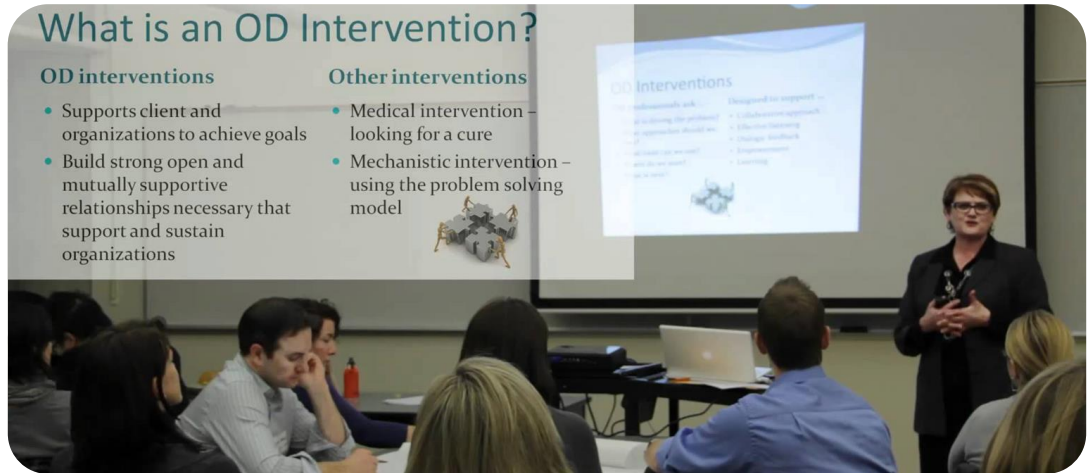


BC ODN Annual Sponsorship Opportunities

Contact:

info@bcodn.org



About the BCODN

Meeting The **BC Organization Development Network (BC ODN)** exists to provide supportive educational development and leadership opportunities, cultivate business relationships, support industry partnerships and demonstrate commitment to excellence in the OD industry. We are a virtual learning community of practitioners in a wide variety of organizations. Our members are employed by private industry, non-profit organizations, and government agencies. We also operate consulting firms, engage in private practice, and teach.

The BCODN

The BC ODN serves the province of British Columbia and has approximately 100 members not including corporate memberships and education institutions.

Its purpose is to serve the needs of its membership in British Columbia by providing educational development and leadership opportunities, cultivating business relationships, supporting industry partnerships and demonstrating thought leadership in the OD industry.

Why Sponsor/Advertise?

Get your brand and products in front of people who can make a big difference to your business. When you reach people who are influencing the spending of millions of dollars annually in organizational development.

- Gain Exposure
- Build Relationships
- Enhance Web Presence
- Find New Suppliers

Event Sponsors

BC ODN Educational and Social events happen throughout the year, approximately 8 per year, attracting 20-80 people.

Sponsor Benefit Grid

Benefit	Preferred Supplier		Event Sponsor	
	\$3000++	Over \$2000	\$1000-\$4999	Over \$500
Advertisement on the BCODN website with hyperlink to your website -Valued at \$2000- \$3000	1 year			
Logo and Link on BCODN website	✓	✓		
Logo on e-mails	✓	✓	✓	
Free table at one event	✓		✓	
Recognition at June event	✓	✓		
2 minute spotlight at the event			✓	
Logo on all the email invitations for events that you sponsor	✓	✓	✓	✓
Logo on sponsor recognition sign at event	✓	✓	✓	✓
Complimentary registration/tickets for events*	5	4	2	1
On-screen recognition at the event	✓	✓	✓	✓
Optional table at sponsored event	✓			

* Event Tickets must be requested for each event

For more information on sponsorships please contact the Director of Communication:

Adrienne White
powerspeak@shaw.ca

or

Ron Jacklin
ron@mediafxgroup.com

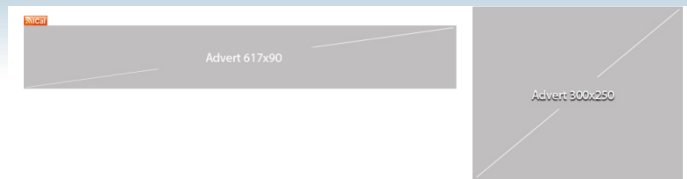
Website, Email, and Social Media Marketing Opportunities

Reach OD professionals in British Columbia through targeted campaigns. Great advertising opportunities are available on the BC ODN website and in monthly emails.

	Member	Non-Member
Content banner (728x90 pixels)	\$125/month or \$1,000 /year	\$200 / month
Sidebar (120x240 pixels)	\$100 / month or \$750 / year	\$175 / month

Web Banner Advertising

Banner Advertising is available on select pages. Space is limited. New ads are placed on the sidebar. The banner will rotate through multiple ads (when there are multiples)



	Member	Non-Member
e-Mail	\$100/ campaign	\$150 / campaign

E-Mail Advertising

Gain more exposure by having a dedicated email sent to hundreds of people working in organizational development and related roles. The click-through rate sometime approaches 40%, which is well above industry average.

	Member	Non-Member
Social Media	\$100 / per block of 5	\$175 / per block of 5

Social Media (LinkedIn & Twitter) Announcements

We will announce your news through our Twitter account (which also appears on the BC ODN web site and LinkedIn). (Note: Requires BC ODN approval.)“

For more information on advertising on the website, newsletter or via social networks please contact:

info@bcodn.org

