CASE 2018 Annual Conference - Sponsorship Opportunities:

We invite you to join us as a sponsor at the 2018 Annual CASE Conference, hosted by Ability Starts Here…

- Theme: Invested in Inclusion
- When: June 19-21, 2018
- Where: Halifax Convention Centre, Halifax, Nova Scotia

The focus of this conference is to bring together employers and professionals in an arena to demonstrate the value and business case in hiring a diverse team that focuses on people with disabilities and other underrepresented groups. The conference will provide practical methods for recruiting, hiring and retaining a diverse team in today’s fast moving economy through workshops, keynote speakers, employer discussions and sessions. Conference Partners are:

- The Canadian Association for Supported Employment (CASE) is a national, non-profit association of community-based service providers and stakeholders that strive to promote full citizenship and personal capacity for persons with disabilities through increased labour market participation and outcomes.
- Ability Starts Here (ASH) is held each year to celebrate the International Day of Persons with Disabilities, by promoting inclusion and accessibility in the fields of employment, education, and human rights, through participation in awareness-raising and networking, with keynote speakers, concurrent workshops, panel discussions, education and employer exhibits, an Entrepreneurs’ Market, and the acknowledgement of employer achievements in disability confidence.

Sponsoring Opportunities and Benefits to your Organization:

The CASE Conference will include participants from community-based service providers, and stakeholders who are active and invested in the employment of persons with disabilities. It is expected that more than 100 employers and 250 front-line workers, program managers, advocates, executive directors and CEOs of supported employment agencies throughout Canada will be attending this year’s conference. Agencies are comprised of non-profit and private organizations that provide a variety of services including career assessment, employment and skills training, counselling, and job placement to persons with disabilities.

As a Sponsor/Friend of the CASE 2018 Annual Conference, you will have the opportunity to network with like-minded businesses, educators, keynote speakers and event partners. You will have your brand of products and services recognized, and demonstrate your national and local support for the preparation and sustained
employment of skilled and job ready persons with disabilities, over 14% of the population of Canada, and nearly 21% of that of Nova Scotia.

Nova Scotia is expanding at a rapid rate and inclusion and diversity are top priorities for many employers and organizations. Through the Nova Scotia-wide network of Ability Employers (AEA), a peer led group dedicated to reducing employment barriers, and creating and supporting employment opportunities for persons with disabilities, participants will learn new strategies, build partnerships and resources with other organizations and adopt best practices to improve their business models, and their bottom line.

Sponsorship is ideal for organizations that are proactive in supporting the ability of skilled and employment-ready persons with disabilities to participate in the Canadian workforce, through inclusive hiring practices and the provision of assistive technology or equipment that facilitates employment. The following sponsorship opportunities are available:

Delegate feedback from previous conferences:

“The motivation I get from these sessions regenerates my spirit and gives me the energy to tackle another year.”

“I got to see the employers and hearing their comments about working with their employees with disabilities and how they impact their lives as an employer.”

“…the business case for the inclusion of persons with disabilities in the workplace – ‘Just do it!’

In-kind/Specified Contributions:

CASE welcomes organizations who wish to sponsor specific events/services to assist with the conference. Your contribution will be highlighted throughout the conference with:

- Your organization's name/logo prominently displayed on the Conference electronic newsletter, promotions, and ticket/registration receipt
- Hyperlinked logo recognition on the Conference Sponsor & Exhibitor page of the CASE website.
- Organization's name/logo/website displayed in all conference promotional materials (registration, conference program and signage)
- Acknowledgement of specific sponsorship from the podium at time of activity/event.
- Sponsor and logo recognition on the looping PowerPoint presentation to be played strategically throughout the event (i.e. Opening, Luncheon, Dinner, Reception, Closing).
- Sponsor recognition on your personal name badge
- Sponsor recognition in the Conference thank you letter post the event
# Levels of Sponsorship:

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*For contributions of less than $1000, there is a designation of “Friends of the Conference”, which will be listed on our website and within the event program.*
Types of Sponsorships:

**DIAMOND SPONSOR - $20,000 and More**

Increase Brand Recognition...

