

**Together Again:  
Strengthening Ombuds  
Practice Through  
Connectedness and  
Inclusion**

October 18-19, 2022  
Ottawa Marriott Hotel

**2022 FCO/ACCUO  
HYBRID CONFERENCE**

**SPONSORSHIP PACKAGE**

FORUM OF CANADIAN  
OMBUDSMAN



FORUM CANADIEN DES  
OMBUDSMANS

**AOUCC**  
ASSOCIATION DES OMBUDSMANS  
DES UNIVERSITÉS ET COLLÈGES  
DU CANADA



**ACCUO**  
ASSOCIATION OF CANADIAN  
COLLEGE AND UNIVERSITY  
OMBUDSPERSONS

## Associations with Shared Missions - Together Again

The **Forum of Canadian Ombudsman (FCO)** is a bilingual association that promotes the Ombuds role in various sectors of Canadian society and in the global community, maximizing its usefulness and credibility by encouraging and sharing ideas, learning, best practices and developing professional standards.

[www.ombudsmanforum.ca](http://www.ombudsmanforum.ca)

The **Association of Canadian College and University Ombudspersons (ACCUO)** is a bilingual and independent association dedicated to promoting and fostering an understanding and appreciation of the role of an Ombuds within universities and colleges across Canada and to support its members through networking, education and professional development opportunities.

[www.accuo.ca](http://www.accuo.ca)

FORUM OF CANADIAN  
OMBUDSMAN



FORUM CANADIEN DES  
OMBUDSMANS





## **Together Again: Strengthening Ombuds Practice Through Connectedness and Inclusion**

## **LET'S CONNECT**

FCO/ACCUO's "Together Again: Strengthening Ombuds Practice through Connectedness and Inclusion" is a unique way to intimately connect with the Ombuds sector, while supporting your corporate marketing objectives.

The audience at this event is comprised of all levels of individuals working in the Ombuds world including those in the legislative, private, government, academic and financial sectors.

Titles such as Ombudsman/Ombudsperson/Ombuds, Assistant/Associate/Deputy Ombudsman, Chief Complaints Officer/Commissioner, Mediator, Director, Manager of Conflict Resolution and Investigations (to name a few) are included in this conference.

### **FCO/ACCUO is pleased to support our partners in achieving their strategic goals:**

- ✓ Showcase your product and service to decision makers
- ✓ Increase your brand awareness
- ✓ Strengthen your company's leadership position in the sector
- ✓ Connect with decision makers in your target market and develop meaningful relationships
- ✓ Differentiate your brand from your competitors
- ✓ Establish and improve customer relations



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## **CONNECT IN-PERSON AND VIRTUALLY**

FCO/ACCUO's hybrid conference format offers the best of both worlds: in-person and virtual audiences.

### **Features of the hybrid conference format include:**

- ✓ First conference in three years
- ✓ Anticipation of 100-200 in person and virtual attendees
- ✓ National audience (as well as some international speakers and attendees)
- ✓ Past conference attendance by industry (Academic Ombuds (26%), Legislative Ombuds (25%), Private Sector Ombuds (13%), Public Sector Ombuds (36%))
- ✓ 19 education sessions



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**PARTNERSHIP BENEFITS**

**INCREASE** your visibility and awareness with decision makers and influencers in the ombuds sector.

**ENHANCE** your reputation, credibility and influence by supporting the conference with the Forum of Canadian Ombudsman/Association of Canadian College and University Ombudspersons, that serve all Ombuds and their organizations.

**GAIN A COMPETITIVE EDGE** by building direct personal relationships with the people who make buying decisions about your products and services.



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**PARTNERSHIP BENEFITS**

Each sponsorship level has its own unique features, which allow you the opportunity to meet and network with attendees in the way that suits you best.

If you want something that we are not offering, let's chat! We can work together to tailor a sponsorship experience that is unique to you.

Your brand gets exposure to hundreds of sector members, including senior leaders and decision makers.

Recognition from the podium is included in all sponsorship levels.



