

# XLERATE 17

Pushing the Limits of Integrated Marketing

**Ottawa**  
January 26, 2017

**Vancouver**  
September 28, 2017

# The Xlerate story

We wanted to build the conference of our dreams! As fundraisers and nonprofit marketers, we've been frustrated by the glaring gap in the conference marketplace. Many conferences exist, but none focused on marketing in a multichannel age.

We will be addressing this need by organizing a conference dedicated to integrated fundraising, marketing and campaigning for nonprofits. Our first community event will happen on January 26, 2017 in Ottawa, and we are planning a second event in Vancouver later in the spring. Our vision is to host events across Canada, and eventually North America, to inspire new leadership in integrated marketing across the sector.

## The audience will be a combination of:

- 1 Nonprofit and charity professionals; mostly fundraisers, marketers and campaigners, with a few years of experience.
- 2 Senior executives and decision-makers with a background or responsibility within the fundraising/marketing field.
- 3 Campaigners and advocacy-focused professionals whose organizations integrate campaigns with marketing/fundraising, and who use an integrated toolset.

We anticipate 100-150 attendees and multiple tracks focusing on leadership and strategy, tactics, campaigning and data as a marketing platform. Focused on leadership and learning, our conference will be different. A relaxed atmosphere that inspires – we want our conference delegates to learn a tonne, but we also want them to have fun!

# Dear Prospective Sponsor,

We are pushing the limits of integrated marketing for the nonprofit sector and need your help. Sponsors are a valuable part of the total conference experience for delegates. We want to create an environment that inspires leadership and learning unlike any other conference you've been to – a comfortable, relaxed environment, compelling speakers carefully curated to inspire new thinking, great food, and lots of fun!

Here's an amazing chance for your organization to get in early on a unique conference experience built by marketers for marketers. We are creating the conference we always wanted to attend.

Will you join us?

There are several ways you can support the 2017 Xlerate Day season:

- Become a sponsor as outlined in the enclosed sponsorship package
- Purchase delegate registration passes (limited inventory for companies / agencies)
- Donate gift-in-kind items to enhance the delegate experience

Xlerate began its inaugural season in Ottawa on January 26, 2017 and continues to Vancouver on September 28. There will be additional markets added in the 2018 season. Your sponsorship now means you have first right of refusal for sponsorship for all our future events!

Sponsorship levels can be purchased by filling out the "Sponsorship Form" on the last page of this package, or please contact Kyla Winchester at 416-827-6242 or [sponsorship@XlerateDay.com](mailto:sponsorship@XlerateDay.com). We look forward to your participation.

Thank you!

Xlerate Planning Committee





## Planning Committee Members

(We're integrated too!)

### **Chris Carter**

President  
Chris Carter Marketing Inc.

### **Amy Milne**

Partner & Co-Founder  
beyond

### **David Foy**

President  
Agency59 Response

### **Amy Pawluk**

President  
Up Fundraising

### **Marc Ralsky**

Fundraising Consultant  
Cormar

### **Shoni Field**

Chief Development Officer  
BC SPCA

### **Lisa Hoglund**

Executive Director  
Delta Hospital Foundation

### **Kyla Winchester**

Director, Strategic Partnership  
and Engagement  
Chris Carter Marketing

## **Advisor**

### **Ryann Miller**

Director, Nonprofit Services  
Care2

# Sponsorship Opportunities

## Hear Ye! Hear Ye!

(Plenary & Presenting Sponsors)

**2 opportunities available**

**\$6000**

- Introduction & Thank You of plenary speakers by Sponsor
- 3 complimentary delegate registration passes
- Extended Early Bird pricing for sponsor contacts
- Slide / logo placement featured prominently throughout opening and closing session
- Full-page ad in event program
- Logo displayed on website
- Ability to leave literature on seats / tables of plenary address venue
- 1 email sent to registered delegates with tip from plenary sponsors, acknowledging sponsorship
- Unique opportunity such as selfie booth or postcard mailing to be discussed
- Ability to hold a webinar for delegates, after Xlerate Day Vancouver
- Ability to write a blog post hosted in xlerateday.com, promoted on social media
- 3 social posts prior to event promoting sponsor

