



Ontario Society of Senior Citizens Organizations  
*La Société des Organisations des Citoyens Aînés de l'Ontario*



# **2022 SYMPOSIUM SPONSORSHIP & ADVERTISING PACKAGE**

## **Diversify: Older Workers Add Value**

**When: Wednesday, March 23, 2022**

Ontario  
Trillium  
Foundation



Fondation  
Trillium  
de l'Ontario

An agency of the Government of Ontario.  
Un organisme du gouvernement de l'Ontario.



## 2022 Diversify: Older Workers Add Value Symposium

OSSCO® believes in opportunities for all. On Wednesday, March 23, 2022, the 300 expected attendees will learn about best business practices to attract, recruit and retain older workers. Attendees gain knowledge on how older workers add value and contribute to the business' bottom line. At the Symposium, OSSCO® also presents its 2022 Business Excellence Award, the distinguished **Age Diverse Employer Award** recognizing best practices.

For the past 5 years, OSSCO® enhanced economic opportunities for more than 3,500 people 55+ across the GTA. We encouraged people 55+ to be independent and financially secure with our Employment Networking (ENG) and Job Search Strategies® (JSS) programs. People 55+ accessed these programs to help them find their next job. 22% of graduates found work within 3 months of completing the program and another 47% found work after 6 months.

OSSCO® is also the organizer and owner of various signature events that bring sponsors, vendors and organizations in contact with older people in Ontario. Our signature events receive a score of 98% satisfaction in meeting attendee expectations.

### SYMPOSIUM ITINERARY

- 8:30am - 9:00am:** Welcome Rooms and Registration
- 9:00am - 9:15am:** Symposium opening with Dignitary greetings
- 9:15am - 9:45am:** 3-Panel Discussion
- 9:45am - 10:15am:** Mix and Mingle with Knowledge Experts (3 rooms)
- 10:15am - 10:45am:** Workshop Theme: Older Workers Add Value to Your Bottom Line
- 10:45am - 11:15am:** Workshop Theme: Tight Market Solutions: Recruiting Older Workers
- 11:15am - 11:45am:** Workshop Theme: The Case for a Multigenerational Workspace
- 11:45am - 12:15pm:** Business Excellence Award Ceremony
- 12:15pm - 12:30pm:** Closing

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### VIRTUAL SYMPOSIUM SPONSORSHIP & ADVERTISEMENT OPPORTUNITIES

OSSCO® offers various opportunities to profile and showcase your organization with this Symposium. Symposium Sponsorship options include: Platinum, Gold, Silver or Bronze sponsor. Alternatively, you can sponsor an individual education workshop, host one of our pre-Symposium Welcome Rooms or Mix and Mingle Sessions. There are numerous advertising options as well.

Whichever opportunity you select, each sponsorship or advertising package delivers great benefits, such as the promotion of your company brand, direct audience engagement and showcase your business' expertise. The possibilities to connect and engage with businesses are endless.

Contact **Member & Engagement Officer** by telephone 647-945-5455 ex 223 or email [admin@ossco.org](mailto:admin@ossco.org) about a Sponsorship package and opportunity specific to your business.



## WHAT CAN THE 2022 SYMPOSIUM SPONSORSHIP DO FOR YOUR BUSINESS?

We value our Sponsors and help you increase your business profile to directly reach up to 300 attendees at OSSCO's virtual signature event as well as through social media platforms. Attendees include up to 200 business representatives looking to implement best practices to diversify their workplace and 100 people 55+ who want to bring experience and expertise to businesses. As a Symposium sponsor, increase visibility with your company brand, direct audience engagement and showcase your business' expertise. Enhance your profile with our post-symposium thank you emails and social media posts.

Symposium Sponsor Opportunities	Platinum \$3,500	Gold \$2,500	Silver \$1,500	Bronze \$1,000
Poll questions that relate to your business to increase engagement and interactivity	✓			
Offer demos or services to registrants in the weeks leading up to the Symposium.	✓	✓		
Comprehensive recognition and marketing opportunity in all OSSCO communications 3 weeks leading up to the Symposium as well as at the event	✓	✓		
Moderate a Panel or a Welcome Room	✓	✓		
Included in our Digital "Bag" of resources	✓	✓	✓	✓
Promote your business in our March Newsletter	✓	✓	✓	✓
Complimentary Tickets to the event (see below)	✓	✓	✓	✓
Priority recognition on sponsor signage and looping PowerPoint	Logo	Logo	Logo	Logo
Complimentary Attendee Tickets	10 Tickets	7 Tickets	4 Tickets	2 Tickets
Opening Symposium Credit Recognition	✓			



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Closing Symposium Credit Recognition		✓		



## EDUCATIONAL SPONSORED SPEAKER OPPORTUNITIES

**Mix and Mingle Rooms.** The three (3) Mix and Mingle rooms are hosted by an Educational Sponsor. Two (2) rooms provide the Sponsor with an opportunity to connect with business attendees to educate them on your services, products and best practices. One (1) room provides a Sponsor to address and reach out to attendees looking for work.

**Workshops:** There are three (3) workshops for educational speaker sponsorship. Each workshop has a unique, focused theme to choose from:

- Older Workers Add Value to Your Bottom Line **or**
- Tight Market Solutions: Recruiting Older Workers **or**
- The Case for a Multigenerational Workspace

Workshops allow the sponsor to reach up to 300 attendees and showcase your expertise.

