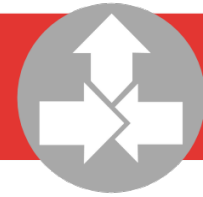




# **2022 SPONSORSHIP OPPORTUNITIES**

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We will continue to be active with a wide offering of educational, advocacy and networking opportunities to serve our membership and we will continue to be the voice of business for Ajax and Pickering. Our Premier Sponsors will be an integral part of our year, receiving exclusive recognition and community exposure.

As no two of our members are the same, nor are the premier sponsorship packages. Each package is individually customized to meet the needs of the business. Premier Sponsors are entitled to a unique blend of event sponsorship, complimentary event tickets, ticket discounts, and logo and podium recognition at select events.

Below is a sample of what your Premier Sponsorship may include:

### **Presence at Inaugural Reception (January), Mayors' Address (March), and Christmas Lunch (December):**

- Two complimentary tickets
- Opportunity to purchase additional tickets at a 10% discount
- Logo recognition on online event registration form with link to company URL
- Logo recognition on event program
- Recognition from podium with assignment of "task" if available

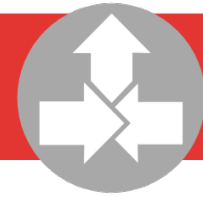
### **Presence at Joint Chambers (Ajax-Pickering, Whitby, Oshawa, and Clarington) Regional Chair's Address (February)**

- Two complimentary tickets

### **Presence at Business Links Golf Tournament (May):**

- Two complimentary golf registrations with the purchase of two, with concierge assistance provided to fill foursome(s) with desired attendees/contacts, if required (includes 18 holes with power cart, BBQ lunch, and banquet dinner)
- Logo recognition on online event registration form with link to company URL
- Logo recognition on event program
- Recognition from podium at event

Continued...



## Presence at Business Excellence Awards (October):

- 30-second ad (supplied by sponsor) to be aired at the event
- Four complimentary tickets, plus one at head table
- Opportunity to purchase additional tickets at a 10% discount
- Complimentary registrations to private pre-dinner reception
- Logo recognition on online event registration form with link to company URL
- Logo recognition on event program
- Sponsor recognition on name badges
- Recognition from podium

In addition, each Premier Sponsorship includes:

## Executive level networking:

- Access to potential executive level networking events
- Seating requests for in-person signature events accepted (we will try our absolute best to accommodate)
- Please let us know what we can do to connect you with other member business leaders

## Logo Recognition:

- On APBOT letterhead
- On each page of APBOT website, with link to company URL from Our Sponsors page
- On all APBOT staff email signatures
- On any potential APBOT marketing materials
- On monthly e-Bulletin and weekly Upcoming Events newsletters
- On all signature event registration forms
- On all event programs/PowerPoints when prepared

## Boardroom Rental:

- Complimentary hourly rental
- Beverage service provided at no cost
- Catering services provided at preferred rate

# INAUGURAL RECEPTION



This event will recognize our new Council and members who contributed to the growth of APBOT. Sponsorship of the event is a great B2B opportunity. Showcase your brand while showing your commitment to businesses in our community.

This is our event season launch.

All sponsors will receive:

1. Logo inclusion on all calendar of event emails
2. Logo inclusion on online event page with URL link
3. Event program recognition
4. Thank you from the podium
5. First right of refusal for next year in your sponsorship category

## SPONSORSHIP LEVEL

Presenting Sponsor  
*Exclusive*

**SOLD**

## OPPORTUNITIES

- 5 complimentary registrations and assignment of "task"
- Time on mic
- Opportunity to provide marketing material
- Logo and URL on event page
- Prominent Presenting Sponsor logo recognition on event signage and event program
- Opportunity to purchase additional registrations at 10% discount

Centrepiece Sponsor     \$695  
*Exclusive*

- 2 Complimentary tickets
- Opportunity to include business card with each centrepiece
- Logo and URL on event page
- Logo and URL on weekly calendar of events
- Logo inclusion on event program
- Recognition from the podium

# I AM... A WOMAN IN BUSINESS



The purpose of this event is to inspire, share ideas, insights, visions, and opportunities with women in business. We have worked to bring attendees a variety of perspectives, with one goal in mind; to work together to build a strong network of business women who are making their mark on their respective industries.

