



Capital BA Day 2020: Business Analysis in the Digital Tomorrow

Sponsorship Kit

#CapitalBADay2020



Your Sponsorship of Capital BA Day 2020



**Christina Abbott, President
IIBA Ottawa-Outaouais Chapter**

Thank you for considering sponsorship of Capital BA Day, the first business analysis professional development conference in the Ottawa-Outaouais since 2013! This one-day conference will assemble and inspire business analysis professionals, managers, and technical professionals from a wide variety of industries across the region.

With its theme of looking ahead to the digital tomorrow, the conference will give business analysts insight into the important developments and challenges affecting our profession: innovative digital technologies, new business analysis methodologies, and evolving core competencies for BAs.

Your sponsorship of Capital BA Day is an investment in our business community and in business analysis as a profession. We would greatly appreciate your support of and commitment to the growth and development of business analyst professionals in the Ottawa-Outaouais region.

Christina

Conference Information

DATE

Friday, April 24, 2020

CONTACT US:

sponsors.capitalbaday@ottawa-outaouais.iiba.org

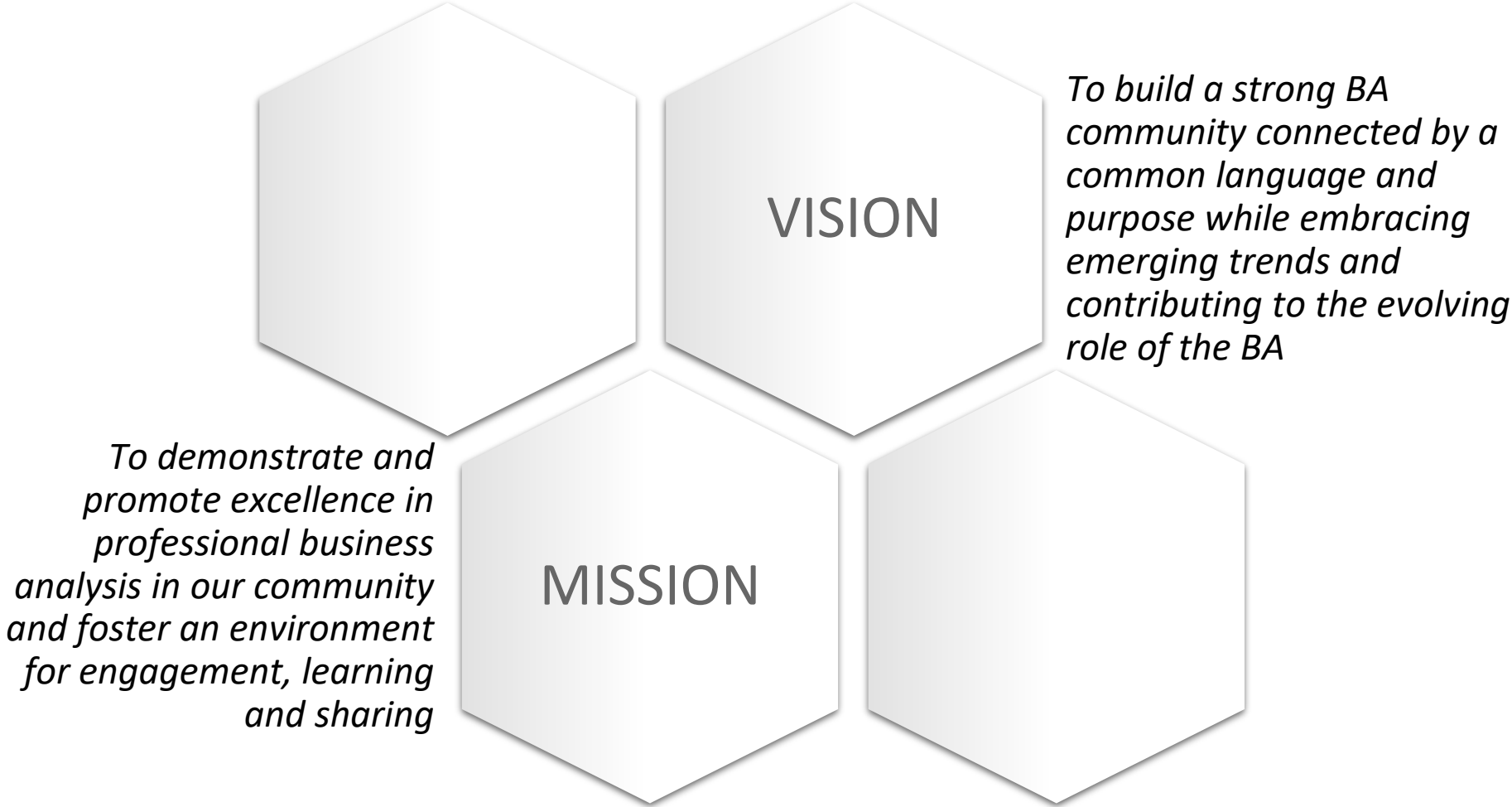
CONFERENCE VENUE

Algonquin College Student Commons
1385 Woodroffe Ave
Nepean, Ontario

PARTICIPANTS EXPECTED

150+

IIBA Ottawa- Outaouais Chapter



Why Sponsor?

