

Fostering a dynamic, vibrant and inclusive crowdfunding industry in Canada



National Crowdfunding Association of Canada

2013 Sponsorship Opportunities

NCFA Canada Board



Gain Prominence within the Crowdfunding Industry

Increase your organization’s profile and gain access to a dynamic, growing group of industry front runners by participating in sponsorship and advertising placement with the industry crowdfunding hub, the National Crowdfunding Association of Canada (NCFA Canada). Position your company as a leader in the National arena and the Crowdfunding industry and its enabling partners to gain recognition for your role in supporting innovation, collaboration and business growth of Canada’s newest funding opportunity for entrepreneurs and innovators.

Join NCFA Canada’s professional community and collaborate with peers; learn through programs specifically developed for crowdfunding companies; promote awareness of your product or service; find new business opportunities; and grow your people to their full potential.

Benefits and opportunities include:

- Increased exposure with potential customers and partners
- Priority profile in biweekly e-newsletter to Canada-wide decision makers
- Advertising and profile placement on NCFA Canada’s website
- High profile industry event tickets for customer and industry networking
- Head table seating and podium time opportunities at major events
- Recognized commitment to crowdfunding leaders and the community
- Speaking/Logo/signage opportunities

About NCFA Canada

NCFA Canada is Canada’s Crowdfunding Advocate. Newly formed, dynamic and inclusive, NCFA Canada works closely with industry groups, government, academia, business associations and affiliates to create a strong and vibrant crowdfunding industry and voice across Canada.

We are a membership-supported crowdfunding industry hub that relies on sponsorships and member fees to sustain the many programs and events specifically addressing crowdfunding industry company and stakeholder growth needs.

Fees are structured to affordably enable companies of all sizes to participate; and membership extends to all employees of each member company with access to the full complement of NCFA Canada services, programs and events. Promotion and participation in NCFA Canada uniquely places you at the centre-point of Canada's leading association specifically commissioned to support the growth of the crowdfunding industry and the businesses that service it.

Visit www.ncfacanada.org for more information.

Sponsorship Levels

Platinum

\$15,000
(3 Available)

Gold

\$8,500
(15 Available)

Silver

\$6,000
(5 Available)

* Until June 1, 2013

* One-Time Event Exposure and Program Sponsorships also available (see Open Menu)



Regular NCFA Canada in-person Events

Some of the most significant opportunities to benefit from NCFA Canada sponsorship are associated with involvement with the many in-person events. Sponsorship is available for these sessions through inclusion in annual packages or on an open-menu basis.

Participation as a sponsor of an in-person event provides you the opportunity to open the session with a short presentation, participation in the event itself, and the ability to distribute take-away materials at the activity. Your logo and ad will be prominently displayed in pre-event and registration materials.

Peer2Peer Sessions

Presented as a dynamic set of monthly presentation and networking sessions, this program will continually evolve to meet the needs of our members. Discussions are set to be lively and well attended and provide both the chance for your staff and emerging leaders to participate and build upon their knowledge and an unmatched prospect to reach potential customers with your introduction and contribution to the conversation. Presentations are facilitated by subject matter experts and attended by a wide range of interested members and guests. Some groups have specific membership criteria.

LearningLABS

The Bootcamps and Seminars are member-driven learning events that consistently provide tremendous value coupled with networking opportunities and the chance to collaborate, share ideas and learn from and with peers experiencing similar issues in a related area.



- **Bootcamps:** These tightly focused half day sessions are delivered in partnership with top subject matter experts to provide practical information that is immediately useful for small businesses and investors looking to engage in crowdfunding. Topics may include Choosing the Best Platform and Due Diligence Services, Crowdfunding Campaign Management, Crowd-Intelligence and Building Your Crowd.
- **Seminars:** Sessions are typically short [1 1/2 hours] early morning sessions focused upon providing practical, actionable learning take-aways that members can use to improve their own business success. Specific topics that have been covered include 'tips and tools for crowdfunding success' and 'Delivering a killer pitch'. The pre-seminar time provides an excellent networking opportunity and the chance to collaborate, share ideas and learn from peers in the industry.

Marquee and Keynote luncheons

Topical issues and focused promotion opportunities, either as a presenter or luncheon sponsor, make these events ideal for targeted sponsorships. Projected attendance ranges from 80 to 100 at Keynote lunches with the high profile Marquees events attracting up to 150 attendees. Attendance will include guests of members – showcasing this as an attractive networking and business development opportunity for members.



