



HPEC 2019 - Life's a Journey, Let It Be ACTIVE
May 9 - 11 2019
Red Deer, Alberta

SPONSORSHIP PACKAGE

The Health & Physical Education Council of Alberta is hosting their annual conference in May of 2019 at the new Red Deer College Facilities. This conference provides an opportunity for participants to build skills and knowledge by networking and attending a multitude of professional development sessions which support the implementation of the Physical Education and Health programs of study.

You are invited to join the Health and Physical Education Council **by sponsoring the HPEC 2019 Conference** in Red Deer, Alberta on **May 9 - 11, 2019**. Our keynote speakers will be **Hal Johnson & Joanne McLeod** from ParticipACTION!

The conference is set to attract approximately 350 participants over the course of three days. The conference attracts specialists in physical education, health promoting schools, athletics, intramural recreation, dance and researchers in education from the elementary to post secondary school level. As well, generalist teachers, school administrators, public health nurses, related non-government organizations, and school board personnel from across Alberta will gather to share their knowledge and to network.

Specialist Councils of the Alberta Teachers Association

HPEC is a specialist council of the Alberta Teachers' Association. The purpose of the council is:

- To improve curriculum and instruction;
- To develop, study and propose professional resources;
- To provide opportunities for teachers to improve professional practice;
- To liaise with other organizations that seek to promote healthy active lifestyles within school communities; and
- To further the continuous development and evaluation of standards and guidelines within school communities

Sponsorship Opportunities

The 2019 HPEC Conference provides a number of events and opportunities for you to engage directly with your target audience to leave a memorable and long lasting impression. This year's event offers three (3) levels of sponsorship:

Whether you are looking for increased brand awareness, sales, sampling opportunities, or other, we will work with you to ensure your sponsorship meets and exceeds your marketing objectives.

GOLD Presenting Partner (\$6000)

The **Gold Presenting Partner** sponsorship offers your organization, product, and/or service maximum exposure with an exclusive promotional package that offers unique ad placements and maximum recognition prior to, during, and following the Conference.

As the **Gold Presenting Partner**, you are entitled to:

- Exclusive recognition as the 2019 HPEC Conference Presenting Partner;
- Exclusive sponsor of the Keynote Address on Friday, May 10th;
- A preferred location for your Exhibitor booth;
- Two (2) full conference registrations to attend the conference, including the social;
- Logo displayed on the Conference delegate shirts;
- Full page THANK YOU in both HPEC Journals: *The Runner and ESprinter*;
- Logo displayed on Conference homepage as well as the HPEC website with a link to your organization's website;
- Sponsor recognition on all Conference e-blasts;
- Top brand recognition on conference information boards at the event

Silver Partnership (\$5000)

Our **Silver Partner** sponsorship is reserved for three (3) committed partners and is an excellent opportunity to directly promote your organization, product, or service to your exact target audience.

As a **Silver Partner**, you will receive:

- Recognition as a 2019 HPEC Conference Silver Partner;
- A preferred location for your Exhibitor booth;
- One full conference registration to attend the conference, including the Social;
- Logo displayed on the Conference's delegate shirts;
- Half-page THANK YOU in both HPEC Journals: *The Runner and ESprinter*;
- Logo displayed on Conference homepage as well as the HPEC website with a link to your organization's website;
- Mid-level brand recognition on conference information boards at the event

Bronze Partners (\$3000)

Our **Bronze Partner** sponsorship level is reserved for three (3) committed partners and offers an assortment of promotional opportunities.

As a **Bronze Partner**, your entitlements include:

- Recognition as a 2019 HPEC Conference Bronze Partner;
- A preferred location for your Exhibitor booth;
- Two (2) tickets to attend the Social event.;
- Logo displayed on the Conference delegate shirts;
- Logo displayed on Conference homepage as well as the HPEC website with a link to your organization's website;
- Brand recognition on conference information boards at the event

***Please Note: The ability to customize sponsorship is available upon request. For example, if your company would like to sponsor apparel or other delegate swag we can factor that amount into the appropriate level of sponsorship (ie. \$5000 for shirt sponsorship can equal Silver partnership benefits, or \$4000 for shirts + \$2000 cash can make your company the Gold Presenting Partner).

