



CAREER EDGE ORGANIZATION
ACHIEVEMENT
AWARDS

A TALENT RETROSPECTIVE

CELEBRATING 15 YEARS,
10,000 INTERNSHIPS ...AND COUNTING.

*Sponsorship, Support and
Advertising Opportunities*

FOR MORE
INFORMATION,
PLEASE VISIT: [www.
achievement
awards
.com](http://www.achievementawards.com)

Career Edge Organization
2010-11 Achievement Awards
March 2, 2010

A Talent Retrospective

2010/2011 Career Edge Organization Achievement Awards
Sponsorship, Support & Advertising Opportunities



Dear Achievement Awards Invitees,

Please join us on Wednesday, March 2nd, 2011 for the widely anticipated ***A Talent Retrospective: Celebrating 15 Years of Talent, 10,000 Internships and Counting*** at our 2010/11 Achievement Awards to be held at the Toronto Board of Trade. This year we would like to celebrate and leverage our 10,000th internship milestone by reuniting those who have contributed to our past 15 years in business. It will be an opportunity to bring together “friends” of the organization including: our valued host employers, business leaders, original founding members, past and present board members, past and present interns and coaches as well as partnering organizations.

Career Edge Organization, a national not-for-profit, fosters diversity, inclusion and employability by connecting multi-sector businesses with diverse, quality talent through three innovative paid internship programs: *Career Edge* for recent graduates from Canadian colleges and universities, *Ability Edge* for graduates with disabilities and *Career Bridge* for internationally qualified professionals.

The Career Edge Organization Achievement Awards don't just happen – the event is a collaborative effort. As a not-for-profit organization we rely on the generous support from a number of our partners to host this celebratory event each year. Therefore, I would like to ask you for your support and your favourable consideration in sponsoring our event or advertising within our Souvenir Program. Our event program has evolved to be a keepsake item because it features inspiring award winner success stories.

The following package contains several opportunities for you to consider – each a fantastic way to promote your organization as an employer of choice or as a leader in hiring new graduates, graduates with disabilities and/or internationally qualified professionals.

I will follow up with you shortly to discuss these sponsorship opportunities or if you have another idea for a gift in kind arrangement I would be more than happy to discuss this with you.

Warmest Regards,

J. Anne Lamont
President & CEO

Event Details

Career Edge Organization looks forward to celebrating our Achievement Awards with you at the Toronto Board of Trade on Wednesday, March 2nd, 2011. This highly anticipated annual event will honour participating host employers who have demonstrated leadership and mentorship in providing meaningful employment opportunities and guidance to recent graduates, graduates with disabilities and internationally qualified professionals. In addition to recognizing leading organizations, we will also pay tribute to the people behind them – the Mentors who enhance the internship experiences, and the Interns themselves who bring talent and dedication to their organizations.

Therefore, we extend our event sponsorship and souvenir program advertising opportunities to several of our valued partners and employers – small, medium or large, local or national organizations and those from different industry sectors – that represent Canada’s uniquely diverse business community.

2009/2010 Career Edge Organization Achievement Awards Sponsors included:

- **Partnering Sponsors:**
 - o RBC
 - o Scotiabank Group
 - o TD Bank Financial Group
- **Supporting Sponsors:**
 - o Government of Ontario
 - o Manulife Financial
- **Sponsoring Suppliers:**
 - o Cactus Designs
 - o Petroff Gallery
- **Souvenir Program Advertisers:**
 - o St. Michael’s Hospital
 - o Manulife Financial
 - o Scotiabank Group
 - o RBC
 - o TD Bank Financial Group
- **Award Category Sponsors:**
 - o RBC Mentor of the Year
 - o Manulife Financial Intern of the Year – Career Bridge Program
 - o Scotiabank Intern of the Year – Ability Edge Program

Our goal is to showcase several participating sponsors to acknowledge the diverse array of supporting host organizations that have helped improve employability, launched careers and truly made a difference in the careers of the interns participating in the three Career Edge Organization internship programs.

