



Canadian Parking  
Association  
Association canadienne  
du stationnement

SPONSORSHIP  
OPPORTUNITIES



# BANFF 2017

## REACHING NEW HEIGHTS

*“Price is what you pay, value is what you get.”*  
**Warren Buffet**

SPONSORS WILL BE IN THE FOREFRONT AND RECOGNIZED FOR THEIR GENEROUS SUPPORT.

CPA Conference sponsorship opportunities are tailored to help you exceed your business objectives at Canada's annual parking industry event. Sponsoring a conference event positions you out front to your target audience and demonstrates commitment to your association. Delegates perceive sponsorship in a positive way and appreciate the added value that sponsors provide to their conference experience.

Sponsorships enable the Canadian Parking Association to expand conference perimeters beyond the basic event to an annual conference and trade show that stands out in the industry as the most valuable show for parking professionals. The quality of the program, trade show and social events ensures attendance by all of your important clients.

Help the CPA bring the entire Canadian parking industry under one roof for four days filled with business opportunities and show your appreciation to attendees who spend time with you during the conference.



**FULL SPONSORSHIPS**

Industry leaders are challenged to contribute to the success of the Annual Conference and Trade Show through sponsorship. All CPA sponsors are showcased in the CPA's various media: Parker magazine – print and online; Web site logo and site link; e-Newsletters; On-site conference venue. In addition to these acknowledgements, Principal, Major and Supporting Partners will receive premium placement and may provide

SPONSOR LEVELS	PINNACLE (PRINCIPAL PARTNER) \$20,000 AND UP	ALPINE (MAJOR PARTNER) \$10,000 AND UP	ELEVATION (SUPPORTING PARTNER) \$5,000 AND UP
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**SPONSORSHIPS - EVENTS**

Individual events and special items suit our sponsors for different reasons. By pledging a sponsorship, you are contributing to the overall success of the conference, as well as enabling organizers to provide top quality experiences for participants throughout the event. Select a sponsorship that fits your needs for exposure to the industry and that also suits your budget. Each sponsoring company's logo will be featured in all marketing materials leading up to, and during the event.

**Gala Opening Reception & Refreshments**

Reception Sponsorship Amount	\$7,500
Refreshments Sponsorship Amount	\$3,500

Your sponsorship will reach new heights as delegates will be whisked to the top of Sulphur Mountain for the official opening reception. Food and drink, and friendships renewed, as we officially launch the event.

**Keynote Speaker – Warren Macdonald**

Sponsorship Amount	\$7,500
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One catastrophic moment redefined Warren's life in April 1997 with a freak rock fall on a remote Australian island that left him pinned under a one-ton boulder. For two days he lay trapped and alone, surviving the ordeal only to lose both legs at mid-thigh. Doctors told him he'd never walk again. Warren's response: "I don't recall them saying anything about cycling, kayaking, or climbing mountains..." Just ten months later he scaled Cradle Mountain, and in February 2003 Warren became the first double above-knee amputee to reach the summit of Africa's tallest peak, Mt Kilimanjaro. Warren's message will inspire all to reach for new heights. Sponsor will be invited to introduce the speaker.

**Morning Eye-opener Breakfasts**

Sponsorship Amount	2 @ \$2,500
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**Refreshment Breaks**

Sponsorship Amounts	\$2,000 each - or - combine 2 \$3,500
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Signage with your company logo will make these meal options an affordable opportunity to network and advertise your company.

**Working Buffet Luncheons**

Sponsorship Amount	2 @	\$5,000
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Interact with delegates over lunch during the Trade Show. Your sponsorship will be acknowledged by signage in the luncheon area.

**Awards of Excellence Dinner**

Sponsorship Amount	<b>sold</b>
Host Bar	\$5,000

The most distinguished event of the conference where honours and awards are bestowed on deserving members of the parking industry in recognition of various achievements. Your company brand will be featured prominently during this dinner event.

**Wind-Up Event – The Height of Hilarity!**

After all the work is done, everyone will gather for cocktails, dinner and an entertaining evening featuring Words of Wisdom from Rex Murphy, and a cappella hilarity of the Heebee-Jeebees.

