

Platinum Sponsor

\$20,000 Investment (maximum of 5)

Platinum sponsors receive the following exposure:

- ✓ 4 Free registrations to attend the Conference
- ✓ 4 - 10' x 10' spaces to exhibit at the Trade Show
- ✓ 4 Tuesday Banquet tickets
- ✓ 4 Conference mementos
- ✓ 6 Trade Show personnel name badges
- ✓ Opportunity for placement of a kiosk/booth at the sponsored meal event (if applicable)
- ✓ 1 full page advertisement in the On-Site Program
- ✓ Logo on the front cover of the On-Site Program
- ✓ Logo in the centre page of the On-Site Program
- ✓ Logo included in pre-conference promotional registration brochure
- ✓ Extra large logo and hyperlink on CPTC website
- ✓ Insertion of promotional material in delegate kits
- ✓ Logo on banner in Conference registration desk area
- ✓ Logo on the sponsor sign in the registration area and hotel lobby
- ✓ Tent card recognition in the center of each table at the specific sponsored meal event (if applicable)
- ✓ Sponsor specific easel signs at sponsored event (if applicable)
- ✓ Verbal recognition at sponsored meal event (where applicable)
- ✓ Verbal and visual recognition at Opening and Closing Ceremonies
- ✓ Verbal and visual recognition in Plenary Sessions
- ✓ Verbal recognition at Tuesday Banquet
- ✓ Reserved table at the Tuesday Banquet for employees and/or customers
- ✓ Set of OASBO and OSBA member mailing labels
- ✓ Company name in OASBO and OSBA newsletters and magazines
- ✓ Sponsor ribbon identification



Why Should You Sponsor?

This bilingual event brings people together from all facets of the school bus industry! CPTC is a bi-annual event connecting pupil transportation business officials, bus owners and contractors, as well as, government partners and industry suppliers.

Reach your target audience. Expose your company to industry decision makers. Generate quality sales leads. Enhance customer loyalty by supporting pupil transportation and the clients you serve.

This is a perfect opportunity to mix and mingle with conference delegates and receive excellent exposure for your organization.



"CPTC 2010 offers a multitude of networking opportunities and practical tools to be shared and used in the workplace. There is definitely something for everyone!"

Rob Proctor and Jim Talbot
Co-Chairs, CPTC 2010

Silver Sponsor

\$10,000 Investment

Silver sponsors receive the following exposure:

- ✓ 2 Free registrations to attend the Conference
- ✓ 2 - 10' x 10' exhibit spaces at the Trade Show
- ✓ 2 Tuesday Banquet tickets
- ✓ 2 Conference mementos
- ✓ 4 Trade Show personnel name badges
- ✓ Opportunity for placement of a kiosk/booth at the sponsored meal event (if applicable)
- ✓ 1/2 page advertisement in the On-Site Program
- ✓ Logo in the On-Site Program on sponsor page
- ✓ Medium-sized logo on CPTC website
- ✓ Logo on the sponsor sign in the registration area and hotel lobby
- ✓ Tent card recognition in the center of each table at the specific sponsored meal event (if applicable)
- ✓ Sponsor specific easel signs at sponsored event (if applicable)
- ✓ Verbal recognition at sponsored meal event (where applicable)
- ✓ Verbal recognition at Tuesday Banquet
- ✓ Reserved table at sponsored meal event for employees and/or customers
- ✓ Company name in OASBO and OSBA newsletters and magazines
- ✓ Sponsor ribbon identification



Gold Sponsor

\$15,000 Investment

Gold sponsors receive the following exposure:

- ✓ 3 Free registrations to attend the Conference
- ✓ 3 - 10' x 10' spaces to exhibit at the Trade Show
- ✓ 3 Tuesday Banquet tickets
- ✓ 3 Conference mementos
- ✓ 5 Trade Show personnel name badges
- ✓ Opportunity for placement of a kiosk/booth at the sponsored meal event (if applicable)
- ✓ 1 full page advertisement in the On-Site Program
- ✓ Logo on the outside back cover of the On-Site Program
- ✓ Logo in the centre page of the On-Site Program
- ✓ Display of promotional material on the Conference registration desk
- ✓ Large logo on CPTC website
- ✓ Logo on the sponsor sign in the registration area and hotel lobby
- ✓ Tent card recognition in the center of each table at the specific sponsored meal event (if applicable)
- ✓ Sponsor specific easel signs at sponsored event (if applicable)
- ✓ Verbal recognition at sponsored meal event (where applicable)
- ✓ Visual recognition at Opening and Closing Ceremonies
- ✓ Verbal recognition at Tuesday Banquet
- ✓ Reserved table at the Tuesday Banquet for employees and/or customers
- ✓ Company name in OASBO and OSBA newsletters and magazines
- ✓ Sponsor ribbon identification

In-Kind Sponsorships

In-kind sponsorships are a great way to receive powerful exposure for an affordable price. In-kind sponsorships include the following:

- Provision of shuttle buses
- Volunteer assistance at the Conference or Trade Show

In-kind services receive the following exposure:

- ✓ Sponsor name in the On-Site Program on sponsor page
- ✓ Sponsor name on CPTC website
- ✓ Logo on the sponsor sign in the registration area and hotel lobby
- ✓ Verbal recognition at Tuesday Banquet

Have a sponsorship idea not listed? Contact us at info@cptc2010.ca and let us know how we can provide excellent exposure in exchange for your assistance.