- ✓ Highlight your organization, products and services
- ✓ Raise awareness of your business profile with influencers in the BA, IoT, PM, Agile, Cyber, AI, Analytics industries
- ✓ Create new business opportunities
- ✓ Strengthen relationships with existing clients
- ✓ Expand your reach and increase brand awareness to a ready BA audience

Sponsorship Packages



Sponsorship Package Options

PLATINUM
~~1 available~~
SOLD

Pre-Event

- Most prominent recognition & links on conference website
- Most prominent company logo in email blasts to entire Ottawa-Outaouais Chapter Distribution List
- Ad in pre-conference IIBA Ottawa-Outaouais newsletter

On-Site Recognition

- Exclusive display of company banner in high traffic area
- Recognition of your participation in a full-page company ad in conference guide
- 4 complementary conference admissions
- Most prominent company logo in on-screen credits
- First priority allocation of booth (table) space in Presentation Hall
- Opportunity to introduce the event's keynote speaker
- Opportunity to introduce one of the topic speakers
- Opportunity to offer an attendee prize giveaway
- Company marketing materials included in Conference Bag
- Company details highlighted in rotating info slides prior to Keynote

Sponsorship Package Options

GOLD
2 available
\$1,500

Pre-Event

- Very prominent recognition & links on conference website
- Very prominent company logo in email blasts to entire Ottawa-Outaouais Chapter Distribution List
- Ad in pre-conference IIBA Ottawa-Outaouais newsletter

On-Site Recognition

- Recognition of your participation in a half-page company ad in conference guide
- 2 complementary conference admissions
- Very prominent company logo in on-screen credits
- Second priority allocation of booth (table) space in Presentation Hall
- Opportunity to offer an attendee prize giveaway
- Opportunity to introduce one of the topic speakers
- Company marketing materials included in Conference Bag

Sponsorship Package Options

SILVER

~~5~~ **3** available
\$1,000

Pre-Event

- Prominent recognition & links on conference website
- Prominent company logo in email blasts to entire Ottawa-Outaouais Chapter Distribution List
- Ad in pre-conference IIBA Ottawa-Outaouais newsletter

On-Site Recognition

- Recognition of your participation in a quarter-page company ad in conference guide
- 1 complementary conference admission
- Prominent company logo in on-screen credits
- Third priority allocation of booth (table) space in Presentation Hall
- Opportunity to offer an attendee prize giveaway
- Opportunity to introduce one of the topic speakers

Sponsorship Package Options

BRONZE

7 6 available
\$500

Pre-Event

- Recognition & links on conference website
- Company logo in email blasts to entire Ottawa-Outaouais Chapter Distribution List
- Ad in pre-conference IIBA Ottawa-Outaouais newsletter

On-Site Recognition

- Recognition of your participation in a business card-sized company ad in conference guide
- Company logo in on-screen credits
- Allocation of booth (table) space in Presentation Hall
- Opportunity to offer an attendee prize giveaway

Additional Sponsorship Opportunities



Additional Sponsorship Opportunities

Conference Bag Sponsor (1 available)

Your corporate logo on all delegate bags to be designed and supplied by Capital BA Day conference. You are invited to also insert your company details inside each bag.

\$ 1500

Lanyard & Badge Holder Sponsor (1 available)

Your corporate logo on conference lanyard – to be designed and supplied by Capital BA Day conference. Each attendee will receive a premium lanyard with their badge holder when they check in.

\$ 1000

Conference Breakfast Sponsor (1 available)

Your corporate logo on signage posted at breakfast meal stations during the Capital BA Day conference.

\$ 1000

Conference Lunch Sponsor (1 available)

Your corporate logo on signage posted at lunch meal stations during the Capital BA Day conference.

\$ 1500

Water Bottle Sponsor (1 available)

Your corporate logo on a stainless steel sports bottle supplied by the Capital BA Day conference.

\$ 1500

Notepad and Pen Sponsor (1 available)

Your corporate logo on notepad & pen supplied by the Capital BA Day conference.

\$ 1000



With many thanks from the
Capital BA Day 2020
Conference Organizing
Committee

Adina Manoli
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