Sponsorship Amount	\$15,000
Host Bar	\$5,000

**Technical Tour**

Sponsorship Amount	\$2,500
Brown Bag Lunch to Go	\$2,500

An exclusive tour of Banff and Calgary parking sites, with the final stop being at the Calgary Airport for evening flights. Tour will include bus transportation from Banff to Calgary YYC, tour stops along the way and a bagged lunch to go for all participants.



**SPONSORSHIPS - À LA CARTE**

Each of the options in this section will feature sponsor-specific branding to acknowledge your company's generous contribution.

Early Bird Prize

Sponsorship Amount	<b>sold</b>
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Lanyards / Name Badges

Sponsorship Amount (+cost of lanyards)	<b>sold</b>
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Delegate Kits

Sponsorship Amount	\$7,500
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Delegate Kit Inserts

Sponsorship Amount (per item)	\$1,500
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Delegate Kit Give-Away

Sponsor Produced, CPA Approved	In Kind
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Signage

Sponsorship Amount	\$5,000
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Bus Transportation

Sponsorship Amount	\$2,000
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Speaker Gifts

Sponsorship Amount	<b>sold</b>
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Room Key Cards

Sponsorship Amount (+cost of cards)	\$5,000
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Branded Water Bottles

Sponsorship Amount	<b>sold</b>
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Trade Show Fun

Fun Banff Trivia:

Sponsorship Amount	multiple @	\$1,000
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This fun event draws delegates into the trade show for their chance to win prizes! Sponsors may 'purchase' a symbol that relates to the Banff National Park and participate in a game where delegates will find the items and identify characteristics of the symbol. The purpose will be to engage delegates and encourage them to interact with participating exhibitors, and then earn credits for a grand prize draw. CPA will manage all details for you!

Jenga:

Gigantic Jenga challenges on the Trade Show Floor. Special Jenga blocks can be used to spell words for tickets to prize draws.

Sponsorship Amount	\$2,000
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More fun options will be added as planning progresses. Feel free to submit suggestions for consideration.

Sponsors, provide your company's colour logo now for immediate recognition.

Please email logo artwork to [design@canadianparking.ca](mailto:design@canadianparking.ca)  
 Required electronic formats:  
 EPS or AI format - and - JPEG or tiff (300 dpi)



**ORDER FORM**

**FULL SPONSORSHIP**

- Pinnacle \$20,000 and up
- Alpine \$10,000 and up
- Elevation \$5,000 and up

**SPONSORSHIPS EVENTS**

- Gala Opening Reception \$7,500
- Host Bar \$3,500
- Keynote Speaker \$7,500
- Morning Eye Opener Breakfast \$2,500
- Refreshment Break \$2,000
- Combine 2 Refreshment Breaks \$3,500
- Working Buffet Luncheon \$5,000
- Host Bar \$5,000
- Wind-up Fun Night \$15,000
- Host Bar \$5,000

**SPONSORSHIPS - À LA CARTE**

- Delegate Kits \$7,500
- Insert (per item) \$1,500
- Give-away In Kind
- Signage \$5,000
- Transportation \$2,000
- Room Key Cards (+cost of cards) \$5,000
- Trade Show Fun
- Trivia Game \$1,000
- Jenga \$2,000
- Other TBC

PLEASE FILL IN: Total CDN Funds = \$ \_\_\_\_\_

*GST is not applicable on sponsorship*

**SPONSOR  
PAYMENT  
DETAILS**

\_\_\_\_\_  
Company Date

\_\_\_\_\_  
Contact Name Title

\_\_\_\_\_  
Telephone Fax E-Mail

**PAYMENTS:** in Canadian funds by cheque or money order (payable to Canadian Parking Association),  
or Credit Card:  VISA  MasterCard  AMEX

CARD # \_\_\_\_\_ Expiry (mm/yy) \_\_\_\_\_ | \_\_\_\_\_

\_\_\_\_\_  
Card Holder Name Signature

*Your sponsorship ideas are welcomed!*