## Sips & Snacks

(After Party Reception)

**1 opportunity available**

**\$4000**

- Invites sent to all registered delegates via email with prominent logo as after-party sponsor
- 3 complimentary delegate registration passes
- Extended Early Bird pricing for sponsor contacts
- 1 email sent to registered delegates with tip from sponsor, acknowledging sponsorship
- 3 social media reminders of after-party the week before and day of
- Full-page ad in event program
- Logo displayed on website
- Ability to write a blog post hosted in xlerateday.com, promoted on social media and to delegates in email OR 1 email sent to registered delegates with tip from plenary sponsors, acknowledging sponsorship

## Ring the Bell

(Lunch Sponsor)

**1 opportunity available**

- Signage in lunch area indicating sponsorship of meal
- 3 complimentary delegate registration passes
- Extended Early Bird pricing for sponsor contacts
- ½-page ad in event program
- Logo displayed on website
- Opportunity to provide logo promotional item to all guests at lunch
- 1 email to delegates with tip from sponsor, acknowledging sponsorship
- 1 social post to delegates with a reminder to join sponsor for lunch

\$3500

## Power Up!

(Charging Station Sponsor)

**1 opportunity available**

- Charging station Signage in lunch area indicating sponsorship of meal
- 2 complimentary delegate registration passes
- Extended Early Bird pricing for sponsor contacts
- ½-page ad in event program
- Logo displayed on website
- Ability to write a blog post hosted in xlerateday.com, promoted on social media and to delegates in email OR 1 email to delegates with tip from plenary sponsor, acknowledging sponsorship
- 1 social post to delegates

\*If desired, Xlerate Day can arrange the charging station on the sponsor's behalf)

\$2750

## Listen, Analyze and Retain!

(Session Track Sponsors)

**2 opportunities available:**

**Big Picture, Campaign, Tactical - SOLD! Data - SOLD!**

- Signage outside sponsored track room
- 2 complimentary delegate registration passes
- Extended Early Bird pricing for sponsor contacts
- ½-page ad in event program
- Logo displayed on website
- Ability to leave items on chairs in education track room to promote your organization to delegates
- Introduce speakers for each session for your sponsored track
- Ability to write a blog post hosted in xlerateday.com, promoted on social media and to delegates in email OR 1 email to delegates with tip from plenary sponsor, acknowledging sponsorship
- 1 social post to delegates

\$1750

## 6 Senses!

(Delegate Experience)

**1 opportunity available**

- Provide leadership and creativity to the Delegate Experience
- 2 complimentary delegate registration passes
- Ability to develop and provide delegate experience kits to enhance their experience for the day
- Logo items are welcomed
- Logo displayed on website
- ½-page ad in event program
- Ability to provide fun items in the washrooms for delegate use (hairspray, mouthwash, combs, hand lotion, charging stations, or other creative ideas welcome)
- 1 social post acknowledging the sponsorship

\$1250

## I'm here!

(Registration Area)

**1 opportunity available - SOLD!**

- Signage at registration table announcing sponsorship of registration
- 2 complimentary delegate registration passes
- Ability to provide each registrant a logoed promotional item upon check in
- Logo displayed on website
- ½-page ad in event program
- 1 email sent to registered delegates with tip from sponsor, acknowledging sponsorship
- 1 social post acknowledging the sponsorship

\$1250

## Sugar Rush

(Break Sponsor)

**4 opportunities available - 1 SOLD!**

- Signage at break stations/coffee stations acknowledging break sponsorship
- 1 complimentary delegate registration pass
- Opportunity to customize break experience
- Logo displayed on website
- ¼-page logo and tagline in event program
- Opportunity to hand out logoed promotional item at break area

\$1000

# Thank you!

We look forward to including your organization as a sponsor of the 2017 Xlerate Day season.