	<b>Until February 11</b>	<b>After February 11</b>
<b>Mix &amp; Mingle Session (Cost per room)</b>	\$500	\$600
<b>Workshop (Cost per workshop)</b>	\$600	\$750

### Benefits of Mix & Mingle or Workshop Educational sponsorship

- Sponsor can brand as own event
- Sponsor / speaker sets the agenda
- Benefit from reaching up to 300 symposium attendees
- Fee includes assistance with logistics and audience preparation
- Recognition of sponsorship on OSSCO website

**NOTE:** Sponsorship implies no control of content or endorsement of product. OSSCO© is responsible for exercising full control of the program which is for educational and informational purposes and consistent with its brand.

Interested in partnering with us, but don't see a sponsorship option that fits your needs? Contact Member & Engagement Officer by telephone 647-945-5455 or email at [admin@ossco.org](mailto:admin@ossco.org) to find a solution that works for you!



## OTHER SPONSORSHIP OPPORTUNITIES



<b>Welcome Room Speaker</b>	\$500
<b>Outreach Newsletter Article</b>	\$500
<b>Logo/ business card in March Outreach Newsletter</b>	\$250

## ATTENDEE FEES FOR SYMPOSIUM SPONSORS

Want to send more people than what is include in the Sponsor complimentary ticket limit? Here are the discounted rates for Sponsors...

<b>Ticket Price</b>	<b>Until February 11</b>	<b>After February 11</b>
<b>Single ticket</b>	\$75	\$100
<b>Multipack (3-5 attendees)</b>	\$300	\$500

## ADVERTISING RATES FOR SYMPOSIUM PROMOTION

Expand your marketing and sales reach with the official Diversity Symposium section in the March Newsletter! Add an online component to reach thousands of businesses, organizations, administrators, HR professionals and others with OSSCO's social media posts.

<b>Digital Advertisement in Outreach Newsletter</b>	<b>Until February 11</b>	<b>After February 11</b>
<b>Full Page</b>	\$600	\$750
<b>Half Page</b>	\$350	\$500
<b>Quarter Page</b>	\$250	\$350
<b>Delegate Virtual Bag Inserts</b>	\$300	\$375
<b>Business Card</b>	\$175	\$250

Reach out to **Kaili, Member & Engagement Officer** to select and customize your Sponsorship and Advertising options. Call 647-945-5455 ex 223 or email [admin@ossco.org](mailto:admin@ossco.org) for a package and at a price specific to your business.



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**2022 SYMPOSIUM SPONSOR & ADVERTISER AGREEMENT**

**YES!** We will participate in the 2022 Symposium called **Diversify: Older Workers Add Value**  
**Confirm your sponsorship by completing and returning this form with payment by VISA or cheque**  
**by: March 22, 2022 to Member & Engagement Officer. Need help? Call (647) 945-5455 ex 223.**

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

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

City: \_\_\_\_\_ Province: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Title: \_\_\_\_\_

Telephone: \_\_\_\_\_ Email: \_\_\_\_\_

**Sponsorship Type (Please select) after February 11, 2022.**

- ☐ Platinum Sponsor Package \$3,500 ☐ Gold Sponsor Package \$2,500  
☐ Silver Sponsor Package \$1,500 ☐ Bronze Sponsor Package \$1,000 ☐ Mix & Mingle \$750 ☐ Workshop \$600  
☐ Welcome Room Speaker \$500 ☐ Attendee \$100 ☐ Multipack Attendee \$500  
☐ Other Sponsorship \_\_\_\_\_

**Sponsorship Type (Please select) Early Bird Rate until February 11, 2022.**

- ☐ Mix & Mingle \$600 ☐ Workshop \$500 ☐ Attendee \$75  
☐ Multipack Attendee \$300  
☐ Other Sponsorship \_\_\_\_\_

**Advertisement Types (Please select) after February 11, 2022.**

Please Note: All ads are sized and supplied to OSSCO in electronic format (e.g., JPG, EPS, PDF)  
Logos must be in .eps or .jpeg format (300 dpi), and attached when emailing sponsorship contracts by February 23, 2022.

- ☐ Full Page: \$750 ☐ Half Page: \$500 ☐ Quarter Page: \$350 ☐ Business Card: \$250  
☐ Delegate Bag inserts \$375

**Advertisement Types (Please select) Early Bird Rate until February 11, 2022.**

- ☐ Full Page \$600 ☐ Half Page \$350 ☐ Quarter Page \$250 ☐ Business Card \$175  
☐ Delegate Bag Inserts \$300 Early Bird

**Payment: TOTAL Amount Due + HST (13%) \_\_\_\_\_ or \$50.00 deposit to reserve**

- ☐ Cheque enclosed (Payable to Ontario Society for Senior Citizens Organizations) or ☐ VISA

Name of Cardholder: \_\_\_\_\_

Card No. \_\_\_\_\_ Expiry Date \_\_\_\_\_

Signature \_\_\_\_\_

**Pay by VISA or cheque. Submit completed form to: [admin@ossco.org](mailto:admin@ossco.org) by March 22, 2022. Call (647) 945-5455 ex 223 to process payment. If payment is not received by March 22, 2022, OSSCO© retains the right to cancel sponsorship/advertising packages. Packages sold before Feb 11, 2022 forfeit 50% for cancellation fee. Packages sold after Feb 11, 2022 are sold as confirmed and are subject to full payment, with no cancellation fee.**