Sponsorship Package Opportunities

There are a wide variety of opportunities to support the 2010/2011 Career Edge Organization Achievement Awards - ***A Talent Retrospective Celebrating 15 Years, 10,000 Internships...and Counting:***

- Lead Sponsor: \$20,000
- Ambassador Sponsor: \$12,000
- Partnering Sponsor: \$8,000
- Supporting Sponsor: \$5,000
- Award Category Sponsor: \$7,000
- Souvenir Event Program Advertising: \$2000/\$1000/\$500

Lead Sponsor: \$20,000

Lead Sponsor benefits include:

- Full page colour advertisement in our “Souvenir Edition” event program:
 - o The “Souvenir” program is a glossy full-colour program that is distributed to all event attendees. It features award winner profiles as well as inspirational internship success stories. It would be a perfect opportunity to promote your organization’s commitment to diversity and inclusion.
- Opportunity to be the leading sponsor of one of the following:
 - o Music Lounge Area Sponsorship: A musical ensemble will be providing a sophisticated repertoire of classic yet upbeat jazz music during the event. Signage will appear near the musical ensemble with company logo/branding to communicate sponsorship.
 - o Food and/or Beverage Sponsorship: Beverages, hors d’oeuvres and/or dessert table. Signage near food stations with company logo/branding to communicate sponsorship.
- Sponsor plaque presented to company representative at awards event.
- Sponsor recognition in January 2011 Career Edge Organization e-Newsletter (including hotlink).
- Company branding and logo with sponsorship recognition on all event promotional materials including event micro site

www.achievementawards.ca, souvenir program and signage.

- Prominent branding and logo in all post event advertising programs and materials.
- Sponsorship recognition in pre-event press release.

Ambassador Sponsor: \$12,000

Ambassador Sponsor benefits include:

- ½ page advertisement in our “Souvenir Edition” event program
 - o The “Souvenir” program is a glossy full-colour program that is distributed to all event attendees. It features award winner profiles as well as inspirational internship success stories. It would be a perfect opportunity to promote your organization’s commitment to diversity and inclusion.
- Sponsor plaque presented to company representative at awards event.
- Sponsorship recognition in January 2011 Career Edge Organization e-Newsletter (including hotlink).
- Company branding and logo with sponsorship recognition on all event promotional materials including event micro site www.achievementawards.ca, souvenir program and signage.
- Prominent branding and logo in all post event advertising programs and materials.
- Sponsorship recognition in pre-event press release.

Partnering Sponsor: \$8,000

Partnering Sponsor benefits include:

- Sponsor plaque presented to company representative at awards event.
- Sponsorship recognition in January 2011 Career Edge Organization e-Newsletter (including hotlink).
- Company branding and logo with sponsorship recognition on all event promotional materials including event micro site www.achievementawards.ca, souvenir program and signage.

Award Category Sponsor: \$7,000

Award Category Sponsor benefits include:

- Opportunity to sponsor one of the following award categories:
 - o Intern of the Year Award – Career Edge Program (awarded to an individual)
 - o Intern of the Year Award – Career Bridge Program (awarded to an individual)
 - o Most Valued Internship Experience Award (awarded to an organization)
 - o Mentor of the Year Award (awarded to an individual)
- Company representative to present a uniquely designed glass kaleidoscope to the award winning intern
- Sponsorship recognition in event promotional materials including event program, event website www.achievementawards.ca
- Company name etched on awards



Pictured: Last year's awards, hand-made kaleidoscopes designed by Canadian glass designer John Cooper.

Supporting Sponsor: \$5,000

Supporting Sponsor benefits include:

- Sponsor plaque presented to company representative at awards event.
- Company branding and logo with sponsorship recognition on all event promotional materials including:
 - o event micro site www.achievementawards.ca
 - o souvenir program and
 - o signage

Souvenir Event Program Advertising Opportunities

We will be producing a full colour, glossy, multi-page Souvenir Event Program that will provide recognition to our sponsors as well as showcase our award winners and their success stories.

Each guest will receive a program at the event, in addition we will be mailing out a copy to each invitee who was unable to attend the event. We also print extra copies and have a digital version available to leverage at conferences, events and outreach opportunities throughout the year.

On average, the Achievement Awards souvenir program is distributed (including print and digital versions) to approximately 1000 individuals who represent business leaders, community builders, host employers, alumni and partnering organizations who are passionate and committed to diversity, inclusion and employment related issues.

Souvenir Program Advertising Opportunities:

- Full Page colour ad (8 ½ x 11 inches) - \$2000.00
- Half Page colour ad (8 ½ x 5 ½ inches) - \$1000.00
- Quarter Page colour ad (4 ¼ x 5 ½ inches) - \$500.00



**We thank you for considering a Career Edge Organization
Achievement Awards Sponsorship
or Souvenir Program Advertising Opportunity.**

**To book your ad space or
discuss sponsorship opportunities, please contact:
Janice Rudkowski, Director Marketing & Communications
Career Edge Organization
Email: jrudkowski@careeredge.ca
Phone: 416.977.3343 x.251**

**We look forward to seeing you and your colleagues at
A Talent Retrospective:
Celebrating 15 years, 10000 Internships and Counting
at the Toronto Board of Trade on March 2, 2011.**