Bronze Sponsor

\$7,500 Investment

Bronze sponsors receive the following exposure:

- ✓ 1 Free registration to attend the Conference
- ✓ 1 - 10' x 10' space to exhibit at the Trade Show
- ✓ 1 Tuesday Banquet ticket
- ✓ 1 Conference memento
- ✓ 3 Trade Show personnel name badges
- ✓ Opportunity for placement of a kiosk/booth at the sponsored meal event (if applicable)
- ✓ 1/4 page advertisement in the On-Site Program
- ✓ Logo in the On-Site Program on sponsor page
- ✓ Logo on CPTC website
- ✓ Logo on the sponsor sign in the registration area and hotel lobby
- ✓ Tent card recognition in the center of each table at the specific sponsored meal (if applicable)
- ✓ Sponsor specific easel signs at sponsored event (if applicable)
- ✓ Verbal recognition at sponsored meal event (where applicable)
- ✓ Verbal recognition at Tuesday Banquet
- ✓ Reserved table at sponsored meal event for employees and/or customers (if applicable)
- ✓ Company name in OASBO and OSBA newsletters and magazines
- ✓ Sponsor ribbon identification

Investments that Fit Every Budget

Receive excellent exposure, network with conference delegates, generate quality sales leads and enhance your company image! To find out more about these investment opportunities contact us at info@cptc2010.ca.

Platinum - \$20,000

- Sunday Reception
- Tuesday Dinner
- Simultaneous Interpretation (On-Site)
- Monetary Platinum Sponsor

Gold - \$15,000

- Monetary Gold Sponsor

Silver - \$10,000

- Monday "Happy Hour"
- Monday Keynote Speaker
- Tuesday Lunch (at Trade Show)
- Tuesday Night Entertainment
- Wednesday Keynote Speaker
- Monetary Silver Sponsor



Bronze - \$7,500

- Monday Buffet Lunch
- Wednesday Sit-down Breakfast
- Wednesday Lunch
- Monetary Bronze Sponsor

Other Sponsorship Opportunities - \$500—\$5,000

- Monday or Tuesday Continental Breakfast
- Production of On-Site Program
- Conference Name Badges/holders (Logo on all name badges)
- Sunday Reception Entertainment
- Monday (AM or PM) Refreshment Break
- Wednesday Refreshment Break
- Delegate Kits
- Website Advertisement
- Workshop Sponsor
- General Monetary Sponsor (min. \$500)

Investments of \$5,000 receive the following exposure:

- ✓ Logo in the On-Site Program on sponsor page
- ✓ Logo on CPTC website
- ✓ Logo on the sponsor sign in the registration area and hotel lobby
- ✓ Tent card recognition in the center on table at the specific sponsored meal event (if applicable)
- ✓ Sponsor specific easel signs at sponsored event (if applicable)
- ✓ Verbal recognition at Tuesday Banquet
- ✓ Company name in OASBO & OSBA newsletters and magazines (if applicable)
- ✓ Sponsor ribbon identification

Sign Up Today!

Sponsorship requests are accepted on a first-come, first-served basis according to the date and time the sponsorship registration form is received. Sponsorship opportunities have limited availability so don't delay, become a CPTC 2010 Sponsor Partner today!

Please complete the sponsorship form below and fax to 416-695-9977 or email info@cptc2010.ca.

I would like to be a CPTC 2010 Sponsor Partner!

Sponsorship Item: _____

Sponsorship Investment Amount: \$ _____

Name: _____

Company: _____

Address: _____

City: _____

Province/State: _____

Postal/Zip Code: _____

Telephone: _____

Fax: _____

E-mail: _____

2010 Sponsor Partner



For Additional Information:

CPTC 2010
1 Eva Road, Suite 304, Etobicoke, Ontario, Canada M9C 4Z5
Tel. 416-695-9965 Fax 416-695-9977
info@cptc2010.ca

www.cptc2010.ca



Canadian Pupil Transportation Conference

Conférence canadienne sur le transport scolaire

SPONSORSHIP OPPORTUNITIES

OCCASIONS DE COMMANDITE

May 16-19, 2010
16 au 19 mai 2010
Ottawa (Ontario)
Canada



"A Cross County Showcase"

"Exposition nationale"

Une version française est disponible sur demande