

# 2016 SPONSORSHIP PACKAGE

**OCTOBER 27, 2016**  
SOCO BALLROOM  
DELTA TORONTO HOTEL



INVESTMENT INDUSTRY ASSOCIATION OF CANADA  
ASSOCIATION CANADIENNE DU COMMERCE DES VALEURS MOBILIÈRES

## **2016 IIAC** INVESTMENT INDUSTRY **HALL OF FAME** **GALA DINNER** *& INDUCTION* *ceremony*



For sponsorship information please contact:

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# About the IIAC INVESTMENT INDUSTRY HALL OF FAME



The IIAC Investment Industry Hall of Fame provides a platform to pay tribute to the talent and integrity of professionals in Canada's investment industry. Twenty three worthy individuals from across the country have been inducted since the award's inception, spanning over 100 years of contributions to the industry. These trailblazers have also been recognized for their contributions to their local communities including their support of schools, hospitals and the arts.

The Gala Dinner and Induction Ceremony is the securities industry's signature event for the year and promises to bring together approximately 400 financial industry professionals from the past and present to celebrate the accomplishments of our 2016 Hall of Fame Inductees. The event provides the ideal setting for networking and meeting senior executives from Canada's investment industry and financial sector. Master of Ceremonies for the evening will be popular TV and radio personality, Mr. Rex Murphy.

We are very grateful for the generous support of our sponsors each year who have contributed to the huge success of this event. Thank you for your sponsorship consideration and hope you will join us on October 27.

Ian Russell, President & CEO, IIAC

## BENEFITS OF SPONSORSHIP

The IIAC Investment Industry Hall of Fame Gala Dinner and Induction Ceremony brings together senior decision makers from Canada's investment industry and financial sector. It is an excellent way for your organization to:

- Be **RECOGNIZED** within the financial community as a valued partner dedicated to a strong, stable investment sector.
- Show your **SUPPORT** for the Canadian investment industry and expand your reach with key decision makers.
- **SHOWCASE** your company's brand to an audience of major industry partners while fostering opportunities with key prospective clients.



# SPONSORSHIP LEVELS

## Platinum Sponsor \$30,000

- Exclusive branding during dinner and awards ceremony
- Opportunity for senior executive to speak on stage during Gala dinner including introducing Master of Ceremonies
- Full page feature in event programme
- Primary logo placement on all marketing materials, including print and electronic formats
- Two (2) senior executives to be seated at IIAC VIP table
- Two (2) dinner tables for your guests in a premier location (16 seats)
- Recognition on IIAC communications channels
- Hyperlink to your company's website from IIAC Hall of Fame website
- Distinctive signage at the Gala entrance commensurate with sponsorship level
- Dinner table seating cards branded with corporate logo



## Gold Sponsor \$15,000

- Exclusive branding in either the:
  - i) pre-dinner reception area or
  - ii) post-dinner reception area
- Half page feature in event programme
- One (1) senior executive to be seated at IIAC VIP table
- One (1) dinner table for your guests in a premier location (8 seats)
- Logo placement on all marketing materials including print and electronic formats
- Recognition from the podium
- Recognition on IIAC communications channels
- Hyperlink to your company's website from IIAC Hall of Fame website
- Distinctive signage at the Gala entrance commensurate with sponsorship level





## Silver Sponsor \$8,500

- Logo placement on all marketing materials, including print and electronic formats
- Recognition as Silver Sponsor in event programme
- Recognition from the podium
- One (1) guest dinner table in a premier location (8 seats)
- Recognition on IIAC communications channels
- Hyperlink to your company's website from IIAC Hall of Fame website
- Distinctive signage at the Gala entrance commensurate with sponsorship level

## Table Sponsor \$3,500

- One (1) guest table (8 seats)
- Company name and logo displayed on table signage
- Listed and recognized as Table Sponsor in event programme
- Recognition on IIAC communications channels



## Bronze Sponsor \$5,000

- Logo placement on all marketing materials, including print and electronic formats
- Recognition as Bronze Sponsor in event programme
- Four guest tickets (1/2 table)
- Recognition from the podium
- Recognition on IIAC communications channels
- Hyperlink to your company's website from IIAC Hall of Fame website
- Distinctive signage at the Gala entrance commensurate with sponsorship level

## Supporting Sponsor \$1,000

- Logo placement on all marketing materials, including print and electronic formats
- Recognition as Supporting Sponsor in event programme
- Recognition on IIAC communications channels
- Recognition from the podium
- Hyperlink to your company's website from IIAC Hall of Fame website

Note: Sponsorship packages can be further customized to meet your needs and expectations.



# *Thank You* TO LAST YEAR'S TABLE **SPONSORS**

Bank of Montreal  
BMO Asset Management Inc.  
BMO Nesbitt Burns Inc.  
Bell Kearns and Associates  
Broadridge Financial Solutions Inc.  
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Canaccord Financial  
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CIBC World Markets  
Cormark Securities  
Desjardins Group  
GMP Securities L.P.  
Investment Industry Regulatory Organization of Canada  
National Bank Financial  
National Bank Correspondent Network  
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Raymond James Ltd  
RBC Dominion Securities Inc.  
Scotia Capital  
Scotia McLeod  
Smarten Up Institute  
TD Wealth  
Teck Resources Limited  
TMX Group

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