiatives, sponsoring the 7<sup>th</sup> Annual Summit on CSR will deliver real value to your company.

### Sponsorship Opportunities

Included is an overview of available 2009 sponsorship opportunities (a further description of associated features and benefits of each sponsor package are outlined in the following pages):

<b>PRIMARY SPONSORS</b>	
<b>Premier Sponsor</b> <i>(Morning keynote address opportunity)</i>	<b>\$25,000</b>
<b>Luncheon Sponsor</b> <i>(Welcome Dr. John Ruggie, UN Special Representative for Business and Human Rights, and Professor, Harvard University)</i>	<b>Booked</b>
<b>Networking Cocktail Reception</b> <i>(Includes welcoming remarks)</i>	<b>\$15,000</b>
<b>Breakfast Sponsor</b> <i>(Includes welcoming remarks)</i>	<b>\$15,000</b>

<b>SPONSORS</b>	
<b>Official Media Partner</b>	<b>Booked</b>
<b>Networking Break Sponsor</b> (each)	<b>\$10,000</b>
(both)	<b>\$17,500</b>
<b>Summit Program Sponsor</b>	<b>\$7,500</b>
<b>Summit Exhibitor</b> (6x6 table)	<b>\$5,000</b>
<b>Merchandise Sponsor</b>	<b>\$3,500</b>

**For specific details on CBSR Summit sponsorship opportunities please contact Wesley Gee (CBSR Advisor and Summit Director) at 416-703-7435 or by email at [wesley@cbsr.ca](mailto:wesley@cbsr.ca).**

## 2009 Summit Sponsorship Opportunities

### PREMIER SPONSOR

\$25,000

- **High-profile speaking opportunity at the Summit** (keynote or introduction of dignitaries)
- Prominent on-site signage
- Primary logo placement on all collateral material, including but not limited to: promotional materials, invitations, Summit program and Summit proceedings
- Primary logo placement on the CBSR Summit website, newsletters and all Summit announcements
- Collaboration with CBSR Summit media initiatives
- Company exhibitor table area throughout Summit proceedings (table and chairs will be provided)
- **Five** complimentary passes to the Summit
- Invitation to the exclusive post-Summit dinner with speakers, special guests, CBSR staff and board members
- **A post-Summit strategy session** with CBSR senior staff, tailored to address a CSR challenge your firm is facing

### LUNCHEON SPONSOR

\$17,500

- **Exclusive signage** during the luncheon buffet
- Opportunity for **luncheon remarks** and to introduce keynote speaker: Dr. John Ruggie, Professor, Harvard University
- Logo placement on all collateral material, including but not limited to: promotional materials, invitations, Summit program, on-site signage at the Summit and on Summit proceedings
- Logo placement on the CBSR Summit website, newsletters and all Summit announcements
- Company exhibitor table throughout Summit proceedings (table and chairs will be provided)
- **Four** complimentary passes to the Summit
- Invitation to the exclusive post-Summit dinner with speakers, special guests, CBSR staff and board members

### NETWORKING COCKTAIL RECEPTION

\$15,000

- **Exclusive signage** at the post-Summit networking reception
- **Speaking opportunity** at the reception
- Logo placement on all collateral material, including but not limited to: promotional materials, invitations, Summit program, on-site signage at the Summit and on Summit proceedings
- Logo placement on the CBSR Summit website, newsletters and all Summit announcements
- Company exhibitor table throughout Summit proceedings (table and chairs will be provided)
- **Three** complimentary passes to the Summit
- Invitation to the exclusive post-Summit dinner with speakers, special guests, CBSR staff and board members

### BREAKFAST SPONSOR

\$15,000

- **Exclusive signage** on the breakfast buffet (food & beverages locally sourced – e.g. ‘100 Mile Diet’ approach)
- Opportunity to provide welcome remarks during breakfast buffet
- Logo placement on all collateral material, including but not limited to: promotional materials, invitations, Summit program, on-site signage at the Summit and on Summit proceedings
- Logo placement on the CBSR Summit website, newsletters and all Summit announcements
- Company exhibitor table throughout Summit proceedings (table and chairs will be provided)
- **Two** complimentary passes to the Summit
- Invitation to the exclusive post-Summit dinner with speakers, special guests, CBSR staff and board members

Canadian Business for Social Responsibility

**OFFICIAL MEDIA PARTNER****BOOKED**

- Logo placement on all collateral material, including but not limited to: promotional materials, invitations, on-site signage at the Summit and on Summit proceedings
- Logo placement on the CBSR website, newsletters and all Summit announcements
- Company exhibitor table and media booth throughout Summit proceedings (table and chairs will be provided)
- Invitation to the exclusive post-Summit dinner with speakers, special guests, CBSR staff and board members
- **Two** complimentary passes to attend the Summit, and one pass to manage the media table (outside meeting room)

**NETWORKING BREAK SPONSOR****\$10,000 (One) or \$17,500 (Both)**

- **Exclusive signage** at the coffee break buffet area
- Logo placement on all collateral material, including but not limited to: promotional materials, invitations, Summit program, on-site signage at the Summit and on Summit proceedings
- Logo placement on the CBSR website, newsletters and all Summit announcements
- **One** complimentary pass to the Summit (Two if sponsoring both breaks)
- Invitation to the exclusive post-Summit dinner with speakers, special guests, CBSR staff and board members

**SUMMIT PROGRAM SPONSOR****\$7,500**

- **Prominent logo placement** on conference brochure
- Logo placement on all other collateral material, including but not limited to: promotional materials, invitations, on-site signage at the Summit
- Logo placement on the CBSR website, newsletters and all Summit announcements
- **One** complimentary pass to the Summit

**SUMMIT EXHIBITOR****\$5,000**

- Company exhibitor table throughout Summit proceedings (table and chairs will be provided)
- **One** complimentary pass to the Summit (Note: additional exhibitor passes are not complementary)

**MERCHANDISE SPONSOR****\$3,500**

- Prominent logo placement on an official Summit merchandise item (e.g. bag, case, memory stick – negotiable)
- **One** complimentary pass to the Summit