

THE 5TH ANNUAL
**Telecom
Laureate
Awards
2009**



**Gala Dinner &
Induction Ceremony**

Wednesday, November 4, 2009

The Grand Hall

Canadian Museum of Civilization

Ottawa/Gatineau, Canada

Networking Reception: 6:00 pm

Gala Dinner 7:15 pm

Dessert Reception: 9:30 pm

Sponsorship Opportunities

See inside for new high-profile sponsorship opportunities

For more information, contact Sharon Orr at 416 927-1485 or sharonorr@rogers.com



The annual Telecom Laureate Awards Gala Dinner

and Hall of Fame Induction Ceremony is the Canadian telecom industry's "Golden Evening". It is the only national event of its kind to honour and promote our industry's greatest achievements and achievers. This must-attend industry and supplier gala networking event of the year will be held at the Canadian Museum of Civilization in Gatineau, Quebec on Wednesday evening, November 4, 2009.

Participants in this annual black-tie optional gala include 350 to 400 CEO-level and other senior executives from Canadian wireline and wireless telecommunications carriers, independent telcos, VOIP and ISP providers, equipment manufacturers, IT suppliers, telecom industry associations, industry regulators and government officials and suppliers to the industry – including IT service providers, law firms, banks, corporate travel representatives, accounting firms, HR firms, media/ communications firms, and independent consultants.

Canada's Telecommunications Hall of Fame invites you to be a sponsorship partner at the 2009 Telecom Laureate Awards Gala Dinner and Induction Ceremony. Sponsorship provides a unique opportunity for your company to gain major exposure with the top decision-makers in Canada's burgeoning telecommunications industry.

*Contact the Hall of Fame's Sponsorship Director, **Sharon Orr** at **(416) 927-1485** or email **sharonorr@rogers.com**.*



Sponsorship Levels

Diamond (\$20,000)

- Fifth Annual Telecom Laureate Awards Gala Dinner Sponsor with acknowledgement on tent cards on all tables
- Opportunity for CEO Welcoming Remarks at the Awards Gala
- Three (3) Complimentary VIP Tables at the Awards Gala (total of 30 Gala tickets) in prime location for your company, your customers and your suppliers
- Video logo displays and verbal acknowledgments as a Gala Dinner Sponsor and as a Diamond sponsor throughout the evening, as well as on-screen video promotion at all breaks
- Exclusive branding rights for one (1) 2009 Telecom Laureate Award category with associated award presenter opportunity
- TOP BILLING with company logo on key event signage, inside front cover of the official bilingual 2009 Telecom Laureate Awards Gala Program and in post-Awards acknowledgements
- One (1) complimentary full page colour ad in the 2009 Telecom Laureate Awards Gala Program plus 30 complimentary copies of the Program for further distribution
- One (1) complimentary full page colour 'Card of Congratulations' in the 2009 Telecom Laureate Awards Gala Program
- TOP BILLING in sponsor listing with linked company logo on the Telecom Hall of Fame website (www.telecomhall.ca) upon confirmation of sponsorship and for one full year post-event
- Opportunity to include a gift or promotional item in the 'Guest Gift Bag'
- "Diamond Sponsor" ribbon on sponsor representatives' name badges (names must be provided at least 48 hours in advance of the Awards Gala)
- **SPECIAL BONUS:** Company name and logo to be given top billing in a national pre-Awards Gala media release and in a series of promotional E-newsletters to 3000 Hall of Fame contacts, if sponsorship is confirmed by July 31st!

Platinum (\$15,000)