2013 Corporate Sustaining Sponsorship Opportunities

2013 Corporate Sustaining Sponsorship Levels	PLATINUM	GOLD	SILVER
PARTICIPATION			
Full NCFA Canada membership privileges for all members of your organization	✓	✓	✓
Opportunity to nominate someone from your company to lead a committee for the NCFA Canada board of directors	✓	✓	
Opportunity to provide thought leadership articles for publishing on NCFA Canada web site	✓	✓	
Sponsorship of one (1) NCFA Canada seminar, Peer Group session, keynote luncheon or Learning Lab at 50% discount	✓	✓	
Opportunity to provide speaker /subject matter expert for a NCFA Canada on line Learning Lab or Seminar event	✓		
Opportunity to nominate someone from your company to the NCFA Canada Board of Directors (when opening available)	✓		
Number of seats access to national and local NCFA Canada online events	24	16	10
Prepaid tickets to NCFA Canada meet-up events	16	8	4
Facilitate personal introduction for one representative of sponsor company to NCFA Canada member or industry participant of choice	8	4	2
PROMOTION			
Prominent placement of your logo and sponsorship level on the NCFA Canada website, linked to sponsor profile & your website	✓	✓	✓
Prominent placement of your logo and sponsorship level on all NCFA Canada materials including tradeshow, event banners, letterhead, corporate emails and advertisements	✓	✓	✓
Prominent placement of your logo and sponsorship level on all NCFA Canada promotional emails and publications including whitepapers	✓	✓	✓
Opportunity to distribute marketing materials at any NCFA Canada events, online Learning Lab or local meet-ups	✓	✓	✓
Opportunity to distribute follow up materials through NCFA Canada to any sponsored Luncheon, Seminar or meet-up event	✓		
Opportunity to host a new member networking session attended by new NCFA Canada members & NCFA board members. Event to be promoted with your logo on NCFA Canada materials	✓		
Opportunity to have your company events or products promoted through the NCFA Canada website, members and industry leaders.	2	1	
Annual sustaining sponsorship dues: (tax to be added)	\$15,000	\$8,500	\$6,000
1 June 2013	Number available:	3	15
		3	5

[All selections regarding sponsorship or participation in specific events or programs will be subject to final approval by the NCFA Canada Executive Committee]



2013 OPEN MENU -- Activity and Event Sponsorship Opportunities

	Sponsorship Type	Participation and Promotion
Peer2Peer Sessions	<p><u>Annual Sponsorship of Peer2Peer Series</u></p> <p>Monthly Peer2Peer Sessions Cost per annual series</p> <p>National Level Sponsorships: \$5,000 Regional Level Sponsorships: \$3,000</p>	<ul style="list-style-type: none"> ✓ Opportunity to collaborate with Group facilitator for discussion topics ✓ Logo and corporate ad in all Peer2Peer advertising, newsletter promotion and registration related to selected Series ✓ Opportunity to present / speak at minimum 2 of the sessions ✓ Opportunity to have member of your company participate and be recognized at each Peer Group session (e.g., Executive leader at Founder's Peer Group) ✓ Opportunity to distribute promotional materials at the event ✓ Advertising placement on selected peer group invitations & registration site
	<p><u>Economic Update NCFA Canada Awards Annual Crowdfunding Predictions</u></p> <p><i>Per annual event</i></p> <p>Lead Sponsorships available : One <i>Lead Sponsor</i> at \$5,000 per event</p>	<ul style="list-style-type: none"> ✓ Prominent placement of logo & sponsorship level on all NCFA Canada communications promoting the specific event ✓ Complimentary event registration for your employees or invited guests (8 for <i>Lead sponsor</i>) ✓ Table/podium recognition ✓ Speaker introduction ✓ In-room 8' display table and custom prepared banner and opportunity to distribute promotional materials at the event ✓ Opportunity to provide thought leadership articles for publishing on NCFA Canada's web site
Marquee Annual Events	<p><i>Per annual event</i></p> <p>Event Sponsorships available : Three <i>Event Sponsors</i> at \$2,500 per event</p>	<ul style="list-style-type: none"> ✓ Prominent placement of logo & sponsorship level on all NCFA Canada communications promoting the specific event ✓ Complimentary event registration for your employees or invited guests (4 for each <i>Event sponsor</i>) ✓ In-room 4' display table and custom prepared banner and opportunity to distribute promotional materials at the event ✓ Opportunity to provide thought leadership articles for publishing on NCFA Canada's web site
NCFA Canada Keynote Luncheons	<p><u>Keynote Luncheon Sponsors</u></p> <p>Four events per annum</p> <p>Sponsorship \$1,500 per event Maximum available: 1 per event</p>	<ul style="list-style-type: none"> ✓ Prominent placement of logo & sponsorship recognition on event communications ✓ Two complimentary luncheon tickets for your employees or invited guests ✓ Sponsorship recognition at table, podium and speaker introduction/thank you ✓ Opportunity to introduce topic and speak for 3 minutes ✓ Opportunity to distribute promotional materials at the event
	<p><u>Keynote Luncheon Display Opportunity</u></p> <p>Four events per annum</p> <p>Sponsorship \$1,100 per event Maximum available: 3 per event</p>	<ul style="list-style-type: none"> ✓ Attendance for two members of your guests at luncheon event ✓ 8' table at luncheon with white tablecloth ✓ Opportunity to distribute promotional materials at the event ✓ NCFA custom prepared banner display (sponsor keeps banner) ✓ Email promotion and website presence on the NCFA Canada landing page