## Additional ways to support Xlerate:

- **\$299 Single Corporate Registration:** Supplies are limited!
- **Promotional Partnership:** Help raise awareness of the Xlerate movement!
- **Gift-in-kind Opportunities:** Enhance the delegate experience in a unique way that promotes your business!

## For more information, or to discuss a customized sponsorship opportunity, please contact:

**Kyla Winchester**

Manager, Strategic Partnership and Engagement

Chris Carter Marketing Inc.

Mobile: 416-827-6242

Email: [sponsorship@XlerateDay.com](mailto:sponsorship@XlerateDay.com)





# Sponsorship Form

## We wish to be recognized as:

- \$6,000 Hear Ye! Hear Ye!
- \$4,000 Sips and Snacks
- \$3,500 Ring the Bell
- \$2,750 Power Up!
- \$1,750 Listen, Analyze and Retain!
- \$1,250 6 Senses!
- \$1,250 I'm here!
- \$1,000 Sugar Rush

## Additional Ways to Support

Corporate Registration: \_\_\_\_\_ @ \$299 = \$ \_\_\_\_\_ + 13% HST

Gift-in-kind Description: \_\_\_\_\_

## Contact Info

Company Name: \_\_\_\_\_ Contact: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Website: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_



# Sponsorship Form

## Payment Options

- Please invoice me.
- Payment enclosed (Payable to *Chris Carter Marketing, Inc.*)
- Credit card >  Visa  Mastercard  Amex

Name on Card: \_\_\_\_\_

Credit Card #: \_\_\_\_\_

Expiry Date (MM/YY): \_\_\_\_\_ CVV: \_\_\_\_\_

Signature: \_\_\_\_\_

### Billing address

Street Address: \_\_\_\_\_ Apt./Suite: \_\_\_\_\_

City: \_\_\_\_\_ State/Prov. \_\_\_\_\_

Zip/Postal Code: \_\_\_\_\_ Country: \_\_\_\_\_

Completion of this agreement form is confirmation of your support as a sponsor of the event, as set out above. upon receipt of this form, Xlerate will send an invoice for payment of the sponsorship amount. The sponsor is to make payment to *Chris Carter Marketing, Inc.* within 30 days prior to the event. Please note that sponsorships are non-refundable unless due to cancellation of an event. All sponsorships are subject to 13% HST for Canadian businesses.

## Please return payment and form to:

**Kyla Winchester**

501-725 Don Mills Rd  
Toronto, ON M3C 1S6

Cheques are payable to:  
*Chris Carter Marketing, Inc.*

# Xlerate Day

## Session Tracks & Topics

Highlights from Ottawa sessions and a preview of Vancouver



### Big Picture

Bring it all together with sessions about integrated marketing from start to finish

- Experiential marketing, trends and tactics
- Integrated campaign deep dive
- Digital how-tos from those in the know
- An integrated approach to brand



### Data

Explore CRM as a key marketing function and geek out on the data that drives successful marketing campaigns.

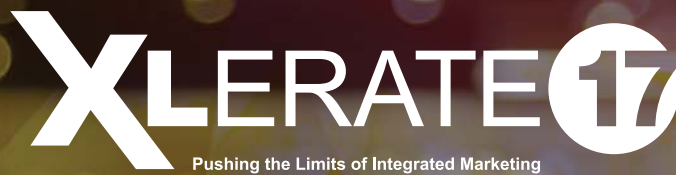
- CRM - Data as a marketing function
- Persona-driven marketing
- Data clean-up & enrichment
- Drip-marketing - dissecting successful campaigns



### Campaigning

Understand what makes an integrated advocacy and fundraising campaign work so beautifully together.

- Integrating fundraising & advocacy: a 101
- Integrated advocacy campaign deep dive
- A channel for every purpose: advocacy & fundraising
- Small 'a' advocacy - lead generation for non-advocacy orgs



**Thank you for your consideration of sponsorship for Xlerate Day.**

Your support will help push the limits of integrated marketing for the nonprofit sector.