



C²U EXPO 2023

COMMUNITY-COLLEGE-UNIVERSITY EXPOSITION

June 5 - 8, 2023

In-Person | Lakehead University | Thunder Bay, Ontario

SPONSORSHIP PACKAGE



Lakehead
UNIVERSITY



ABOUT C²U EXPO

C²U Expo is Canada's leading conference on community-based research. It is a conference that explores community-college-university partnerships as catalysts for social innovation.

It is anticipated that the event will attract approximately 400 delegates from around the globe to Lakehead University in Thunder Bay from June 5 - 8, 2023.

C²U Expo 2023's theme is **Connected Communities. Collective Change.** Community champions, community-based researchers, and community engagement professionals will come together to inspire new ways of sharing knowledge and co-create innovative solutions required during challenging times.

A HISTORY OF C²U EXPO ENGAGEMENT...

Community Based Research Canada (CBRCanada) is a national non-profit organization contributing to equitable, just, and sustainable communities (CBRCanada 2023). CBRCanada started the C²U Expo movement to advance community-based research excellence, strengthen partnerships, mobilize knowledge, and champion community-campus engagement within and beyond Canada.

Hosted every two years by a different postsecondary institution (Simon Fraser University in 2017 and Carleton University in 2015), this international event is designed to celebrate and showcase the growth and range of community-campus partnerships addressing social, health, environmental, and community issues. The C²U Expo provides an inclusive and generative forum to share knowledge, experiences, strategies, stories, and ideas, thus connecting diverse scholars, practitioners, and community members for collective action and change.

To read more about Lakehead University hosting CBRCanada's C²U Expo, please visit lakeheadu.ca/about/news-and-events/news/archive/2022/node/73125.

SPONSORSHIP LEVELS

PARTNER
\$8,000 AND UP

COLLABORATOR
\$6,000 - \$7,999

CONNECTOR
\$4,000 - \$5,999

FRIEND
\$2,000 - \$3,999

		PARTNER \$8,000 AND UP	COLLABORATOR \$6,000 - \$7,999	CONNECTOR \$4,000 - \$5,999	FRIEND \$2,000 - \$3,999	
OPPORTUNITIES	Tiered Acknowledgement in the digital conference program (limited printed copies)	✓	✓	✓	✓	
	The opportunity to include educational/promotional material in the welcome bag given to all in attendance.	✓	✓			
	Special mention at the Opening Ceremonies and at the Awards Gala	✓	✓			
	Special mention in Plenary Introduction*	✓				
MOBILE APP	Company Profile - marketing materials can easily be shared with attendees	✓	✓	✓	✓	
	Lead generation	✓	✓	✓	✓	
	Create conversations with attendees (group or individual)	✓	✓	✓	✓	
	Receive a Sponsor Report (includes data how many times your company profile was viewed and number of leads)	✓	✓	✓	✓	
COMPANY LOGO (TIERED LOCATION)	Event website	✓	✓	✓	✓	
	Emails to registrants	✓	✓	✓	✓	
	Magnetic sign for charter bus	✓				
	Exclusive Sponsor slide** at the Plenary session	✓				
	MOBILE APP SPECIFIC LOCATIONS:					
	Home carousel - show at the bottom of page	✓				
	Agenda carousel - shown at end of screen	✓	✓	✓		
	Attendee profile carousel - shown at end of screen	✓	✓			
Plenary Session*	✓					
REGISTRATION FEE DISCOUNT	Registration Included ("Main Conference Only")	2	1	1		
CORPORATE BOOTH AT THE EVENT	Exhibitor Booth	✓	✓	✓	✓	
SOCIAL MEDIA LinkedIn, Facebook, Twitter, and Instagram	One featured post linked to your social media as top tier event sponsor in the weeks preceding the event	✓	✓			
	One post following the conference acknowledging your tiered sponsorship level	✓	✓	✓	✓	
SPEAKING OPPORTUNITIES	5 min welcoming remarks at Awards Gala Dinner	✓				

*Conditional upon approval by plenary speaker.

Your support is greatly appreciated and will play a significant role in ensuring the success of our event. Specifically, your sponsorship will be used to cover the high cost of renting a charter bus for local transportation between event venues, the Community Showcase Site Visits and pre-conference workshops, breakfast and lunch for attendees, and the Opening Reception and Awards Gala Dinner. These costs are essential to providing a seamless and enjoyable experience for all participants.

ADDITIONAL SPONSORSHIP OPPORTUNITIES

GAMIFICATION PRIZE DONOR

We will acknowledge your contribution by associating the prize with your company in our advertising and by featuring your company logo on the mobile app.

Includes: Mobile App*

This package does not include an amount to be paid - kindly contact us to provide us with more details on what you'd like to offer as prizes for the Gamification

^ \$500

STUDENT/COMMUNITY RESEARCHER BURSARY PROGRAM

This program is designed to make the conference accessible by offsetting the cost of registration for students and social sector community organizations who demonstrate a financial need. Your contribution will ensure that there are no barriers to participation. Your name will be listed on a slide at the Awards Gala Dinner to acknowledge your contribution. Contact us to provide more details.

\$500

SESSION SPONSOR

Exclusive sponsor slide**; company logo listed on the event website, mobile app and the session. Includes: Mobile App*

Conditional upon approval by session speaker(s).

