



MEET.INSPIRE.HIRE.

**INCLUSION
WORKS** **09**

APRIL 6-8, 2009 • SHERATON WALL • VANCOUVER, BC

ABORIGINAL HR SOLUTIONS

Sponsorship Program



The Sponsorship Proposal

Background

The Aboriginal Human Resource Council is launching its three-year employer-focused strategy that will deliver practical solutions to the skills shortage in Canada's industries, working with our partners in Aboriginal communities to fast-track employer - employee connections.

The strategy will leverage input and investment from all sectors of the economy for end-to-end solutions to recruit, retain and advance Canada's Aboriginal workforce. Private sector investment in the strategy will also help us to reduce the underlying and systemic socio-economic issues and overcome key barriers to full Aboriginal employment.

The development of the new charitable arm will help shape the strategy to encourage and drive maximum corporate sponsorship through strengthened concrete outcomes and a 'one-stop-shop' approach to receiving benefits from the council.

The Goal

The thinking behind the new, innovative strategy is to create an annual signature event as a foundation to engage corporate Canada and other supporting partners. The full array of programs, services and benefits will be concentrated in one large national venue. Essentially, the council has created its own signature event in order to make doing business with them more effective and more efficient. All the council programs and services are the beneficiaries of sponsorship investment, allowing the council to grow the practical and effective tools our partners need. In return for that investment, sponsors are recognized with a number of benefits. All benefits are listed on pages six to eight of this document.

The three-day event will demonstrate the council's excellent value proposition by delivering skilled and educated Aboriginal talent directly to the employers, providing practical tools, and demonstrating future trends by way of the virtual recruitment fair demonstration. The long-term strategic thinking and cutting edge leadership will be evident to all.



The Sponsorship Proposal

The Event

The council’s National Aboriginal Human Resource Conference is restructured into *Inclusion Works '09* with a much-expanded format that focuses on the extraordinary successes of its programs and services. The event will highlight the council’s many partners through workshop presentations and will be three days in duration.

The event, with a single vision to create workplaces of inclusion that advance Aboriginal people to their full potential, is packed with maximum opportunity for companies to network with Aboriginal partners and communities.

Event Highlights

DATE	April 6, 7 and 8
LOCATION	Sheraton Wall Centre Vancouver, British Columbia
DAY ONE	<ul style="list-style-type: none"> • Recruitment fair (100 companies and 200 Aboriginal graduates) • Trade show (1000 participants) • Networking reception and event launch (1000 participants)
DAY TWO	<ul style="list-style-type: none"> • Event and workshops (1000 Participants) • Gala dinner and celebrity entertainment
DAY THREE	<ul style="list-style-type: none"> • Virtual recruitment fair demonstration • Event and workshops (1000 Participants)



The Sponsorship Proposal

Recruitment Fair

The council is recognized as Canada's leader in Aboriginal recruitment and retention strategies. The recruitment fair is a prime example of the council's forward thinking and innovation on the national scale.

The council will be conducting a one-day recruitment fair for a select 100 companies and 200 job-ready Aboriginal graduates and final term students whereby each company will be given an opportunity to have up to eight live interviews for potential jobs of their choosing. The process is as follows:

- The fair will be limited to 100 companies based on selection and sponsorship criteria
- 200 Aboriginal graduates/final term students will be brought to the council event from across Canada, including the Arctic, based on availability and cost efficiency
- Each company will be allowed one designated interview person to participate in the interview process
- Each company will identify three to five chosen positions or skill sets that they are looking for and will be given eight pre-selected graduates/students to interview based on information provided
- Each graduates/final term students and company will be profiled individually and both will be provided with a complete list of all Aboriginal and company participants in advance of the council event (companies will receive a list of all graduates/final term students and vice-versa)
- Each company will participate in eight, 30-minute interviews spaced throughout the day
- A trade show will operate simultaneously and 75 companies will have opportunity to set up displays in order to further advance the interview process and meet new potential hires
- The majority of graduates/final term students will be in attendance for the full duration of the event giving more opportunity for networking

Trade Show

A trade show featuring approximately 75 booths will be displayed throughout the three-day event. This will provide more value for companies to exhibit and promote what they do and to engage in networking with other participants. All 1000 participants will have full access to the trade show starting at the end of the first day.