Sponsorship of the event is a great B2B opportunity. Showcase your brand while showing your support for the professional growth and development of women in our business community.

All sponsors will receive:

1. Logo inclusion on all calendar of event emails
2. Logo inclusion on online event page with URL link
3. 30 second ad/message (provided by sponsor) aired during event
4. Thank you from the podium
5. First right of refusal for next year in your sponsorship category

<b>SPONSORSHIP LEVEL</b>		<b>OPPORTUNITIES</b>
Presenting Sponsor <i>Exclusive</i>	\$1595	<ul style="list-style-type: none"><li>• 3 Complimentary tickets</li><li>• Time on mic</li><li>• Opportunity to introduce opening keynote speaker</li><li>• One complimentary exhibit table in a prime location</li><li>• Opportunity to place marketing material on each seat</li><li>• Prime logo location on online event page with URL link</li><li>• Logo exposure on all event promotional materials</li><li>• Option to purchase further tickets at 15% discount</li></ul>
Hospitality Sponsor <i>Exclusive</i>	\$895	<ul style="list-style-type: none"><li>• 2 Complimentary tickets</li><li>• Opportunity to introduce a speaker</li><li>• One complimentary exhibit table</li><li>• Logo and URL on event page</li><li>• Logo and URL on weekly calendar of events</li><li>• Logo inclusion on event program</li><li>• Recognition from the podium</li></ul>

Continued...

For more information about APBOT sponsorship opportunities, contact Andra Thurton at [athurton@apboardoftrade.com](mailto:athurton@apboardoftrade.com)



Keynote Sponsor <i>Exclusive</i>		<b>SOLD</b>	<ul style="list-style-type: none"><li>• 3 complimentary tickets</li><li>• Opportunity to introduce Keynote Speaker</li><li>• Logo recognition on online event registration page with URL</li><li>• Logo recognition in weekly Calendar of Events</li><li>• Logo recognition on event program</li></ul>
Networking Sponsor <i>2 Available</i>	\$695		<ul style="list-style-type: none"><li>• 2 Complimentary tickets</li><li>• Complimentary exhibit table</li><li>• Logo and URL on event page</li><li>• Logo inclusion in event program</li></ul>
Centrepiece Sponsor <i>Exclusive</i>	\$595		<ul style="list-style-type: none"><li>• 1 Complimentary ticket</li><li>• Opportunity to include business card with each centrepiece</li><li>• Logo and URL on event page</li><li>• Logo and URL on weekly calendar of events</li><li>• Logo inclusion on event program</li><li>• Recognition from the podium</li></ul>

# MAYORS' BREAKFAST ADDRESS



The Mayors' Address is an annual event. Keynote speakers at this event are the mayors of the Town of Ajax and City of Pickering.

During our 2022 Mayors' Breakfast Address you will receive updates and forecast from both mayors. This event attracts top tier organizations, both local and national, and is designed to equip business leaders with insight into where the Town and City are headed.

Sponsorship of this event is a great business opportunity to showcase your brand to the who's who of our business community.

All sponsors will receive:

1. Logo inclusion on all calendar of event emails
2. Logo inclusion on online event page with URL link
3. Complimentary tickets
4. Program recognition
5. Thank you from the podium
6. First right of refusal for next year in your sponsorship category

SPONSORSHIP LEVEL		OPPORTUNITIES
Presenting Sponsor <i>Exclusive</i>	\$1995	<ul style="list-style-type: none"><li>• 8 complimentary tickets</li><li>• Time on mic to introduce one mayor</li><li>• Opportunity to distribute marketing material to all attendees (Exclusive)</li><li>• Event page logo with URL link</li><li>• Logo inclusion in event program</li><li>• Logo on event listing on calendar of events</li></ul>
Hospitality Sponsor <i>Exclusive</i>	\$1295	<ul style="list-style-type: none"><li>• 3 complimentary tickets</li><li>• Opportunity to introduce a mayor</li><li>• Logo and URL on event page</li><li>• Logo and URL on weekly calendar of events</li><li>• Logo inclusion on event program</li><li>• Recognition from the podium</li></ul>

Continued...