- Fifth Annual Telecom Laureate Awards Networking Reception Sponsor with video logo exposure during the reception and on prominent signage in the reception area
- Opportunity for CEO Welcoming Remarks at the Networking Reception
- Two (2) Complimentary VIP Tables at the Awards Gala (for a total of 20 Gala tickets) in preferred location
- Video logo displays and a verbal acknowledgment at Awards Gala Dinner as a Networking Reception sponsor and as a Platinum sponsor throughout the evening, as well as on-screen video promotion at all breaks
- Major logo identification on key event signage, inside front cover of the official bilingual Telecom Laureate Awards Gala Program and in post-Awards acknowledgements
- One (1) complimentary full page colour ad in the 2009 Telecom Laureate Awards Gala Program plus 20 complimentary copies of the Program for further distribution
- One (1) complimentary full page colour 'Card of Congratulations' in the 2009 Telecom Laureate Awards Gala Program
- Major billing in sponsor listing with linked company logo on the Telecom Hall of Fame website (www.telecomhall.ca) upon confirmation of sponsorship and for one full year post-event
- Opportunity to include a gift or promotional item in the 'Guest Gift Bag' for all guests
- "Platinum Sponsor" ribbon on sponsor representatives' name badges (names must be provided at least 48 hours in advance of the Awards Gala)
- **SPECIAL BONUS:** Company name with logo to be given major billing in a national pre-Awards Gala media release and in a series of promotional E-newsletters to 3000 Hall of Fame contacts, if sponsorship is confirmed by July 31st!



Sponsorship Levels

Gold (\$10,000)

- Fifth Annual Telecom Laureate Awards Dessert Reception Sponsor with video logo exposure during the reception and on prominent signage in the reception area
- One (1) Complimentary VIP Table at the Awards Gala (for a total of 10 Gala tickets) in central location
- Video logo displays and verbal acknowledgments at Awards Dinner as Dessert Reception sponsor and as a Gold sponsor throughout the evening, as well as on-screen video promotion at all breaks
- Prominent logo identification on key event signage, inside front cover of the official bilingual 2009 Telecom Laureate Awards Gala Program and in post-Awards acknowledgments
- One (1) complimentary full page colour ad in the 2009 Telecom Laureate Awards Gala Program plus 10 complimentary copies of the Program for further distribution
- One (1) complimentary half page colour 'Card of Congratulations' in the 2009 Telecom Laureate Awards Gala Program
- Prominent billing in sponsor listing with linked company logo on the Telecom Hall of Fame website (www.telecomhall.ca) upon confirmation of sponsorship and for one full year post-event
- Opportunity to include a gift or promotional item in the 'Guest Gift Bag'
- "Gold Sponsor" ribbon attached to sponsor representatives' name badges (names must be provided at least 48 hours in advance of the Awards Gala)
- **SPECIAL BONUS:** Company name and logo to be given prominent billing in a national pre-Awards Gala media release and in a series of promotional E-newsletters to 3000 Hall of Fame contacts, if sponsorship is confirmed by July 31st!

Silver (\$7,000)

- Six (6) Complimentary tickets to the Awards Gala
- Video logo displays and verbal acknowledgments as a Silver sponsor at the Awards Dinner, as well as on-screen video promotion at all breaks
- Identification on key event signage, listing in the official bilingual Telecom Laureate Awards Gala Program and in post-event acknowledgments
- One (1) complimentary half-page black & white ad in the 2009 Telecom Laureate Awards Gala Program plus 5 complimentary copies of the Program for further distribution
- One (1) complimentary half-page Card of Congratulations in the 2009 Telecom Laureate Awards Gala Program
- Inclusion in the Sponsor listing with linked company logo on the Telecom Hall of Fame website (www.telecomhall.ca) upon confirmation of sponsorship and for one full year post-event
- Opportunity to include a gift or promotional item in the 'Guest Gift Bag'
- "Silver Sponsor" ribbon attached to sponsor representatives' name badges (names must be provided at least 48 hours in advance of the Awards Gala)
- Reduced rate (50%) for ads and Card of Congratulations in the 2009 Telecom Laureate Awards Gala Program

Patron (\$4,000)

- Two (2) Complimentary tickets to the Awards Gala
- Video listing as a Patron sponsor at the Awards Dinner, listing in the official bilingual 2009 Telecom Laureate Awards Gala Program and on event signage, as well as in post-event acknowledgments
- Inclusion in the sponsor listing on the Telecom Hall of Fame website (www.telecomhall.ca) upon confirmation and for one full year post-event
- Opportunity to include a gift or promotional item in the 'Guest Gift Bag'
- "Patron Sponsor" ribbon attached to sponsor representatives' name badges (names must be provided at least 48 hours in advance of the Awards Gala)
- Reduced rate (50%) for ads and Card of Congratulations in the 2009 Telecom Laureate Awards Gala Program



