



2023

ELO **FORUMS**

SPONSORSHIP GUIDE

WINNIPEG
OCT 25

VANCOUVER
NOV 15

TORONTO
NOV 29

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OVERVIEW

Welcome to this year’s ELO Forums! We are looking forward to another year of live events and bringing together a community of Christian marketplace and entrepreneurial leaders. We have discovered over the years that our supporters want to meet people “face to face” from throughout the Christian business and leadership community.

This Sponsorship Guide provides information on how you can support the Forums through different sponsorship levels. Further details regarding the Forums and registration are available on our website.

The Forums only succeed because members in our community provide their support through sponsorship. Over the years we have had the support of hundreds of sponsors and table hosts. We acknowledge and appreciate your support—and we thank you in advance for helping to make this year’s Forums another success!

EVENT DATES & VENUES

Winnipeg	/	October 25	/	The Fort Garry Hotel
Vancouver	/	November 15	/	The Paradox Hotel
Toronto	/	November 29	/	The Four Points by Sheraton Toronto Airport Hotel



ENTREPRENEURIAL LEADERS ORGANIZATION

Christian marketplace and entrepreneurial leaders want to be equipped and affirmed in their calling. The **Entrepreneurial Leaders Organization** (ELO) provides opportunities for personal and professional development via cutting-edge research and top-caliber teaching from around the world.

The ELO Network originated as an outgrowth of **Dr. Richard (Rick) Goossen's** activities as a practitioner, academic, and communicator focused on Christian entrepreneurial leadership.

Since 2005, ELO has organized over 70 successful events in Vancouver, Toronto, Calgary, Winnipeg, Edmonton, Hong Kong, and Singapore. ELO's events are a catalyst to **connect, equip, and celebrate** Christian entrepreneurial leaders. ELO impacts over 100,000 people annually throughout North America, Asia, Europe, Africa, and Australia via its website, affiliate partners, newsletters, and events.

CONNECT - EQUIP - CELEBRATE



MARKETING EXPOSURE FOR SPONSORS

The ELO Forums are promoted in the following ways:

- ELO Newsletter
 - Our newsletter is distributed on a monthly basis and supplemented by additional Forum-focused invitations more frequently. The newsletter is sent out to thousands of individuals directly and is redistributed by affiliated supporters.
- Social Media
 - The events are promoted through our various social media channels such as LinkedIn, Facebook, and Twitter.
- ELO Website
 - The events are highlighted on our website which attracts approximately 100,000 unique visitors per year.

NATIONAL SPONSORSHIP

A National Sponsorship provides broad exposure—as whichever level chosen—at each of the three ELO Forums with a significant discount. For example, if you select a National Silver Sponsorship you will get the benefits of a Silver Sponsorship at each of the three Forums while receiving a 33% discount.

- National Gold: \$20,000 (\$10,000 discount)
- National Silver: \$10,000 (\$5,000 discount)
- National Bronze: \$7,000 (\$3,500 discount)

SPONSORSHIP LEVELS



BRONZE \$3,500

- 1/4 page advertisement in the ELO Forum magazine
- 2 tickets to the ELO Forum
- 1 ticket to the VIP Reception
- Display table at event
- Logo displayed on rotating slides at ELO Forum
- Logo displayed in the ELO Forum BRONZE section on the ELO website
- Logo on the ELO Forum e-vite and reminders
- Bi-monthly Invitation-Only Leadership Expert Sessions (via Zoom)
- N/A



SILVER \$5,000

- 1/2 page advertisement in the ELO Forum magazine
- 5 tickets to the ELO Forum
- 2 tickets to the VIP Reception
- Display table at event
- Logo displayed on rotating slides at ELO Forum
- Logo displayed in the ELO Forum SILVER section on the ELO website
- Logo on the ELO Forum e-vite and reminders
- Bi-monthly Invitation-Only Leadership Expert Sessions (via Zoom)
- N/A



GOLD \$10,000

- Full page advertisement in the ELO Forum magazine
- 10 tickets to the ELO Forum
- 3 tickets to the VIP Reception
- Display table at event
- Logo displayed on rotating slides at the ELO Forum
- Logo displayed in the ELO Forum GOLD section on the ELO website
- Logo on the ELO Forum e-vite and reminders
- Bi-monthly Invitation-Only Leadership Expert Sessions (via Zoom)
- Featured profile in blog post*

*Sponsors have the option of submitting a blog post (pursuant to set criteria) for inclusion on the ELO Website. ELO's website generates approximately 100,000 unique visitors per year. Our blog post on "entrepreneurship, leadership and meaning" is the leading one of its kind, with top blog posts being read by up to 10,000 people. The blog posts remain on the site and thus are a permanent reference point.



