

2022

Annual National Conference

Sponsor Kit



Canadian Finance & Leasing Association



Reconnect – Building Bridges

The industry's premier in-person conference is back.

Why you should sponsor at a glance

- **Weekly marketing from now to October – not just three days**
 - Over 600 organic impressions per tagged social media post
- **Broad brand exposure and over 36 hours of networking opportunities**
 - Check out our conference website to review its schedule here →
- **Exclusive access to key decision makers and executives in the industry**
 - Our dominant audience and conference delegates are C-level executives
- **Proven record of high satisfaction from conference attendees:**
 - 100% overall satisfaction in 2019 – our last in-person conference
 - 93% ranked networking as their primary reason for attending
 - 80% ranked conducting new business as their second reason for attending
 - Check out a short video on what conference delegates say here →

Promote your business with us

Our large list of influential members and online following will see your business as a supporter of the industry. **We have:**



200 Corporate Members:

- Leasing Companies
- Banks & Bulk Funders
- Law & Accounting Firms

2200+ Email Subscribers:

- 78% are C-level executives
- 68% work in financial services
- 70% are located in Ontario

Effective Engagement

- 1400+ LinkedIn Followers
- 600+ average impressions per post
- 100+ marketing posts and emails
- 7% average social engagement rate
- 22% average email open rate
- 400+ C-level conference attendees
- Email blasts with your logo (50+)
- Weekly socials with your logo (50+)
- Your logo and link on our website

We offer you access to key decision makers and influencers.



Gain Brand Recognition at our 2022 Annual National Conference:

All packages include marketing around the event space and your logo on the:

- Conference website, including a link to your company's website
- Slides and screens displayed between sessions

What sponsorship opportunities are available?

- We offer packages and an opportunity to customize your own bundle

Why should I explore a sponsorship package?

- We designed each package to meet varying marketing needs
- You'll get significantly discounted rates for multiple opportunities

Choose your sponsorship package:

1. ~~Platinum Title Sponsor~~ **One Available** *Reserved*
2. Gold Sponsor – **Three Available**
3. Silver Sponsor – **Nine Available**
4. Bronze Sponsor – **Unlimited Available**

We can also customize an opportunity for you.

Reserved

~~Platinum Title Sponsor Package~~

One Available

Why this package?

The Platinum Package offers you targeted executive presence and broad, visible recognition to all CFLA members and followers. If you're an industry leader looking for expansive brand exposure both digitally and at our conference, then this package is for you.

What you get:

Title Sponsorship & Recognition

Your logo welcoming delegates on the venue's lobby screens

Chairman's Banquet – Co-sponsorship

Reserved Seating at Chairman's Banquet

Enhanced/Off site Luncheon – Exclusive Sponsorship

Reserved Head Table at Off site Luncheon

Keynote Speaker, Rick Mercer – Exclusive Sponsorship

Sponsor Lounge

Branded Conference Lanyards – Exclusive Sponsorship

Dominant Weekly Digital Marketing – Web, LinkedIn, & E-mail marketing

Five Conference Passes

How much does this package cost?

Get in touch with us to discuss pricing. We have early-bird pricing options and are willing to work with you and your budget.

Gold Sponsor Package

Three Available

Why this package?

The Gold Package offers you a cost-effective opportunity to exclusively target key decision makers within Canada's asset-based finance and leasing industry. If you're an industry influencer and seeking ample recognition to build your brand, then this package is for you.

What you get:

Welcome Reception – Co-Sponsorship

Your logo welcoming delegates on the venue's lobby screens

Conference Mobile Application – Co-Sponsorship

Chairman's Banquet – Co-Sponsorship

Reserved Seating at Chairman's Banquet

Reserved Seating at Enhanced/Off site Luncheon

One of Three Plenary Speakers – Exclusive Sponsorship

Exclusive sponsorship of one of the two breakfasts or one lunch

Large Weekly Digital Marketing – Web, LinkedIn, & E-mail marketing

Four Conference Passes

How much does this package cost?