- **CASE Website:** Hyperlinked logo recognition on the Conference Sponsor & Exhibitor page of the CASE website.
- **Direct Email:** Hyperlinked logo recognition and company tagline in direct emails that promote the conference.
- **Twitter:** CASE will follow your Twitter feed, retweet messages and thank our sponsors through our social media channels.
- **Conference Program Insert:** Distributed at the registration desk this insert includes logo recognition, your company name and website.
- **Conference Signage:** Prominent logo recognition on signage at the event.
- **Sponsor Acknowledgement from the Podium:** The emcee will thank your company for its sponsorship support during the conference opening and closing comments.
- **Brief Presentation & Keynote Speaker Introduction:** Tell delegates how your company supports service providers and clients in a brief 2 to 3-minute presentation, as a preamble to introducing the keynote speaker.
- **PowerPoint Presentation:** Sponsor and logo recognition on the looping PowerPoint presentation that play strategically throughout the event (i.e. Opening, Luncheon, Reception, Gala Dinner, Closing).
- **Delegate Kit Insert:** Include a brochure, sample or small delegate gift (i.e. pen, magnet, etc.) to be distributed at the registration desk.
- **Prize Contribution:** You are encouraged to provide a prize contribution for delegates. Ideal prizes include one of your products or a gift certificate for your services. Include a letter with your prize encouraging the winner to learn more about your company.

Expand Your Network & Build One-to-One Relationships...

- **Conference Attendance:** Complimentary full conference attendance at event for two representatives
- **Exhibit Space:** Showcase your products and services to delegates and encourage them to try them. Exhibit space includes access to electricity and WIFI.
- **Head Table Seating at Plenaries:** Seating at head table with keynote speaker and members of the CASE Board of Directors.
- **CASE Conference Reception Sponsor:** Recognition as one of the Diamond Sponsors at sponsor thank you, introductions to key contacts.

Create a Sustained Impression...

- **Corporate Resources Page:** Company listing and logo recognition on the Corporate Resources pages of the CASE website.
- **Tips & Trends:** Demonstrate your expertise by including an article on the Tips & Trends page of the CASE website about what’s new in supported employment resources and professional development opportunities.
PLATINUM SPONSOR - $10,000 to $19,999

Increase Brand Recognition...

- **CASE Website**: Hyperlinked logo recognition on the Conference Sponsor & Exhibitor page of the CASE website.
- **Direct Email**: Hyperlinked logo recognition in direct emails that promote the conference.
- **Twitter**: CASE will follow your Twitter feed, retweet messages and thank our sponsors through our social media channels.
- **Conference Program Insert**: Distributed at the registration desk this insert includes logo recognition, your company name and website.
- **Conference Signage**: Logo recognition on signage at the event.
- **Sponsor Acknowledgement from the Podium**: The emcee will thank your company for its sponsorship support during the conference opening and closing comments.
- **PowerPoint Presentation**: Sponsor and logo recognition on the looping PowerPoint presentation that play strategically throughout the event (i.e. Opening, Luncheon, Reception, Gala Dinner, Closing).
- **Delegate Kit Insert**: Include a brochure, sample or small delegate gift (i.e. pen, magnet, etc.) to be distributed at the registration desk.
- **Prize Contribution**: You are encouraged to provide a prize contribution for delegates. Ideal prizes include one of your products or a gift certificate for your services. Include a letter with your prize encouraging the winner to learn more about your company.

Expand Your Network & Build One-to-One Relationships...

- **Conference Attendance**: Complimentary full conference attendance at event for two representatives.
- **Exhibit Space**: Showcase your products and services to delegates and encourage them to try them. Exhibit space includes access to electricity and WIFI.
- **Head Table Seating at Plenaries**: Seating at head table with keynote speaker and members of the CASE Board of Directors.
- **Brief Presentation & Luncheon Introduction**: Tell delegates how your company supports service providers and clients in a brief 2 to 3-minute presentation, as a preamble to the Luncheon.
- **VIP Guest at CASE Conference Reception**: Sponsor thank you, introductions to key contacts.

