

— THE HILLIER —  
**INSPIRATION**  
*Series* with General Rick Hillier



## Ottawa Sponsorship Package



**Inquiries:** PLEASE CALL 416-410-0185 OR EMAIL [JOHN@GENERALHILLIER.COM](mailto:JOHN@GENERALHILLIER.COM) FOR MORE INFORMATION

# Table of Contents

<u>Event Overview</u>	3
<u>Unique Selling Points</u>	4
<u>Event at a Glance</u>	5
<u>Target Audiences</u>	9
<u>Sponsorship Levels</u>	10
<u>City Title Sponsor</u>	11
<u>Co – Presenting Sponsor</u>	10
<u>Platinum VIP Reception</u>	12
<u>Partner</u>	14
<u>Contact</u>	15

# Event Overview

## **Two Great Leaders Discuss & Debate Leadership**

You don't have to be a soldier or a chief of police to absorb the influence of two of Canada's most dynamic leaders. Be a part of General Rick Hillier's inaugural leadership event as he presents his leadership strategies and experiences and discusses and debates the topic of leadership with Ottawa Police Chief Vern White.

The Hillier Inspiration Series will open each session with a speech from General Rick Hillier, where he will bring his unique viewpoints on Leadership.

On stage, Canada's top soldier displays the full range of his compassion, enthusiasm and leadership acumen, drawing on his unprecedented experiences and sharing the lessons that have made him one of this country's most respected and influential public figures. A leader worth admiring -- and listening to.

His global experience is unparalleled amongst leaders in Canada and will certainly be both informative and entertaining.

Joined by current and relevant leaders from around Canada and the world, Hillier will engage with them in a debate hosted by a respected Canadian to ensure that the tough questions are both asked and answered.

# Unique Selling Points

Professionals are always looking to advance. Now your organization can become a crucial part of their development. The Hillier Inspiration Series offers well-rounded benefits to promote your brand and product awareness that will target key decision-makers and leaders within Canada. Sponsorship options have been designed to assist sponsors to achieve a variety of marketing objectives. In the process you gain:

- Recognition in your community as a credible hub for leadership development
- Build relationships with influential community members and open the door for continued conversation after the event
- Opportunity to maximize your Return-on-Objectives by encouraging attendees to associate your brand with great leaders
- Differentiate your company from the competition
- Provide networking opportunities
- Increase your credibility among key leader throughout Canada
- Increase the impact of your message when launching a new product or service
- Engage high-level officials by sponsoring one of the coveted networking events
- Showcase your company not just at the event, but beforehand and long afterwards
- Generate alternative revenue

# Event at a Glance

## OTTAWA

---

**Date:**.....November 16, 2009

**Location:**.....Ottawa, Canada

**Program:**.....Speaking Series (4pm – 6pm)

**Estimated Numbers**..... 1000 attendees for main presentation

**Price:** .....\$99 (Regular Tickets)  
\$180 (VIP Tickets)  
\$320 (Platinum Tickets)

# Target Audiences

1. Business owners and representatives within the region looking to expand their circle of influence and maximize networking opportunities
2. Corporate business men and women who are looking to expand their circle of influence and learn from some of Canada's most influential leaders
3. Public Sector managers and executives seeking to enhance leadership in the Government environment

# Sponsorship Levels

Partner with us as we influence leaders to impact the world. There are many ways that you can participate in the Hillier Inspiration Series experience. Use this opportunity to gain recognition from key leaders, build relationships with influential people, position your organization as a key source for leader development and build your brand.

## **CITY TITLE (ONE OPPORTUNITY)**

---

**\$15, 000**

## **CO – PRESENTING (TWO OPPORTUNITIES)**

---

**\$10, 000**

## **PLATINUM VIP RECEPTION**

---

**\$7, 000**

## **PARTNER**

---

**\$5, 000**

# City Title Sponsor

**INVESTMENT:**.....\$15,000

Recognition & Benefits:

## **TITLING**

---

- > Category exclusivity
- > Status as title sponsor and listed as title sponsor in all paid and in-kind print, radio and digital media advertisements, as well all collateral material
- > Recognized as follows: title sponsor (logo, next to event name/logo) The Hillier Inspiration Series with General Rick Hillier (working Title) Presented By presenting sponsor

## **HOSPITALITY**

---

- > 2 Platinum tickets
- > 4 VIP Tickets
- > 8 Regular Tickets
- > Senior Executive afforded opportunity to deliver speech to main audience