## MAYORS' BREAKFAST ADDRESS



Centrepiece Sponsor <i>Exclusive</i>	\$795	<ul style="list-style-type: none"><li>• 1 complimentary ticket</li><li>• Opportunity to include business card with each centrepiece</li><li>• Logo and URL on event page</li><li>• Logo and URL on weekly calendar of events</li><li>• Logo inclusion in event program</li><li>• Recognition from the podium</li></ul>
Event Sponsor <i>Four (4) Available</i>	\$695	<ul style="list-style-type: none"><li>• 2 Complimentary tickets</li><li>• Event page logo with URL link</li><li>• Logo inclusion in event program</li><li>• Logo on event listing on calendar of events</li></ul>

# BUSINESS LINKS GOLF TOURNAMENT



One of the top business tournaments in Durham Region, this event regularly sells out. With numerous opportunities to network, this is one of APBOT's most anticipated events of the year.

Attracting over 144 golfers and reception seating for approximately 240 guests, this is a unique opportunity to showcase your brand and connect with some of the top tier businesses in Ajax-Pickering and beyond.

This is a day to maximize your marketing message. Your brand will be highlighted from the minute you are on the venue premises.

We will be happy to work with you to maximize your marketing spend.

All sponsors will receive:

1. Logo inclusion on all calendar of event emails
2. Logo inclusion on online event page with URL link
3. Complimentary tickets (see sponsorship packages for details)
4. Onsite program recognition
5. Thank you from the podium
6. First right of refusal for next year in your sponsorship category

SPONSORSHIP LEVEL		OPPORTUNITIES
Presenting Sponsor <i>Exclusive</i>	\$5000	<ul style="list-style-type: none"><li>• Branded as "Ajax-Pickering Board of Trade's Business Links Golf Tournament Presented by ABC"</li><li>• 1 Complimentary golf foursome</li><li>• 8 Complimentary dinner tickets</li><li>• Opportunity to present best foursome trophy</li><li>• Opportunity to distribute marketing material</li><li>• Front row table seating</li><li>• Prime logo recognition on event page with URL link</li><li>• Onsite signage</li><li>• Logo on event listing on email calendar of events</li><li>• Thank you from the podium</li></ul>

Continued...

# BUSINESS LINKS GOLF TOURNAMENT



Dinner Sponsor <i>Exclusive</i>	\$2800	<ul style="list-style-type: none"> <li>• 4 Complimentary dinner tickets</li> <li>• 2 Complimentary golf passes</li> <li>• 10% discount on additional tickets</li> <li>• Reserved seating</li> <li>• Logo prominently displayed in dining room</li> <li>• Opportunity to distribute marketing material in dining area</li> <li>• Event page logo with URL link</li> <li>• Logo on event listing on email calendar of events</li> <li>• Thank you from the podium</li> </ul>
Golf Cart Sponsor <i>Exclusive</i>	\$1995	<ul style="list-style-type: none"> <li>• Logo recognition in each golf cart</li> <li>• Logo recognition on online event registration form with link to company URL</li> <li>• Opportunity to place marketing materials in each golf cart</li> <li>• Recognition from podium</li> <li>• Two BBQ lunch/breakfast and dinner tickets</li> <li>• Recognition in post-event article</li> </ul>
Hole-in-One Sponsor <i>Exclusive</i>	\$1495	<ul style="list-style-type: none"> <li>• 2 Complimentary golf registrations</li> <li>• 10% discount on additional tickets</li> <li>• Event page logo with URL link</li> <li>• Logo recognition at assigned hole</li> <li>• Logo on event listing on email calendar of events</li> <li>• Thank you from the podium</li> </ul>
Putting Contest Sponsor <i>Exclusive</i>	\$650	<ul style="list-style-type: none"> <li>• 1 Complimentary dinner ticket</li> <li>• Opportunity to design putting contest area</li> <li>• Event page logo with URL link</li> <li>• Logo on event listing on email calendar of events</li> <li>• Thank you from the podium</li> </ul>

**SOLD**

Continued...