## **Together Again: Strengthening Ombuds Practice Through Connectedness and Inclusion**

# **PARTNERSHIP BENEFITS**

### **All sponsorship level benefits**

- ✓ Pre and post-event recognition and logo placement on website, newsletter and social media
- ✓ Company link on the conference webpage
- ✓ Delegate registrations (# of registrations dependent on the sponsorship level)
- ✓ Advance access to delegate list (in accordance with privacy regulations)
- ✓ Recognition from the podium

### **Sponsorship level dependent benefits**

- ✓ Option to provide a company advertising video to virtual audience (max. 20 seconds)
- ✓ Opportunity to set up a display table at the event
- ✓ Opportunity to provide table gifts or promotional items at the event
- ✓ Opportunity to send email blast to members of the association (managed by FCO and ACCUO)



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**PLATINUM SPONSOR**  
**\$10,000** (only 1 available)

Welcome the audience to the reception and have your representative present your brand to the guests at the evening networking reception (max. 2 minutes). Have your own branded table at the reception where you can provide your own activation activity.

This is an exclusive opportunity for **YOUR BRAND**



2 Delegate  
Registrations



Company Video  
Advertisement  
to Audience



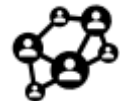
Access to  
Registration List



Exhibitor  
Display Table



Link on the  
Conference Webpage



1 Social Media Post



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**GOLD SPONSOR**  
**\$7,500** (4 available)

Welcome the audience and have your representative present your brand to the guests at one of the breakfasts or lunches (max. 2 minutes). Have your own branded table at this breakfast/lunch where you can provide your own activation activity and provide table gifts for participants.

This is an exclusive opportunity for **YOUR BRAND.**



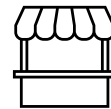
2 Delegate  
Registrations



Company Video  
Advertisement  
to Audience



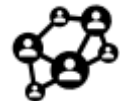
Access to  
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1 Social Media Post

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**NETWORKING BREAK SPONSOR**  
**\$3,000** (only 3 available)

Connect delegates with your brand during the networking break. Laden the food and beverage tables with your brand. Activate your brand in your own unique way (with conference approval). Provide a prize or gift to participants (e.g., branded coffee mug). Your budget and your team's imagination is your limit!

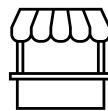
This is an exclusive opportunity for **YOUR BRAND.**



1 Delegate  
Registrations



Access to  
Registration List



Exhibitor  
Display Table



Link on the  
Conference Webpage



Additional Signage  
During Break

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**SESSION SPONSOR**  
**\$2,000** (only 9 available)

Content is King! These sessions allow our attendees to dive deep on topics that are particularly relevant to them. In sponsoring a session, you will receive recognition from the podium and have visible branding throughout the session: both to the in-person audience as well as the virtual one.

This is an exclusive opportunity for **YOUR BRAND.**



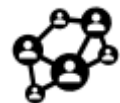
1 Delegate  
Registrations



Access to  
Registration List



Link on the  
Conference Webpage



1 Social Media Post

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**LANYARD SPONSOR**  
**\$2,000** (only 1 available)

Attach your brand to our lanyards to ensure visibility throughout the day.

This is an exclusive opportunity for **YOUR BRAND**.



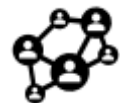
1 Delegate  
Registrations



Access to  
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Link on the  
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1 Social Media Post

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**SPONSORSHIP GRID**

<b>LEVEL</b>	<b># OPPORTUNITIES</b>	<b>COST</b>
Platinum Sponsor	1	\$10,000
Gold Sponsors	4	\$7,500
Networking Break Sponsors	3	\$3,000
Session Sponsors	9	\$2,000
Lanyard Sponsor	1	\$2,000

# FCO/ACCUO Conference Sponsorship Request for Information

## Partner Information:

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

Telephone: \_\_\_\_\_ Email: \_\_\_\_\_

## Sponsorship Choice

Please indicate your sponsorship interest and we will contact you directly to discuss the opportunity.

**Please return this form to the conference committee via e-mail to:**

[fco@intertaskconferences.com](mailto:fco@intertaskconferences.com)

	Platinum Sponsor	\$10,000
	Gold Sponsor	\$7,500
	Networking Break Sponsor	\$3,000
	Education Session Sponsor	\$2,000
	Lanyard Sponsor	\$2,000

**Thank you for your time, consideration, and interest in the  
FCO/ACCUO 2022 Conference.**



**Interested in  
becoming a sponsor?**

**Have questions?**

**Ideas for other promotional  
opportunities?**

We'd love to  
hear from you.

Contact conference  
organizers at  
[fco@intertaskconferences.com](mailto:fco@intertaskconferences.com)