



# 2021 PAC SPONSORSHIP OPPORTUNITIES



**PEDORTHIC**  
ASSOCIATION OF CANADA

# 2021 Corporate Sponsorship Program

**The Pedorthic Association of Canada (PAC) greatly appreciates the support of our sustaining members and will continue to offer exceptional value to our supporting members through the Annual Corporate Sponsorship Program.**

Corporate Sponsor contributions allow the Pedorthic Association of Canada to grow their membership and continuously educate and inform pedorthists throughout Canada. This program includes recognition opportunities for ongoing sponsors and more value for your support. It allows our Sustaining members to budget their support for PAC over the whole year.

The 2021 Annual Corporate Sponsorship Program will give members the ability to customize their sponsorship package by selecting a combination of opportunities where they see the most value. Members will choose the optional item and quantity of those optional items until they hit the sponsorship level's price point. Please review the optional items and their associated price points on the following page.

**The program runs on a calendar-year basis beginning January 1, 2021.**

## Sponsorship Level

Gold  
**\$2,500**

Silver  
**\$1,700**

Bronze  
**\$1,000**

## All PAC Corporate Sponsors Receive:

- Sustaining Membership (\$655 value)
- Logo Recognition in PAC Marketing Materials
- Corporate Logo/Name on PAC Homepage with Hyperlink to Company Website
- Logo Recognition in the Virtual Symposium Marketing Materials
- Logo Recognition in On Track with PAC Newsletters
- Plaque Commemorating Corporate Sponsorship Participation

*For more information including a list of available benefits, please contact Melanie Tsouras at [mtsouras@pedorthic.ca](mailto:mtsouras@pedorthic.ca) or 1-888-268-4404.*

# PAC Corporate Sponsorship Opportunities:

ITEM	PRICE
Virtual Symposium Commercial/Video Message	\$750
Virtual Symposium Session Sponsorship	\$500
Virtual Symposium Exhibit Booth Space	\$500
Sponsored Eblast to all PAC Members and Contacts	\$1,000
Online Educational Event Exclusive Sponsorship	\$500
On Track with PAC Banner Ad	\$500
PAC Job Posting	\$100

## VIRTUAL SYMPOSIUM

PAC is excited to announce its first ever live, virtual Symposium! The theme of the virtual Symposium is “A Balanced and Pragmatic Approach to Pedorthics”. The event will take place on Friday, April 16, 2021 from 10:15 am – 5:00 pm EST and will feature a number of quality speakers.

### COMMERCIAL/ VIDEO MESSAGE

Sponsors have the opportunity to submit a commercial or short video message that will be played in between the speaker sessions. The commercial should be no longer than 90-seconds in length and should be submitted to the PAC office as a complete video file.

**Fee \$750**

### SESSION SPONSOR

Sponsor a specific session during the virtual Symposium. The sponsor will be listed in the virtual Symposium’s program with a hyperlink to the company’s website. The sponsoring company also can introduce the speaker of that session during the live broadcast.

**Fee \$500 – per session  
\$750 – Keynote session**

### VIRTUAL BOOTH SPACE

Purchase a booth space in PAC’s first ever virtual exhibit hall. The booth allows you to create a dedicated space where each organization can express themselves with more graphics, videos, files, and dedicated conversations (group/private video meetings, group/private text chat).

**Fee \$500**

## SPONSORED EBLASTS

Send us your text along with company logo, and PAC will send out a sponsored email to all PAC members and contacts. These messages can be sent out any time throughout the year (as long as it does not conflict with PAC scheduled messaging).

The content must be supplied three days before the scheduled distribution date.

The PAC office must be notified of your intention to send an eblast two weeks prior to the selected date

**Fee \$1,000**

Reach over 600 pedorthists and industry contacts

# ONLINE EDUCATIONAL EVENTS

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PAC will continue its delivery of online educational events (OEE) for both PAC members and non-members. By sponsoring an OEE, you will be promoted as the exclusive sponsor of that event

alongside the association. The sponsor's branding will be included in the promotion, delivery, and conclusion of the event.

**Fee \$500**

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Encourage pedorthic growth today!

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# JOB POSTINGS

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Advertise a job in a 'text only ad', maximum of 150 words. Job postings are listed in the Careers section of the PAC website and on our PAC Members Facebook page.

**Fee \$100**

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Find your next superstar with our help!

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# ON TRACK WITH PAC

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On Track with PAC is a quarterly email publication that goes out to all PAC members and contacts. This member-focused newsletter contains updates from various committees, your board and CEO. Look for upcoming events and past "Meet a Pedorthist" articles too!

## BANNER AD

Purchase a banner ad (two available per issue) that can be hyperlinked to a company website.

### Requirements

- Ad graphic
- Website link to specific product or company website

### Ad Specs

- Ad size: 555px x 80px
- Ad format: JPG or PNG

Publication dates: March 18, 2021; June 17, 2021; September 17, 2021; December 16, 2021

**Fee \$500**





# 2021 PAC Sponsorship/Advertising Order Form

## Contact Information

Please complete all sections. (NOTE: **Company**: official business name to be used for communication and recognition purposes. **Contact Name**: contact person who is responsible for contribution or to whom all communication should be directed)

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

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

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

City: \_\_\_\_\_ Prov/State: \_\_\_\_\_ Postal Code/Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

**Please send us the latest version of your company logo in .eps format to be used for all sponsor recognition in 2021.**

## Corporate Sponsorship

Gold Sponsor **\$2,500**     Silver Sponsor **\$1,700**     Bronze Sponsor **\$1,000**

## Opportunities Available

**Choose your benefits based on the value of your level of sponsorship**

- Virtual Symposium Commercial/Video Message **\$750**
- Virtual Symposium Session Sponsorship **\$500**
- Virtual Symposium Exhibit Booth Space **\$500**
- Sponsored Eblast to all PAC members and contacts **\$1,000**
- Online educational event **\$500**
- On Track with PAC banner ad **\$500 NEW**
- PAC job posting **\$100**

**SEND THIS PAGE TO:**  
Melanie Tsouras  
mtsouras@pedorthic.ca or  
fax: 204.947.9767

## Payment Information

**Accepted Payment Methods:** Cheque or Credit Card

*Taxes will be calculated by PAC. You will be invoiced for the full amount after submitting the completed order form.*

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