# BUSINESS LINKS GOLF TOURNAMENT



Premium Hole Sponsor	\$300	<ul style="list-style-type: none"><li>• 1 Complimentary dinner ticket</li><li>• 2 Complimentary breakfast tickets</li><li>• Opportunity to have company representation at designated hole</li><li>• Opportunity to customize golfer experience at designated hole</li><li>• Recognition on prominent signage at designated hole</li><li>• Event page logo with URL link</li></ul>
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# BUSINESS EXCELLENCE AWARDS



Celebrating business success in Ajax/Pickering, APBOT's Business Excellence Awards is a great opportunity to connect with businesses serving our community and the GTA.

This is one of the most celebrated business events in the Durham Region. It is the perfect opportunity to highlight your brand. With award presentations including Business Person of the Year, Business Excellence in the 1-4, 5-16, 16-49, and 50+ employee ranges, New Business, and Not-for-Profit/Charity categories, this is a dream sponsorship opportunity to be in front of decision-makers from top tier organizations.

All sponsors will receive:

1. Logo inclusion on all calendar of event emails
2. Logo inclusion on online event page with URL link
3. Complimentary tickets (if outlined in your sponsorship package)
4. Event program recognition
5. Thank you from the podium
6. First right of refusal for next year in your sponsorship category

## SPONSORSHIP LEVEL

Presenting Sponsor  
*Exclusive*

**SOLD**

## OPPORTUNITIES

- 5 complimentary seats, plus one at head table
- Opportunity to purchase a corporate table at a 10% discount, with concierge assistance provided to fill table with desired attendees/contacts, if required
- Recognition from podium with assignment of "task"
- Presentation of assigned award
- Complimentary registrations to private pre-reception
- Logo recognition on online event registration form with link to company URL
- Logo recognition on event signage and program
- Premier Sponsor recognition on name badges

Continued...

## BUSINESS EXCELLENCE AWARDS



Awards Night Reception Sponsor Exclusive	\$3200	<ul style="list-style-type: none"><li>• 5 complimentary tickets to Awards Night, plus one at head table</li><li>• 10% discount on additional tickets</li><li>• 2 complimentary tickets to the Nominees' Reception</li><li>• 30-second ad/message (provided by sponsor) aired during event</li><li>• Logo recognition in the reception area</li><li>• Branded cocktail napkins</li><li>• Opportunity to display marketing material during reception</li><li>• Opportunity to present an award (to be determined by APBOT)</li><li>• Logo inclusion in event program</li><li>• Logo on event listing on email calendar of events</li><li>• Thank you from the podium</li><li>• Sponsor recognition on name badge</li></ul>
Nominees' Reception Sponsor Exclusive	\$3200	<ul style="list-style-type: none"><li>• 4 complimentary tickets to Awards Night, plus one at head table</li><li>• 10% discount on additional tickets</li><li>• Opportunity to present an award (to be determined by APBOT)</li><li>• 30-second ad/message (provided by sponsor) aired during Nominees' Reception</li><li>• 2 complimentary tickets to the Nominees' Reception</li><li>• Time on mic at Nominees' Reception</li><li>• Opportunity to distribute marketing material to all attendees at Nominees' Reception</li><li>• Logo inclusion in event program</li><li>• Logo on event listing on email calendar of events</li><li>• Thank you from the podium</li><li>• Sponsor recognition on name badge</li></ul>

Continued...