## **MARKETING AND COMMUNICATIONS**

---

- > Logo recognition at start and end of event.
- > Logo recognition on collateral materials including invitations, e-invites, program.
- > Logo recognition on print, virtual, radio and digital advertising (recognized as title sponsor)
- > Logo recognition on web-site (lead logo position)
- > Recognized in all media release/kits

## **ON – SITE RECOGNITION**

---

- > Free full page ad in the Hillier Inspiration Series Guide
- > Signage at Registration Desk
- > Additional Signage may be provided, erected and removed by the sponsor
- > Verbal recognition during introductions made over the PA system
- > Logo displayed on projection screen prior to event

## **EXPECTATIONS OF TITLE SPONSOR**

---

- > Promotional Assistance:
  - Sponsor's executive office and/ or marketing group to announce the event and the sponsor's involvement therein via internal group email to all of sponsor's business lines in Canada

# Co – Presenting Sponsorship

**INVESTMENT:**.....\$10,000

Recognition & Benefits:

## **TITLING**

---

- > Status as presenting sponsor and listed as title sponsor in all paid and in-kind print, radio and digital media advertisements, as well all collateral material
- > Recognized as follows: title sponsor (logo, next to event name/logo) The Hillier Inspiration Series with General Rick Hillier (working Title)  
Presented By Co-Presenting Sponsor & Co-Presenting

## **HOSPITALITY**

---

- > 2 Gold Tickets
- > 4 Regular Tickets

## **MARKETING AND COMMUNICATIONS**

---

- > Logo recognition at start and end of event
- > Logo recognition on collateral materials including invitations, e-invites, program.
- > Logo recognition on print, virtual, radio and digital advertising (recognized as co – presenting sponsor)
- > Logo recognition on web-site (presenting logo positioning)
- > Recognized in all media release/kits

## **ON – SITE RECOGNITION**

---

- > Free full page ad in the Hillier Inspiration Series Guide
- > Verbal recognition during introductions made over the PA system
- > Logo displayed on projection screen prior to event

## **EXPECTATIONS OF CO - PRESENTING SPONSOR**

---

- > Promotional Assistance:
  - Sponsor’s executive office and/ or marketing group to announce the event and the sponsor’s involvement therein via internal group email to all of sponsor’s business lines in Canada

# Platinum VIP Reception

**INVESTMENT:**.....\$7,000

Recognition & Benefits:

## **TITLING**

---

- > Status as Platinum VIP Reception sponsor and listed as Platinum VIP Sponsor in all paid and in-kind print, radio and digital media advertisements, as well all collateral material

## **HOSPITALITY**

---

- > 2 Gold Tickets

## **MARKETING AND COMMUNICATIONS**

---

- > Logo recognition at start and end of event
- > Logo recognition on collateral materials including invitations, e-invites, program.
- > Logo recognition on print, and digital advertising
- > Logo recognition on web-site

## **ON – SITE RECOGNITION**

---

- > Free full page ad in the Hillier Inspiration Series Guide
- > Verbal recognition during introductions made over the PA system
- > Logo displayed on projection screen prior to event

## **EXPECTATIONS OF PLATINUM VIP RECEPTION SPONSOR**

---

- > Promotional Assistance:
  - Sponsor's executive office and/ or marketing group to announce the event and the sponsor's involvement therein via internal group email to all of sponsor's business lines in Canada

# Partner

**INVESTMENT:**.....\$5,000

## **RECOGNITION & BENEFITS:**

---

- > Status as Partner and listed as Partner in all collateral material

## **HOSPITALITY**

---

- > 2 Regular Tickets

## **MARKETING AND COMMUNICATIONS**

---

- > Logo recognition on web-site

## **ON – SITE RECOGNITION**

---

- > Free half page ad in the Hillier Inspiration Series Show Guide
- > Logo displayed on projection screen prior to event

## **EXPECTATIONS OF PARTNER**

---

- > Promotional Assistance:
  - Sponsor's executive office and/ or marketing group to announce the event and the sponsor's involvement therein via internal group email to all of sponsor's business lines in Canada

# Contact

## **JOHN RANDOLPH (Toronto)**

---



416 – 410 - 0185



[info@generalhillier.com](mailto:info@generalhillier.com)

## **STEVEN HILLIER (Ottawa)**

---



613 – 864 - 0431



[steven@generalhillier.com](mailto:steven@generalhillier.com)