In addition, while 100 graduates and/or students in final term are being interviewed the remaining 100 will be circulating throughout the trade show. Companies wishing to engage more than the eight pre-selected interviews will have the chance to do so through this means given all 100 companies will have received the graduate/student profiles in advance.

The Sponsorship Proposal

Reception

A reception for all participants will take place at the end of day one. Although networking is maximized throughout each day the reception provides a forum to introduce the sponsors of the event.

Gala Dinner

All 1000 participants will be invited to an extraordinary gala dinner for an additional cost above the registration fee. Major presentations will include well known Aboriginal talent and an internationally renowned keynote speaker. The evening promises to be full of excitement with exceptional opportunity to display and promote event sponsors.

Keynote Presenters

A high-profile, celebrity guest speaker(s) such as the Governor General of Canada and of Australia, will be invited to open the day as champion to the event and the council.

Workshops Sessions

Keynote speakers from corporate Canada will talk about the outstanding partnerships they have experienced with the council and each workshop will focus on a specific program of the council (i.e., *Mastering Aboriginal Inclusion, Guiding Circles, Workforce Connex, Trades and Apprenticeship*, etc.) The workshops will be presented jointly with corporate partners to promote the advancements of key corporations and their standards of excellence, in business with the council.

Virtual Recruitment Fair Demo

A cutting edge, interactive, virtual, recruitment fair will be displayed on large screens for all 1000 participants to see. A chosen company will interact with an Aboriginal person situated in a potentially remote location. The demo will walk people through a live, mock interview to show the future direction of Aboriginal recruitment with the council - once again, bringing Aboriginal talent to your door.

Media

The event will be advertised well in advance through periodic interviews, press releases, speaking engagements and advertising. All major broadcasting and radio networks will be approached and encouraged to participate. The event sponsors will be promoted and marketed as appropriate depending on sponsorship levels.

*"Our most valuable resource isn't ore or timber or oil, it's our people."
--Michael Sadler,
First Nations Social Development Society,
at the 2008 National Aboriginal Human Resource Conference in Montreal.*

Corporate Sponsorship Opportunities

Corporate Sponsorship Opportunities

As a result of extensive due diligence, the council is moving forward with *Inclusion Works '09* as the strategy implementation model. We conclude that it is more efficient and economical to build on the existing success and achievement of the council. The council's National Aboriginal Human Resource Conference is being refined and transformed into *Inclusion Works '09* - a "one-stop-shop" for partnership with the council.

In examination of the ever-changing economy and Canadian market, the council acknowledges the need to meet the notable demands of corporations; that is, providing immediate return by delivering Aboriginal talent to company doors.

Prior to this proposal, interest was generated from many corporations through preliminary introduction and conceptual discussions of the anticipated event at the December 2007 Champions Event held in Toronto, Ontario.

This proposal provides companies with an opportunity to participate in *Inclusion Works '09* with VIP access to 200 skilled and educated Aboriginal graduates and final term students, in addition to a host of other prestigious benefits.

Levels of sponsorship are spread over four categories but can also be flexibly tailored to the prospective sponsor wishing to donate an alternative amount of funding, other than what is listed.

Inclusion Sponsor	\$ 50,000
Partnership Sponsor	\$ 25,000
Engagement Sponsor	\$ 15,000
Connection Sponsor	\$ 10,000

In-kind sponsorship is also a method of donation to the council and will be matched to the appropriate levels listed above and may include such examples as:

- Advertising
- Catering (breakfast, lunch, dinner)
- Printing
- Accommodation
- Travel
- Registration
- Other



The Benefits

Inclusion Sponsor \$50,000

- Participation in recruitment fair with a complimentary trade show booth with four passes to *Inclusion Works '09*
- Company name and logo recognition with two participation passes to eight council programs of choice (i.e., *Workforce Connex*, *Mastering Aboriginal Inclusion*, *Guiding Circles*, *Inclusion Network*, *Trades & Apprenticeship* - a full list and calendar to be provided)
- Company name and logo recognition at the reception and gala, and throughout meeting as an event partner - includes program agenda, signage, projector display screen and official announcement
- Six additional reception invites for your company, clients and networks
- Reserved company table at gala with name and logo
- CEO picture, name and logo recognition in the final report - with national circulation to participants
- Company name and link on the council website
- Opportunity to provide material for the delegate kits up to five pages
- A leadership message (150 words) or testimonial in the meeting proceedings report (circulated nationally)
- Name and logo acknowledgement of support in all public documents issued - news release, promotional brochures, summary, etc.