Other Event Sponsorship Opportunities: Social Sponsorship (\$1000)

As the **Social Sponsorship Partner**, you are entitled to:

- Exclusive recognition as the 2019 HPEC Social Sponsoring Partner;
- A preferred location for your Exhibitor booth (if applicable);
- Logo displayed on the Conference delegate shirts;
- Logo displayed on Conference homepage as well as the HPEC website with a link to your organization's website;
- Brand recognition on conference information boards at the event

Closing Keynote Sponsorship (\$1000)

As the **Closing Keynote Sponsorship Partner**, you are entitled to:

- Exclusive recognition as the 2019 HPEC Closing Keynote Sponsoring Partner;
- A preferred location for your Exhibitor booth (if applicable);
- Logo displayed on the Conference delegate shirts;
- Logo displayed on Conference homepage as well as the HPEC website with a link to your organization's website;
- Brand recognition on conference information boards at the event

Conference Delegate Carabiner or Keychain (Exclusive Sponsor) (\$1000)

As the **Conference Carabiner or Keychain Sponsorship Partner**, you are entitled to:

- The sponsor must provide the product 1 week prior to conference.
- Product must include the following text. LIFE'S A JOURNEY, LET IT BE ACTIVE! HPEC 2019
- Product design must be approved by a conference designate
- A preferred location for your Exhibitor booth (if applicable);
- Logo displayed on the Conference delegate shirts;
- Logo displayed on Conference homepage as well as the HPEC website with a link to your organization's website;

Breakfast/Lunch (\$750/meal)

As a **Breakfast/Lunch Sponsorship Partner**, you are entitled to:

- Your company name and logo will be associated with one of the lunch breaks.
- Logo and promotional material will be displayed on the lunch tables.

Nutrition Breaks (\$500/nutrition break)

As a **Nutrition Break Sponsorship Partner**, you are entitled to:

- Your company name and logo will be associated with one of the nutrition breaks.
- Logo and promotional material will be displayed on the nutrition break tables.

Transportation Sponsor (\$750)

As the **Transportation Sponsorship Partner**, you are entitled to:

- Your company name and logo will be associated with the bus providing transportation to and from the RDC to the other hotels and conference venues
- Logo displayed on the Conference's delegate shirts
- Logo displayed on Conference partner webpage with link to organization's website

Product Sponsorship

The opportunity for you to provide sponsorship in the form of product only will allow you to place inserts into delegate bags. This opportunity is available to all sponsors. Please note that at least one door prize is expected in the amount of \$50 (these will be given out at the social and/or following the closing keynote on Saturday).



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EXHIBITOR OPPORTUNITIES

With over 350 delegates expected, the HPEC 2019 Conference will provide Exhibitors with the opportunity to engage directly with their target audience, including teachers, school administrators, public health professionals, related non-government organizations, and school board personnel from across Alberta. Increase your organization's brand exposure, build relationships, and generate sales through this fun-filled event.

Exhibitor

For Profit: \$450 + \$50 min. retail value door prize of your choice to be handed out at the conference

Not For Profit: \$300 + \$50 min. retail value door prize of your choice to be handed out at the conference

Includes:

- Exhibitor booth on site, located at the Red Deer College
- Customizable banner on the HPEC 2019 conference and Council websites. This includes the ability to link to your own website.
- Recognition (logo with link to your own website) in the conference exhibitor section of the HPEC website until September 30, 2019
- Inserts, provided one week in advance of the conference, to be placed in conference delegate bags
- Onsite meals and nutrition breaks for two.

For more information and to sign up as an exhibitor or sponsor please visit

<https://event-wizard.com/HPEC2019ExhibitorsandSponsors/0/register/>

Thank you in advance for your consideration and we look forward to working with you!

Please contact Jodi Harding-Kuriger for more information or to discuss customizing your sponsorship options at: jodi.harding@gmail.com