Create a Sustained Impression...

- **Corporate Resources Page**: Company listing and logo recognition on the Corporate Resources pages of the CASE website.
GOLD SPONSOR - $5,000 to $9,999

Increase Brand Recognition...

- **CASE Website**: Hyperlinked logo recognition on the Conference Sponsor & Exhibitor page of the CASE website.
- **Twitter**: CASE/ASH will thank our sponsors through our social media channels.
- **Conference Program Insert**: Distributed at the registration desk this insert includes logo recognition, your company name and website.
- **Conference Signage**: Logo recognition on signage at the event.
- **Sponsor Acknowledgement from the Podium**: The emcee will thank your company for its sponsorship support during the conference opening and closing comments.
- **PowerPoint Presentation**: Sponsor and logo recognition on the looping PowerPoint presentation that play strategically throughout the event (i.e. Opening, Luncheon, Reception, Gala Dinner, Closing).
- **Delegate Kit Insert**: Include a brochure, sample or small delegate gift (i.e. pen, magnet, etc.) to be distributed at the registration desk.
- **Prize Contribution**: You are encouraged to provide a prize contribution for delegates. Ideal prizes include one of your products or a gift certificate for your services. Include a letter with your prize encouraging the winner to learn more about your company.

Expand Your Network & Build One-to-One Relationships...

- **Conference Attendance**: Complimentary daytime conference attendance for one representative.
- **Exhibit Space**: Showcase your products and services to delegates and encourage them to try them. Exhibit space includes access to electricity and WIFI.
- **Speaking Opportunity at a Workshop Session**
- **VIP Guest at CASE Conference Reception**: Sponsor thank you, introductions to key contacts.

SILVER SPONSOR - $2,500 to $4,999

Increase Brand Recognition...

- **CASE Website**: Hyperlinked logo recognition on the Conference Sponsor & Exhibitor page of the CASE website.
- **Twitter**: CASE will thank our sponsors through our social media channels.
- **Conference Program Insert**: Distributed at the registration desk this insert includes logo recognition, your company name and website.
- **Conference Signage**: Logo recognition on signage at the event.
- **Sponsor Acknowledgement from the Podium**: The emcee will thank your company for its sponsorship support during the conference opening and closing comments.
- **PowerPoint Presentation**: Sponsor and logo recognition on the looping PowerPoint presentation that play strategically throughout the event (i.e. Opening, Luncheon, Reception, Gala Dinner, Closing).
- **Delegate Kit Insert**: Include a brochure, sample or small delegate gift (i.e. pen, magnet, etc.) to be distributed at the registration desk.
- **Prize Contribution**: You are encouraged to provide a prize contribution for delegates. Ideal prizes include one of your products or a gift certificate for your services. Include a letter with your prize encouraging the winner to learn more about your company.

**Expand Your Network & Build One-to-One Relationships...**
- **Conference Attendance**: Complimentary daytime conference attendance for one representative.
- **Exhibit Space**: Showcase your products and services to delegates and encourage them to try them. Exhibit space includes access to electricity and WIFI.
- **Speaking Opportunity** at a Workshop Session
- **VIP Guest at CASE Conference Reception**: Sponsor thank you, introductions to key contacts.

**BRONZE SPONSOR - $1,000 to $2499**

**Increase Brand Recognition...**
- **CASE Website**: Hyperlinked logo recognition on the Conference Sponsor & Exhibitor page of the CASE website.
- **Twitter**: CASE will thank our sponsors through our social media channels.
- **Conference Program Insert**: Distributed at the registration desk this insert includes logo recognition, your company name and website.
- **Conference Signage**: Logo recognition on signage at the event.
- **Sponsor Acknowledgement from the Podium**: The emcee will thank your company for its sponsorship support during the conference opening and closing comments.
- **PowerPoint Presentation**: Sponsor and logo recognition on the looping PowerPoint presentation that play strategically throughout the event (i.e. Opening, Luncheon, Reception, Gala Dinner, Closing).
- **Conference Attendance**: Complimentary daytime conference attendance for one representative.
- **Delegate Kit Insert**: Include a brochure, sample or small delegate gift (i.e. pen, magnet, etc.) to be distributed at the registration desk.
- **Prize Contribution**: You are encouraged to provide a prize contribution for delegates. Ideal prizes include one of your products or a gift certificate for your services. Include a letter with your prize encouraging the winner to learn more about your company.