LEADERSHIP EXPERT SESSIONS

When you become a sponsor, you become a part of the larger ELO Network. As such, we invite you to join us for our bi-monthly Leadership Expert Sessions via Zoom. As a sponsor, you will have access to these Sessions for 12 months from receipt of payment of your sponsorship.

The Leadership Expert Sessions take place at 10am PT every other month. As they are done virtually through Zoom, we are able to source thought leaders from around Europe, North America, and Asia. The Sessions highlight thought leaders with diverse areas of expertise who can provide insights to Christian marketplace and entrepreneurial leaders within the ELO Network. The format is a combination of presentation and Q&A, hosted by Dr. Richard (Rick) J. Goossen. These sessions are intended to be a group discussion rather than a formal presentation. It is a great opportunity to learn from our roster of expert presenters and connect with others in the Network.

TABLE SPONSORSHIP

Full table sponsorship:

<i>Winnipeg:</i>	\$2,490	<i>(savings of \$1,000)</i>
<i>Vancouver:</i>	\$2,990	<i>(savings of \$1,000)</i>
<i>Toronto:</i>	\$2,990	<i>(savings of \$1,000)</i>

Table sponsors play an important aspect in the success of the Forum. A table sponsor (10 tickets) receives a discount of \$100 per ticket. A full table sponsor receives recognition in the conference magazine (the Entrepreneurial Leaders Review) and two tickets to the VIP Reception. A half table sponsor (5 tickets) receives a discount of \$50 per ticket and one ticket to the VIP Reception.

TICKET PRICING

WINNIPEG

Individual Ticket (1 ticket)	\$349 per person	
Half Table (5 tickets)	\$299 per person	<i>(\$250 savings!)</i>
Full Table (10 tickets)	\$249 per person	<i>(\$1,000 savings!)</i>

VANCOUVER

Individual Ticket (1 ticket)	\$399 per person	
Half Table (5 tickets)	\$349 per person	<i>(\$250 savings!)</i>
Full Table (10 tickets)	\$299 per person	<i>(\$1,000 savings!)</i>

TORONTO

Individual Ticket (1 ticket)	\$399 per person	
Half Table (5 tickets)	\$349 per person	<i>(\$250 savings!)</i>
Full Table (10 tickets)	\$299 per person	<i>(\$1,000 savings!)</i>

ADVERTISING OPPORTUNITIES

Each Forum has its own magazine called the *Entrepreneurial Leaders Review (ELR)*. The ELR's are available to all attendees in a digital format and they are included on our website for ongoing reference. The ELR's include sponsor ads, a guide to the Forum activities, and relevant articles. Thanks to the digital format, all ads are in full colour and include relevant hyperlinks to your website within the ad itself. To see last year's ELRs and archived versions going back to 2012:

[VIEW PREVIOUS ELRs](#)

SIZE OF AD	COST
Full page	\$750
Half page	\$500
Quarter page	\$250
One-eighth page	\$125

AD DIMENSIONS

FULL PAGE: 7.75"W X 10.5"H
1/2 PAGE: 7.75"W X 5.125"H
1/4 PAGE: 3.75"W X 5.125"H
1/8 PAGE: 3.75"W X 2.4375"H

TECHNICAL REQUIREMENTS

This magazine is fully digital. Please prepare your digital files to the following specifications:

- Ad material *must* be in one of the following formats: .PNG or .JPEG
- Ensure ad is the proper dimensions

EXAMPLES FROM 2022



AGENDA

9:00am	Registration & Connecting
10:00am	Session I
12:00pm	Lunch
1:00pm	Session II
3:00pm	Break & Connecting
3:30pm	Session III
5:30pm	Reception & Connecting
7:00pm	Conclusion

VIP RECEPTION

The VIP Reception will take place prior to the Forum from 8:00am to 9:30am. Breakfast is included. It will include ELO advisors, sponsors, table hosts, and Forum speakers. The VIP Reception will include a formal welcome and an introduction of all participants.

Please note that this reception is by invitation only. Invitees may purchase additional tickets at \$49 each, subject to prior approval.

ATTENDEE FEEDBACK

"This was an outstanding conference! The highlight for me was the humility and transparency of an outstanding panel of speakers. There were takeaways from each one. Every detail was well done!"

- David Marshall, CEO, Marshall Zehr

"The Forum presented some great points on positive opportunities to improve the way we think, work and live through our current health crisis. The speakers presented encouraging, Christian based perspectives to move toward a more compassionate way of building the economic culture."

- Heidi Spletzer, Vice President, Crystal Developers Ltd.

"This is the only conference around that caters to Christians in the business world, helping them to exercise their God-given gifts and know that they are really worshipping and glorifying God Monday to Saturday in their marketplace mission field. It's an excellent opportunity to learn, share and network."

- Mike Reinders, President, Maple Reinders Constructors

FOR FURTHER INFORMATION

[EMAIL US](#)

[VISIT WEBSITE](#)

