

hire | embauche
immigrants ottawa

2015 Employer Council of Champions Summit and Awards

Sponsorship Opportunity



Sponsorship opportunity closes on January 30, 2015

INVITATION TO SPONSOR

We invite you to sponsor the Hire Immigrants Ottawa 2015 Employer Council of Champions (ECC) Summit and Employer Excellence Awards — an excellent opportunity to promote your organization as a leader that is committed to addressing an important economic and social issue in our community, the integration of skilled immigrants. The immigrant community is the fastest-growing population segment in Ottawa. This high-profile event brings together senior executives, human resource professionals, civic leaders, skilled immigrants and the media.

WHY INVEST AS A SPONSOR?

- Hire Immigrants Ottawa is a trusted brand
- Be recognized as an innovative and diverse employer
- Reach your target audience
- Establish new relationship through networking opportunities
- Increase your organization's profile in the Ottawa region

ABOUT THE ORGANIZATION

Hire Immigrants Ottawa is an initiative that engages Ottawa area employers to enhance the effectiveness of their recruitment, integration and retention processes in the context of skilled immigrants. HIO's objective is to increase the number of employers in Ottawa who hire skilled immigrants, as well as to generate greater understanding of the economic value that immigrants bring to Ottawa.

2015 Employer Council of Champions Summit and Awards

Skills to Jobs: Ottawa's Human Capital Requirements in the Knowledge Economy

The 2015 Employer Council of Champions (ECC) Summit, which includes the Employer Excellence Awards ceremony, is an annual event that caps the year for the Hire Immigrants Ottawa (HIO) project. This event promotes a discussion on the issue and employers' leadership on the recruitment, development and retention of skilled immigrants.

With senior executive members from some of Ottawa's leading business and public-sector organizations, the ECC is the voice of Ottawa area employers when it comes to addressing the issues around the successful workplace integration of skilled immigrants.

The 2015 ECC Summit and Awards will be held:

Date: March 3 and 4, 2015
Venue: National Arts Centre (Panorama Room)
53 Elgin Street, Ottawa

Event program

Day One - March 3, 2015

- Learning Exchange
- Networking Reception

Day One - March 4, 2015

- Breakfast of Champions and Employer Excellence Awards

ABOUT THE SPONSORSHIP OPPORTUNITIES

DAY ONE

LEARNING EXCHANGE

The *Learning Exchange* is hosted by the HIO Working Group members, who represent key employers in Ottawa. It brings together employers and expert panelists to exchange ideas on key topics about the integration of skilled immigrants in the workplace.

Audience

- HR managers, hiring managers and recruiters
- Staff with HR responsibilities
- Local community partners

Targeted number of participants: 70

NETWORKING RECEPTION

The *Networking Reception* is an invitation-only event for hiring managers, employers and skilled immigrants from the five targeted sectors (Biotech, Finance, Health, IT and the Public Sector). The reception is an opportunity for employers and skilled immigrants to connect in an informal setting.

Audience

- HR managers, hiring managers and recruiters
- Staff with HR responsibilities
- Local community partners
- Skilled immigrants

Targeted number of participants: 100

DAY TWO

BREAKFAST OF CHAMPIONS AND EMPLOYER EXCELLENCE AWARDS CEREMONY

The *Breakfast of Champions and Employer Excellence Awards Ceremony* provide an exclusive networking opportunity for senior corporate executives, civic leaders and key stakeholders in the Hire Immigrants Ottawa project, along with an opportunity to recognize the outstanding practices of Ottawa area employers at the awards ceremony. Investing in the ECC Summit is an excellent marketing opportunity for your organization — giving you the chance to increase your visibility among leaders in the city of Ottawa. Over the past years, our events have received significant print and broadcast coverage and publicity.

Audience

- Senior executives
- Civic leaders from all levels of government
- HR managers, hiring managers and recruiters
- Staff with HR responsibilities
- Local community agencies
- Media invitations extended to all media outlets

Targeted number of participants: 100

LEVELS OF OPPORTUNITIES

Hire Immigrants Ottawa offers two different levels of sponsorship for this event:

PRESTIGE SPONSORS \$ 6,000
(only three opportunities available)

As a titled sponsor you will receive maximum benefits as follows:

- Opportunity for three representatives to attend this invitation-only event
- Acknowledgement during the Summit Breakfast
- Sponsorship recognition on event signage
- Sponsorship recognition in the looping slideshow at the beginning and the end of the event program
- Opportunity for branded material at the event*
- Sponsorship recognition in the event program
- Sponsorship recognition on the HIO website awards page with a logo that links to sponsor's website
- Acknowledgement on the HIO twitter feed, before and after ECC Summit

SUPPORTING SPONSORS \$ 3,000

As a supporting sponsor you will receive the following benefits:

- Opportunity for two representatives to attend this invitation-only event
- Sponsorship recognition in the looping slideshow at the beginning and the end of the event program
- Sponsorship recognition in the event program
- Sponsorship recognition on event signage
- Sponsorship recognition on the HIO website awards page (name of organization)
- Acknowledgement on the HIO twitter feed, before and after ECC Summit

BUILD YOUR OWN SPONSORSHIP PACKAGE

We would also be happy to work with you to customize a sponsorship package that will address your organization's specific needs.

To discuss your interest in one of these opportunities, please contact:

Kelly McGahey
613-228-2502
kmcgahey@hireimmigrantsottawa.ca
www.hireimmigrantsottawa.ca

Note: Sponsors are ineligible to apply for the Employer Excellence Awards.

* Subject to discussion with HIO