*MOBILE APP INCLUDES:

- COMPANY PROFILE - MARKETING MATERIALS CAN EASILY BE SHARED WITH ATTENDEES
- LEAD GENERATION
- CREATE CONVERSATIONS WITH ATTENDEES (GROUP OR INDIVIDUAL)
- A SPONSOR REPORT (INCLUDES DATA HOW MANY TIMES YOUR COMPANY PROFILE WAS VIEWED AND NUMBER OF LEADS)

** EXCLUSIVE SPONSOR SLIDE

- RECEIVE RECOGNITION THROUGH A DEDICATED SLIDE IN THE SLIDESHOW PRESENTATION OR SESSION BLOCK, SHOWCASING YOUR COMPANY'S SUPPORT AND COMMITMENT TO THE EVENT.

EXHIBITOR OPPORTUNITIES

OPPORTUNITIES	6ft. table (8x10ft. space)
	Single table, 2 chairs, free wi-fi
MOBILE APP	Company Profile - marketing materials can easily be shared with attendees
	Lead generation
	Create conversations with attendees (group or individual)
	Receive a Sponsor Report (includes data how many times your company profile was viewed and number of leads)
COMPANY LOGO	Event website
	MOBILE APP SPECIFIC LOCATIONS: N/A

Public/Business (Networks/Media/Academia) - \$500.00

Social Sector Organization (SSO)* - \$0.00

NOTE:

Exhibitor booths require at least one registration for the Conference.

**“Social Sector Organization (SSO): A service or product provider or facilitator that operates for and is organized around societal support and betterment, such as nonprofits. A nonprofit or not-for-profit model of activity consists in service or product delivery for the public benefit often associated with charitable entities. The term also describes a type of organization (also known as non-governmental organizations or NGOs) that are governed by a specific legal framework.” Source: The/La Collaborative 2023*

EXHIBITOR INFORMATION

Exhibit Location: TBD

Exhibit Dates: Tuesday, June 6 and Wednesday, June 7

Exhibit Hours: TBD

Exhibit Setup: Exhibitors and Sponsors are expected to arrange and set up their display items and event materials. We will provide you a parking pass for the time you are exhibiting on campus.



PAYMENT INFORMATION

Thank you for your interest in sponsoring and/or exhibiting at the C²UExpo 2023 hosted by Lakehead University!

Please click [here](#) to access our Sponsor/Exhibitor application.

PLEASE MAKE YOUR PAYMENT BY CHEQUE PAYABLE TO LAKEHEAD UNIVERSITY:

Please mail the cheque to:
Lakehead University
c/o C²UExpo Sponsor/Exhibitor
FB 2013 - 955 Oliver Road
Thunder Bay, ON, P7B 5E1

CANCELLATION POLICY

A request for cancellation by the Exhibitor and/or Sponsor must be provided in writing to c2uexpo@lakeheadu.ca and received by no later than Friday, May 15, 2023, in which case all monies paid by the Exhibitors and or Sponsors will be refunded less a fee of (50%) per registration. If the Exhibitor/Sponsor cancels after Friday, May 15, 2023, the Exhibitor/Sponsor will be responsible for the full contract price - No refunds will be issued.



LIABILITY:

The Exhibitor and/or Sponsor shall indemnify and hold Lakehead University harmless from and against any loss, injury, or damages whatsoever suffered by Lakehead University as a result of the Exhibitor/Sponsor's failure to comply with the terms and conditions listed on the contract or as a result of the Exhibitor's or Sponsor's participation in the event including without limitation any claims for loss or theft of property, pilferage, personal injury, or loss of business or profits, whether arising from any act of Lakehead University, any other Exhibitor, Sponsor, attendees of the event and their respective director, officers, agents, and employees.

Lakehead University has the right to cancel the C²UExpo 2023 for any reason and shall not be liable for any losses (including consequential losses), costs, or expenses which may be brought against or suffered or incurred by the Exhibitor/Sponsor by reason of any such changes or cancellation, other than to refund in full of any amounts paid by the Exhibitor/Sponsor to Lakehead University.

LICENSES & PERMITS

Each Exhibitor/Sponsor is responsible for obtaining all necessary licenses and permits to use any copyrighted material at their booth. The Exhibitor/Sponsor shall remain liable for and shall indemnify and hold Lakehead University and its officers, representatives, and employees harmless from all claims, suits, damages, liability, expenses, and costs, arising from or out of violation or infringement by the Exhibitor, Exhibitor's representatives, employees of any patent, copyright, trademark or trade secret rights or privileges.

PROMOTIONS:

Lakehead University will take photographs and video and may use any such material for news or promotional purposes whether digital, in print, or any other media, including the C²UExpo website. By participating in the event, Sponsors and Exhibitors grant Lakehead University the right to use the Exhibitor's or Sponsor's name and photograph/video for such purposes. Exhibitors/Sponsors waive the right to inspect or approve the finished product in any format. In addition, all rights to royalties or other compensation arising or related to the use of photographs/video are waived by the Exhibitors/Sponsors.





Thank you for your contribution!

We look forward to seeing you in Thunder Bay.



**C²U EXPO
2023**

Lakehead University
Thunder Bay, Ontario
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