Partnership Sponsor \$25,000

- Participation in recruitment fair with a complimentary trade show booth with three passes to *Inclusion Works '09*
- Company name and logo recognition with two participation passes to six council programs of choice (i.e., *Workforce Connex*, *Mastering Aboriginal Inclusion*, *Guiding Circles*, *Inclusion Network*, *Trades & Apprenticeship* - a full list and calendar to be provided)
- Company name and logo recognition at the reception and gala, and throughout meeting as an event partner - includes program agenda, signage, projector display screen and announcement
- Four additional reception invites for your company, clients and networks
- Reserved company table for six members with name and logo
- CEO picture, name and logo recognition in the final report - with national circulation to participants
- Company name and link on the council website
- Opportunity to provide material for the delegate kits up to four pages
- A leadership message (100 words) or testimonial in the meeting proceedings report (circulated nationally)
- Name and logo acknowledgement of support in all public documents issued - news release, promotional brochures, summary, etc.



The
Benefits**Engagement Sponsor \$ 15,000**

- Participation in recruitment fair with a complimentary trade show booth with two passes to *Inclusion Works '09*
- Company name and logo recognition with two participation passes to four council programs of choice (i.e., *Workforce Connex, Mastering Aboriginal Inclusion, Guiding Circles, Inclusion Network, Trades & Apprenticeship* - a full list and calendar to be provided)
- Company name recognition at the reception and gala, and throughout meeting as an event sponsor - includes program agenda, signage, projector display screen and announcement
- Two additional reception invites for your company, clients and networks
- Reserved table seating at front of room for four members
- Company name and logo recognition in the final report - with national circulation to participants
- Company name and link on the council website
- Opportunity to provide material for the delegate kits up to two pages
- A leadership message (50 words) or testimonial in the meeting proceedings report (circulated nationally).
- Name and logo acknowledgement of support in all public documents issued - news release, promotional brochures, summary, etc.

Connection Sponsor \$ 10,000

- Participation in recruitment fair with a complimentary trade show booth with one pass to *Inclusion Works '09*
- Company name and logo recognition with two participation passes to two council programs of choice (i.e., *Workforce Connex, Mastering Aboriginal Inclusion, Guiding Circles, Inclusion Network, Trades & Apprenticeship* - a full list and calendar to be provided)
- Company name recognition at the reception and gala, and opening of meeting day-one
- One additional reception invite for your company, clients and networks
- Reserved table seating at front of room for two members
- Company name recognition in the final report - with national circulation to participants
- Company name and link on the council website
- Opportunity to provide material for the delegate kits up to one page
- A leadership quote in the meeting proceedings report (circulated nationally).
- Company name listed in public documents issued - news release, promotional brochures, summary, etc. (may vary)





**Budgets:
Conference
and Gala**

The budgets show the estimated costs for implementing the events, however, we note that our intention is to generate additional revenues targeting \$1 million in order to provide enhancement to our existing programs.

CONFERENCE	AMOUNT
Event Management and Coordination	50,000
Communication, Marketing and Promotion	70,000
Venue and Operations	75,000
Guest Speakers	40,000
Catering	125,000
Printing and Report / Material Development	70,000
Reception	85,000
Trade Show and Office Administration	45,000
Sub Total Expense	\$560,000
Graduate Travel and Accommodation	240,000
Total Expense	\$800,000

GALA	AMOUNT
Event Management and Coordination	10,000
Dinner, Venue and Operations	80,000
AV, Décor and Staging	20,000
Promotion and Marketing	20,000
Total Expense	\$130,000

EVENT REVENUE	AMOUNT
Registration (approximately 700 @ \$600)	420,000
Corporate Sponsorship	330,000
AHRC	(in-kind) 50,000
Total Revenue	\$800,000

Moving Forward Together

Your support of the council, its programs, projects and events, is critical to developing the tools business needs to hire Aboriginal people and to move the diversity agenda forward.

Make the Investment
Contact Wendy Johnson, Vice President, Corporate Affairs and Development
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