2013 OPEN MENU -- Activity and Event Sponsorship Opportunities (Continued)

	Sponsorship Type	Participation and Promotion																
LearningLABS	<p><u>NCFA Canada Seminars</u> Four events per annum</p> <p>Sponsorship \$3,500 per event Maximum available: 2 per event</p>	<ul style="list-style-type: none"> ✓ Prominent placement of logo & sponsorship recognition on all NCFA Canada communications promoting the Seminar event ✓ Two complimentary Seminar event tickets for your employees or invited guests ✓ NCFA Canada custom prepared banner display (sponsor keeps banner) ✓ Event podium recognition and opportunity for speaker introduction/thank you ✓ Opportunity to provide thought leadership articles for publishing on NCFA Canada's web site ✓ Opportunity to distribute promotional materials at the event 																
	<p><u>NCFA Canada Bootcamps</u> Two events per annum</p> <p>Sponsorship: \$5,000 per event</p>	<ul style="list-style-type: none"> ✓ Prominent placement of logo & sponsorship recognition on all NCFA Canada communications promoting the Boot Camp event ✓ Two complimentary Boot Camp tickets for your employee or invited guest ✓ NCFA Canada custom prepared banner display (sponsor keeps banner) ✓ Opportunity to distribute promotional materials at the event ✓ Event podium recognition and opportunity for speaker introduction / thank you 																
Member-Only Networking	<p><u>Member-Only Networking</u> National and Regional events</p> <p>Sponsorship: \$2,500 per event Maximum available: 2 per event</p>	<ul style="list-style-type: none"> ✓ Opportunity to provide thought leadership articles for publishing on NCFA Canada's web site ✓ Prominent placement of logo & sponsorship recognition on all NCFA Canada event communications ✓ Four pre-paid tickets for your employees or invited guests ✓ Opportunity to distribute promotional materials at the event ✓ NCFA Canada custom prepared banner display (sponsor keeps banner) ✓ Event podium recognition ✓ Opportunity to provide thought leadership articles for publishing on NCFA Canada's web site 																
Service Partnerships	<p><u>Service Partnerships</u></p> <p>Sponsorship: \$3,500 Five maximum per year</p>	<ul style="list-style-type: none"> ✓ Opportunity to distribute promotional materials to member organizations ✓ Prominent logo & sponsorship recognition on NCFA Canada's website ✓ Dedicated landing page for Service Partner offering ✓ Opportunity to introduce (3-5 minute speaking opportunity) unique service offering at new member orientations throughout the year (3 minimum) 																
Advertising	<p>Advertising</p> <p>Banner ads in newsletter (1 only) Feature sponsor on website (3 only) Advertising on LCD screens in NCFA Canada sessions / building (3 only)</p>	<p>Monthly rate</p> <table border="0"> <tr> <td></td> <td>non-member</td> <td>member</td> <td></td> </tr> <tr> <td></td> <td>\$750</td> <td>\$500</td> <td>(Minimum 2 issues per month)</td> </tr> <tr> <td></td> <td>\$750</td> <td>\$500</td> <td>(Per month)</td> </tr> <tr> <td></td> <td>\$750</td> <td>\$500</td> <td>(Per month)</td> </tr> </table>		non-member	member			\$750	\$500	(Minimum 2 issues per month)		\$750	\$500	(Per month)		\$750	\$500	(Per month)
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