# BUSINESS EXCELLENCE AWARDS



Centerpiece Sponsor <i>Exclusive</i>	\$2200	<ul style="list-style-type: none"> <li>• 2 complimentary tickets to Awards Night</li> <li>• 2 complimentary tickets to the Nominees' Reception</li> <li>• 30-second ad/message (provided by sponsor) aired during event</li> <li>• 1 business card on each centerpiece</li> <li>• Event page logo with URL link</li> <li>• Logo inclusion in event program</li> <li>• Logo on event listing on email calendar of events</li> <li>• Thank you from the podium</li> <li>• Sponsor recognition on name badge</li> </ul>
Award Naming Rights <i>7 available</i>	\$2100	<ul style="list-style-type: none"> <li>• 1 complimentary ticket to Awards Night</li> <li>• For a two-year period, award will be named for your company (eg. <i>Company Name New Business Award</i>)</li> <li>• First right of refusal in 2023</li> <li>• Opportunity to present named award</li> <li>• Time on mic</li> <li>• Event page logo with URL link</li> <li>• Logo inclusion in event program</li> <li>• Logo on event listing on email calendar of events</li> <li>• Thank you from the podium</li> <li>• Sponsor recognition on name badge</li> </ul>
Dinner Sponsor <i>Exclusive</i>	\$1995	<ul style="list-style-type: none"> <li>• 2 complimentary tickets to Awards Night, one of which is at a Head Table</li> <li>• 2 complimentary tickets to the Nominees' Reception</li> <li>• Logo recognition in dining room</li> <li>• Logo and URL on event page</li> <li>• Logo and URL on weekly calendar of events</li> <li>• Logo inclusion on event program</li> <li>• Recognition from the podium</li> </ul>

Continued...

# BUSINESS EXCELLENCE AWARDS



Photo Booth Sponsor      \$1395  
*Exclusive*

- 2 Complimentary tickets
- Logo on each printed photo
- Event page logo with URL link
- Logo inclusion in event program
- Logo on event listing on email calendar of events
- Thank you from the podium
- Sponsor recognition on name badge



# AGM & CHRISTMAS LUNCH



The wrap party of the year, this social gathering is intended to bring the business community together to celebrate a year of business success with friends, colleagues, and business partners. With an average attendance between 200 & 250, this event is considered our largest networking event of the year.

Attendees will enjoy networking, a hot plated lunch, entertainment, and prizes. Some of our members consider this event their corporate Christmas party.

Sponsoring this event is low cost, high visibility, and a great opportunity to brand your business as a supporter of our growing business community.

All sponsors will receive:

1. Logo recognition on all calendar of event emails
2. Logo recognition on online event page with URL link
3. Complimentary tickets (if outlined in your sponsorship package)
4. Event program recognition
5. Thank you from the podium
6. First right of refusal for next year in your sponsorship category

SPONSORSHIP LEVEL		OPPORTUNITIES
Centerpiece Sponsor	\$795	<ul style="list-style-type: none"><li>• 1 Complimentary ticket</li><li>• 1 business card included with each centerpiece</li><li>• Event page logo with URL link</li><li>• Logo inclusion in event program</li><li>• Logo on event listing on email calendar of events</li><li>• Thank you from the podium</li></ul>
Candy Buffet Sponsor	\$695	<ul style="list-style-type: none"><li>• 1 Complimentary ticket</li><li>• 1 business card included with each candy bag</li><li>• Event page logo with URL link</li><li>• Logo inclusion in event program</li><li>• Logo on event listing on email calendar of events</li><li>• Thank you from the podium</li></ul>

Continued...

## AGM & CHRISTMAS LUNCH



Photo Booth Sponsor     \$650

- 1 Complimentary ticket
- Logo on each printed photo
- Event page logo with URL link
- Logo inclusion in event program
- Logo on event listing on email calendar of events
- Thank you from the podium

# NETWORKING SERIES



Networking Before 5 | February, April, June, September, November

Networking Breakfast | March, May, August, October

DETAILS	NETWORKING AFTER 5	BREAKFAST NETWORKING
# sponsorships available at this level	1 Time Sponsor @ \$150   Series Sponsors (3 available)	1 Time Sponsor @ \$150   Series Sponsors (3 available)
Time on mic to address attendees/ promote own company	✘	✘
Recognition on online event page, with link to company URL	Logo	Logo
Recognition on event signage	Logo	Logo
Recognition from podium during event	✘	✘
Recognition in Board pre and post event communications	✘	✘
Cost	\$150 per Event   \$390 Series	\$150 per Event   \$520 Series