



Creative *Convergence* Créative

2021

OCTOBER 28 + 29 | VIRTUAL
28 + 29 OCTOBRE | VIRTUEL

Sponsorship Opportunities



2017 Conference in Ottawa

Creative Convergence 2021

The Canadian Network for Arts & Learning was born out of a shared belief that arts and learning, formally, informally and non-formally enrich, empower and sustain the lives of individuals and communities. As we eagerly, yet tentatively, look towards pandemic recovery, we recognize the vital role that the arts must play in the health and wellbeing of Canada's citizens, communities and society as a whole.

This package outlines opportunities for your company or organization to join us as a partner for our virtual conference this October. Align your company with **Creative Convergence 2021** to join in the discussion about generating an inclusive, viable and sustainable vision for the future of the arts and learning sector while advancing your business objectives through an activated sponsorship.



The overarching themes of the conference will be **pandemic recovery in arts and learning** with the **streams of mental health and wellbeing**, and **digital connection**.



Community Connection

Creative Convergence 2021 will be the Canadian Network for Arts & Learning's **9th biennial conference**, and our first one in the virtual space. The Network has built a solid reputation as a community convener by engaging thousands of arts and learning practitioners at our conferences, networking events, roundtable discussions and more.

Our most recent conference was held in Winnipeg in October 2019 with hundreds of attendees hailing from eight of Canada's provinces and territories, and 12 countries. The arts and education communities were equally represented with combined totals of 35% of artists and arts organizations and 47% of educational professionals.

***Creative Convergence 2021* offers sponsors a unique opportunity to promote programs and products to teachers across all arts disciplines, as well as arts administrators, academics, and more. [Become a sponsor today!](#)**

Sponsorship Benefits

Promote your programs and products to a unique audience that is passionate about the arts and education through:

- Weekly e-blasts reaching almost 20,000 inboxes
- Engagement opportunities through our virtual conference platform with a virtual booth that includes banner ads, chat with attendees and more
- Logo placement on [eduardts.ca](#) as well as on the virtual conference platform
- Social media posts and tagging across our Facebook, Instagram and Twitter profiles
- Advertisements in the conference program and more!


Discover more about the sponsorship levels in the following pages.



Supporter \$100+

- Logo on conference website
- Logo on Whova conference platform
- Name in weekly email newsletter (20,000 subscribers)
- Recognition in conference program





Bronze

\$250+

- Logo on conference website
- Logo on Whova conference platform
- Name in weekly email newsletter
- Tagged in 1 social media post (Facebook, Instagram and Twitter)
- 1 quarter page ad in the conference programme



An illustration at the top of the page shows several hands in various colors (yellow, red, blue, green) holding a globe. The background is dark blue with white stars, suggesting a night sky or space theme.

Silver

\$500+

- Logo on conference website
- Logo on Whova conference platform
- Logo in weekly email newsletter
- Tagged in 1 social media post
- Opportunity to provide virtual materials or coupons to all attendees
- 1 half-page ad in the conference programme



An illustration at the top of the page shows several hands in various colors (yellow, red, blue, green) holding a globe. The background is a dark blue space with white stars.

Gold

\$750+

- Logo on conference website
- Virtual booth on Whova conference platform
- Logo in weekly email newsletter
- 1 dedicated social media post
- Opportunity to provide virtual materials or coupons to all attendees
- 1 full-page ad in the conference programme
- Official sponsorship of 1 parallel session





Platinum

\$1000+

- Logo on conference website
- Virtual booth on Whova conference platform
- “Featured Sponsor” title with logo in weekly email newsletter
- 2 dedicated social media posts
- Access to attendees List
- 1 full-page ad (inside or back cover) in the conference programme
- Official sponsorship of a keynote presentation





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Advertising Details

Digital Program Specifications:

Full page (incl. inside front and back covers)	8.5" w x 11" h
Half page (horizontal only)	7.5" w x 5" h
Quarter page (box)	3.75" w x 5" h
Quarter page (horizontal)	7.5" w x 2.75" h

Virtual Booth includes:

- Video URL
- Company information
- Contact information
- Company logo
- Banner ad
- Live chat



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Become a sponsor today!

Email Gillian at gillian@eduardts.ca
to get started.

Thank you!

