

Sponsorship Package

Canadian Responsible Investment Conference 2012

Information on sponsorship opportunities
Social Investment Organization

About Sponsorship Opportunities with the Social Investment Organization

The Social Investment Organization is the national association for the socially responsible investment industry in Canada. Our members include investment funds, financial institutions, asset managers, consultants and advisors active in the SRI sector. Our mandate is:

- To take a leadership role in furthering the use of social and environmental criteria within the investment community in Canada.
- To raise public awareness of socially responsible investment
- To establish the case for environmental/social analysis with other investment organizations
- To provide a forum and information source on socially responsible investment for our members and the public

SIO members believe that socially responsible investment represents a useful investment tool to enhance returns and reduce risk. It is also a catalyst for positive social change.

Sponsorships with the SIO brand your company as:

- A leader in the socially responsible investment industry
- A socially responsible financial services company
- Collaborative with the other sectors of the investment industry
- Visionary with respect to the implementation of environmental, social and governance issues in investment

Canadian Responsible Investment Conference 2012

The *Canadian Responsible Investment Conference* is a proven success in the socially responsible investment industry. The conference is the only regular gathering in Canada devoted to socially responsible investment. Delegates have included financial advisors, investment trustees, portfolio managers, SRI industry representatives and corporate responsibility researchers and consultants. Expected attendance in 2012 is 300, up from 250 in 2011. The conference will be held June 18-20, 2012 in Montreal. The main conference venue will be the Marriott Chateau Champlain.

Conference evaluations for the 2011 Conference, held in Victoria BC, were outstanding:

- 95% agreed or strongly agreed that the content of the conference sessions was appropriate and informative
- 84% also agreed or strongly agreed that the conference was well-organized
- 84% would recommend the conference to others

Some comments from 2011 Conference participants:

- “Great Conference and excellent organization. Thanks to all who organized this event. Keep up the good work.”
- “Thank you. I have run several conferences and know how much work is involved. Good job and look forward to the growth of the SIO conference.”
- “It was a great conference and a credit to the organizers.”
- “Very impressed. Congratulations to the organizers on a job well done.”

Sponsorship Benefits for the Responsible Investment Conference

Convening Sponsor \$12,500* (2)

This sponsorship level is reserved for two companies headquartered in Quebec. This will allow you to showcase your achievements in the area of socially responsible investment locally, while demonstrating your commitment to the SRI community in Canada.

Convening Sponsor benefits include:

- Exclusive sponsorship of one of two major luncheon keynote plenary sessions
- 18 free registrations. A potential saving of nearly \$12,000 (based on an expected conference fee of \$665)
- Prominent branding in the pre-conference social media communications, online materials and mailouts (more than 3,000 industry professionals)
- Media quotation opportunities in the pre-conference news release
- Exhibition space at the Conference Trade Show, June 18 to 20
- Opportunity for a product breakout or manager presentation
- Prominent branding in the conference program and signage
- List of attendees with business contact information

Hosting Sponsor \$9,375 (5)*

As one of five Hosting Sponsors, you will demonstrate your commitment to the SRI community in Canada and create a significant profile for your organization at the conference. Hosting Sponsor benefits include:

- Exclusive sponsorship of a keynote plenary
- 12 free registrations. A potential saving of nearly \$8,000 (based on an expected conference fee of \$665)
- Branding in the pre-conference social media communications, online materials and mailouts (more than 3,000 industry professionals)
- Exhibition space at the Conference Trade Show, June 18 to 20
- Opportunity for a product breakout or manager presentation
- Branding in the conference program and signage
- List of attendees with business contact information

Supporting Sponsor \$5,625* (8)

As eight Supporting Sponsors, you will demonstrate your participation in the SRI community in Canada and create a profile for your organization at the conference. Supporting Sponsor benefits include:

- Five free registrations. A saving of over \$3,000 (based on an expected conference fee of \$665)
- Branding in the pre-conference social media communications, online materials and mailouts (more than 3,000 industry professionals)
- Exhibition space at the Conference Trade Show, June 18 to 20
- Opportunity for a product breakout or manager presentation
- Branding in the conference program and signage
- List of attendees with business contact information

Trade Show Sponsor \$2,500*

As a Trade Show sponsor, you will demonstrate your commitment to the SRI industry and create opportunities to meet participants, and expand your network of contacts in the SRI community. Trade Show Sponsor benefits include:

- Exhibition space at the Conference Trade Show, June 18 to 20
- Conference registration for two people, including all meals
- List of attendees with business contact information

Major Event Sponsor (amount to be determined)

We are also looking for an additional sponsor for a major outside event for Monday evening, June 18. This is for an event outside of the main venue to encourage networking and socializing outside of the conference program.

*** These fees are for companies that are not SIO members. Fees for pension, associate or sustaining members of the SIO are 25% less.**

For more information

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