Exclusive Opportunities

Guest Gift Bag Sponsor (\$8,000)

- **UNIQUE BRANDING OPPORTUNITY:** sponsor logo prominently displayed on the eco-friendly *Guest Gift Bag*, along with the Hall of Fame logo
- Video logo displays at Awards Dinner
- Six (6) Complimentary tickets to the Awards Gala
- Recognition as the exclusive *Guest Gift Bag* Sponsor in the official bilingual 2009 Telecom Laureate Awards Gala Program and in post event acknowledgements
- One (1) complimentary full page black & white ad in the 2009 Telecom Laureate Awards Gala Program plus 5 complimentary copies of the Program for further distribution
- Inclusion in the Sponsor listing with linked company logo on the Telecom Hall of Fame website (www.telecomhall.ca) upon confirmation of sponsorship and for one full year post-event
- Opportunity to include a gift or promotional item in the *Guest Gift Bag*

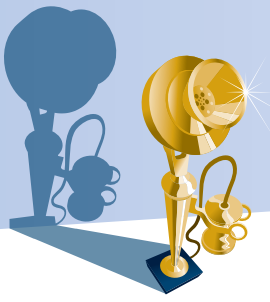
Exclusive Gala Ticket Sponsor (\$5,000)

- Company logo and short message prominently displayed on the reverse side of the 2009 Telecom Laureate Awards Gala tickets (400 guests are anticipated)
- Four (4) Complimentary tickets to the Awards Gala
- Recognition as the exclusive Gala Ticket Sponsor in the official bilingual 2009 Telecom Laureate Awards Gala Program and in post event acknowledgements
- Inclusion in the Sponsor listing with linked company logo on the Telecom Hall of Fame website (www.telecomhall.ca) upon confirmation of sponsorship and for one full year post-event
- Opportunity to include a gift or promotional item in the *Guest Gift Bag*

2009 Advertising & Congratulations Card Opportunities

- Full Page Colour Ad in Awards Gala Program \$900
- Full Page Black & White Ad in Awards Gala Program \$700
- Half Page Colour Ad in Awards Gala Program..... \$600
- Half Page Black & White Ad in Awards Gala Program ... \$400
- Full Page Congratulations Card in Awards Gala Program \$600
- Half Page Congratulations Card in Awards Gala Program ... \$400

A number of other customized and in-kind contribution sponsorship packages are also available. For more information, contact Sharon Orr by phone at (416) 927-1485 or by e-mail at sharonorr@rogers.com



Summary of Sponsor Benefits

Sponsorship / Benefit	Diamond Sponsor \$20,000	Platinum Sponsor \$15,000	Gold Sponsor \$10,000	Silver Sponsor \$7,000	Patron Sponsor \$4,000
Exclusive Event Sponsor	Gala Dinner	Networking Reception	Dessert Reception		
CEO Welcoming Remarks at Gala	✓				
CEO Welcoming Remarks at Networking Reception		✓			
Award Branding Rights and Presenter Opportunity	✓				
Reserved Gala Seating	Prime Seating	Preferred Seating	Central Seating		
Gala Signage	Top Billing	Major Billing	Prominent Billing	✓	✓
Name & Logo in National Media Release	✓	✓	✓		
Complimentary Program Advertisement	Full Page Colour	Full Page Colour	Full Page Colour	Half Page Black & White	Reduced Rate (50%)
Complimentary Card of Congratulations	Full Page Colour	Full Page Colour	Half Page Colour	Half Page Colour	Reduced Rate (50%)
On-Screen Video Recognition Throughout Awards Gala	Top Billing With Logo	Major Billing With Logo	Prominent Billing With Logo	Logo	✓
Sponsor Ribbon	✓	✓	✓	✓	✓
Hall of Fame Website	Linked Logo For One Year	Linked Logo For One Year	Linked Logo For One Year	Linked Logo For One Year	Linked Listing For One Year
Inclusion of Gift or Promotional Item in Guest Gift Bag	✓	✓	✓	✓	✓
Name & Logo in Post-Awards Announcements	Top Billing	Major Billing	Prominent Billing	✓	✓
Awards Gala Complimentary Tables	3	2	1	6 seats	2 seats