Get in touch with us to discuss pricing. We have early-bird pricing options and are willing to work with you and your budget.

Silver Sponsor Package

Nine Available

Why this package?

The Silver Package offers targeted marketing to industry leaders and front line workers through workshops and breaks. If you're looking for balanced exposure to the industry, then this package is for you.

What you get:

Wine for Banquet – Co-Sponsorship

Audio Visual

Concurrent Sessions and Workshops – Exclusive Sponsorship

Conference Mobile Application – Co-Sponsorship

Three Networking Breaks – Co-Sponsorship Split by Three Sponsors

Medium Weekly Digital Marketing – Web, LinkedIn, & E-mail marketing

Three Conference Passes

Looking to be front and centre?

Consider upgrading to our Gold Package for enhanced brand exposure.

How much does this package cost?

Get in touch with us to discuss pricing. We have early-bird pricing options and are willing to work with you and your budget.

Bronze Sponsor Package

Unlimited Available

Why this package?

If you're seeking core exposure to conference delegates across the venue space, then our Bronze Package is best for you. You'll have exposure at key touch points with other delegates.

What you get:

Funder/Broker Reception – Co-Sponsorship

Photography – Co-Sponsorship

Registration – Co-Sponsorship

Small Weekly Digital Marketing – Web, LinkedIn, & E-mail marketing

Two Conference Passes

Looking for more exposure?

Consider upgrading to our Silver or Gold Packages for exclusive and targeted marketing opportunities within the asset-based finance and leasing industry.

How much does this package cost?

Get in touch with us to discuss pricing. We have early-bird pricing options and are willing to work with you and your budget.

All Our Sponsorship Opportunities

Exclusive Items

You may have to purchase a package to take advantage of these opportunities.

~~Platinum Package:~~ *Reserved*

- Enhanced/Off-Site Luncheon
- Keynote Speaker, Rick Mercer

Gold Package:

- Networking Luncheon & Breakfasts

Silver Package:

- Concurrent Sessions & Workshops

Prioritized Items

We prioritized these opportunities for certain packages. You may be able to add them depending on availability.

Platinum Package:

- Title Sponsor Recognition
- Branded Conference Lanyards

Gold Package:

- One of Four Plenary Sessions

Other Opportunities

You may add any of these opportunities to your package or use them to create a custom sponsorship opportunity.

- Chairman's Reception
- Chairman's Banquet – Co-Sponsor
- Sponsor Lounge
- Welcome Reception – Co-Sponsor
- Conference Mobile App – Co-Sponsor
- Banquet Wine – Co-Sponsor
- Funder/Broker Reception
- Audio Visual
- Photography
- Registration

What does it mean to co-sponsor?

Other companies that purchase co-sponsorship opportunities may also have their branding displayed alongside yours.

Extending your brand to key decision-makers is just a call away.

Get in touch with us by May 9 to learn about our early-bird pricing and to start discussing how we can help you and your brand.

We're ready to work with you.

Contact us to secure the best package for your organization.

Get in touch with:

Stephanie Godinho

Manager, Events & Professional Development

Stephanie@cfla-acfl.ca


416-860-1133 x.23

We look forward to partnering with you and making this year's conference the best CFLA event to-date.

What we'll need from you:

- High-quality PNG logo
- LinkedIn handle/account
- Corporate key messages
- Brief business description
- Your main contact's name and contact info

Who we are:



The Canadian Finance & Leasing Association (CFLA) is the only organization advocating the interests of the asset-based financing, vehicle and equipment leasing industry in Canada.

CFLA members help shape the industry's future within the competitive financial services sector.

Established in 1993 through the merger of the Canadian Automotive Leasing Association and the Equipment Lessors Association of Canada, the CFLA has grown from an initial membership of 61 companies to over 190 companies today.



We are a federal not-for-profit corporation governed by a volunteer board of directors from the asset-based finance and leasing industry.