



# SPONSORSHIP PROPOSAL



*THE ENHANCED EU-CANADA ECONOMIC PARTNERSHIP:  
CHALLENGES AND OPPORTUNITIES FOR SMES*



Italian Chamber of Commerce  
in Canada - West

This project is partially funded by the European Commission



**+20 B Eur**  
**per year**  
**EXPECTED**  
**IMPACT OF CETA**



## ABOUT US

The Italian Chamber of Commerce in Canada – West (ICCC) with offices in Vancouver, Calgary and Milan, has operated since 1992 as a private, non-profit, membership organization with the mandate of promoting and enhancing business, trade and investment exchanges between Italy and Western Canada. ICCC forms part of a network of 72 Italian Chambers of Commerce operating in 45 countries.

The European Commission (EC) has chosen ICCC to implement a multifaceted project on EU-Canada relations titled “The Enhanced EU-Canada Economic Partnership: Challenges & Opportunities for SMEs”.

## ABOUT THE PROJECT

The project focuses on CETA, the Comprehensive Economic & Trade Agreement currently being negotiated between Canada and the European Union that is on track to be concluded this year. CETA will bring considerable benefits to both economies, especially with regards to trade in goods and services, labour mobility and access to public procurement and could provide up to 20 billion Euros per year in additional benefits to the two economies.

The main objective of the project is to stimulate dialogue and debate among companies and public entities in Canada and the EU on core business and trade issues and to provide a forum for discussion on the advantages opportunities and challenges resulting from CETA.

**ICCC will organize 26 events - 19 across Canada and 7 in the EU - over the 18 months' duration of the project from January 2012 to June 2013.** In addition, we will organize an articulated media campaign and produce a guide to doing business in Canada and the EU.

As a whole, the project activities will enable our sponsors to reach hundreds of thousands of high profile business executives, government representatives and entrepreneurs in Canada and the 27 countries of the European Union.



Be part of  
**26 EVENTS**

**19 in CAN, 7 in EU**

**100,000+  
Businesses**

## EVENTS IN CANADA

The activities in Canada will include business forums, seminars, conferences and “EU Days in Canada” to be organized in Canadian cities from coast to coast:

VANCOUVER – CALGARY – EDMONTON –  
WINNIPEG – SASKATOON – OTTAWA –  
TORONTO – MONTREAL – HALIFAX

## EVENTS IN EUROPE

The activities in Europe will include “EU-Canada Days”, tradeshow business forums, video interviews, and media study tours in major EU cities:

LONDON – PARIS – BRUSSELS – MILAN –  
AMSTERDAM – VERONA – HANOVER

## PARTNERS

The project has been endorsed by the following institutional partners:

The Italian Chambers of Commerce in London, Brussels, Frankfurt, Amsterdam, Lyon, Toronto and Montreal, the Institute of European Affairs of the University of British Columbia, the Canadian Federation of Independent Business, and the Provincial Governments of Alberta, British Columbia, Ontario and Quebec.

## MEDIA CAMPAIGN

**Postmedia Newspaper Network**, the largest publisher of English-language paid daily newspapers by circulation in Canada with 9.36 million weekly readers, is the official media partner of the project and will ensure objective coverage of our activities and reporting on some of the success stories discovered during the course of our activities in seven of the most authoritative newspapers in Canada, stretching from Vancouver to Halifax.



## SPONSORSHIP OVERVIEW

### POPULATION

**EU: 500 M**

**CANADA: 35 M**

Our sponsorship programme integrates branding, marketing, and business development opportunities to allow your organization to connect with international business leaders and high level institutional representatives across Canada and the EU and to access hundreds of thousands of SMEs and affluent business professionals on both continents.

We believe in customizing all our proposals on the basis of our sponsors' specific objectives, hence you will not find a standardized one-size-fits-all approach in this proposal. We want to discuss with potential sponsors their expectations as to what they want their investment to achieve in order to offer the most valuable and cost-effective solutions for their consideration.



## CUSTOMIZED SPONSORSHIPS

From \$ 1,000  
to \$ 35,000



## SPONSORSHIPS

Sponsorship Packages, available for between \$1,000 and \$35,000 provide exceptional value, unique benefits and the ability to customize branding and business development opportunities to fit your organization's objectives.

Sponsors will receive maximum visibility, recognition and profile throughout the organizational process of the entire 18 months' duration of the project. Over this period, you will have an unprecedented number of opportunities to affirm and demonstrate market leadership and raise the profile of your organization within the international business community in Canada and in the European Union.

Depending on the sponsorship level selected, your organization may be able to invite clients and key personnel, receive prominent speaker status at selected international high profile events (conferences, seminars, business forums and EU-Canada Day events), obtain primary recognition and visibility in major Canadian newspapers and in our exclusive "EU-Canada Business Guide", as well as develop an exclusive marketing strategy to reach potential clients – an extensive database of top corporate and institutional representatives – through the Chamber's affiliation with international diplomatic, government and business communities in Italy, the EU and Canada.

## IN-KIND PARTNERSHIPS

The execution of the project depends also on goods and services being provided in-kind to deliver a series of top level professional events for targeted audiences and stakeholders.

In appreciation, ICCC offers in-kind sponsors benefits and exposure corresponding to the value of their support. The events will require such in-kind support as: venues, food & beverage services, transportation fleets, printing, media, audiovisual technologies, hotel and hospitality, air travel, merchandising suppliers, volunteers and more.



## MEDIA COVERAGE

9.36 M Readers  
7 National Newspapers



## APPENDIX

We tailor our sponsorship proposals and benefits to address the key objectives and budgets of our sponsors. Our unique international project offers to sponsors a broad range of benefits, which could include combinations of the following:

- **Guaranteed exclusivity in your company's business category**
- **Primary recognition of your position as the exclusive leading sponsor in all event marketing campaigns including:**
  - **printed media** (dedicated advertorial space in major Canadian newspapers in all primary markets in Canada, dedicated editorial space in E'Italia – a bilingual monthly magazine distributed in 5,000 hard copies and more than 250,000 electronic copies in Italy and worldwide)
  - **printed direct marketing materials** (dedicated advertising space in our exclusive professional guide "How To Do Business in the EU & Canada" distributed among businesses and institutions in Canada and all EU member states in more than 100,000 copies, as well as in event programmes, invitations and promotional brochures)
  - **Internet** (profile pages, banners, logos and links on the project's dedicated website, on the Chamber's and our partners' websites, editorial space in 4 editions of ICC's quarterly Online Magazine "CONNECT.IT", direct e-mail blasts and electronic newsletters, social media)



**CONTACT US**

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- **Primary recognition at all or selected events:**
  - **Speaker status** (an exclusive opportunity to be one of the featured speakers at selected events)
  - **On-site signage** at all or selected events (promotional booths or tables, banners, logos, etc)
  - **complimentary invitations** to the events of your choice for your organization and your clients
  - **Exclusive VIP reception recognition** (invitation and sponsorship recognition for your company to join VIPs from the EU and Canada at exclusive VIP breakfasts/receptions)

- **Special long term benefits and business development program:**

Development of an exclusive customized referral /loyalty programme which will attract new customers (ICCC and the Chambers' Network members) and will grow the profitability of your company (i.e. incentives for members, becoming official product/service supplier for ICCC during missions and events)

- **Complimentary PREMIUM LEVEL membership at ICCC (\$10,000 value):**

ICCC's complimentary premium level membership for one year will give your company a unique opportunity to develop customized strategies to achieve your return on investment with the Chamber and to grow your business by reaching potential new clients or partners