**Friends of the Conference – Less than $1,000**

The designation of “Friends of the Conference” given to those who contribute less than $1,000, in kind or financially, and will be listed on our website and within the event program as “**Friends of the Conference**”.
We also encourage sponsors to go on line at website www.supportedemployment.ca to register their HR and Management Team members to participate in the presentations and events of CASE 2018 – Invested in Inclusion

We look forward to welcoming you as a 2018 Sponsor/Friend of this prestigious and rewarding CASE Conference, hosted by Ability Starts Here.

For information on becoming a Sponsor/Friend/Contributor please contact: bmurphy@teamworkbridge.org

This Year’s Keynote Speaker: Theo Fleury

NHL Stanley Cup Champion – Olympic Gold Medalist – World Cup Junior Champion – Expert in the field of relational trauma

Theo Fleury is perhaps best known for his time on the ice. But off the rink, his life once carried the markings of a troubled childhood, abuse and coping with emotional pain through addictive and self-destructive behaviours.

Today, Theo defines himself as a victor over trauma and addiction, and facilitator to those still trying to find their way. His best-selling books, Playing with Fire and Conversations with a Rattlesnake, encourage open sharing and provide practical tools that people seeking help can personally use. These tools are also useful to those who want to lead a productive conversation with anybody else experiencing trauma.

Theo has been awarded the Canadian Humanitarian Award and The Queen’s Jubilee Medallion. He is a Siksika Nation Honorary Chief and recipient of the Aboriginal Indspire Award. He also holds two honorary doctorates – one in Science from the University of Guelph-Humber for outstanding contributions to the mental health of Canadians, and another in Laws from Brandon University for his work in combating child sexual abuse and promoting healing and recovery.

Today, Theo is a healthy, inspirational, successful agent of change. His highly-acclaimed speaking engagements on the subjects of trauma and abuse invite audience self-reflection and create a safe environment where others can share their own “Me Too” experiences. Theo loves people, their stories and their journeys. He is committed to daily transformation through personal growth, mindfulness and new action. His compassionate spirit allows others to feel safe and whole through experiencing his vulnerability. Without controversy or blame, Theo focuses on helping and leading others down a path of healing.
☐ Real time captioning and sign language interpreters will be available at this event.
☐ Please respect this Conference as a SCENT FREE event.
☐ Service dogs are working at this Conference. Please respect the owner’s safety and independence by completely ignoring the dog.

Thank you.
2018 CASE Conference Sponsorship Agreement

This confirms that ____________________________ (company name) will participate as a sponsor at the CASE Conference 2018 in Halifax, Nova Scotia.

_________________________ (company name) understands that they will be extended the promotional opportunities outlined in the sponsorship document.

☐ Diamond Sponsor
☐ Platinum Sponsor
☐ Gold Sponsor
☐ Silver Sponsor
☐ Bronze Sponsor
☐ Friends of the Conference
☐ In-Kind Contribution

Sponsorship Authorization:

Name: ____________________________________________________________

Position Title: ______________________________________________________

Tel: ______________________ Email: _________________________________

Signature: __________________________ Date: __________________________

Payment Information: Invoice ☐ Cheque ☐ (Made payable to Canadian Association for Supported Employment)

Full Billing Address: ______________________________________________

Tel: ______________________ Email: _________________________________

To facilitate implementation of these benefits, obtain logos and other materials CASE should contact:

Name: ____________________________________________________________

Position Title: ______________________________________________________

Tel: ______________________ Email: _________________________________

Please email completed scanned form to

Tracy Williams, Past President, CASE Tel: 204-728-9594 twilliams@cciwestman.ca