



**Sponsorship for Meeting of the Minds 2013
Toronto**

**COSTS and the PACKAGE OF BENEFITS:
GLOBAL, GOLD, AND SILVER LEVELS
[see matrix of benefits at bottom of document]**

\$75K GLOBAL SPONSOR BENEFITS PACKAGE:

Funds secured through sponsorship commitments will be used to cover the costs associated with the development and organization of this conference. The one-time sponsorship fee is US\$75,000. Payment is full tax-deductible under US Tax Code provisions.

SPONSOR BENEFITS INCLUDE:

- Recognition from podium as Global Sponsor during the opening and closing session
- Opportunity for sponsor to propose a plenary session and a workshop session during conference; sessions cannot be an advertising case study; must propose a big idea that is beyond a case study and must respond to a policy question
- Opportunity for four sponsor executives to address delegates during conference (two plenary sessions and two workshop sessions)

- Named as the host of a VIP reception open only to speakers, sponsors and 25 selected friends of the sponsor (sponsor can bring a maximum of 25 un-registered guests)
- Opportunity for sponsor to suggest up to 4 other speakers beyond their company/organization to speak at the conference
- Input from sponsor during the creation of the conference agenda beyond the plenary session; can provide input into the workshops and the themes that run throughout the Meeting
- A maximum of 12 complimentary entrance tickets to the conference
- Inclusion of sponsor's name, logo, company bio onto all digital and print materials (eg websites and press releases and programs)
- Sponsor can elect to organize one of the optional pre-conference tours for attendees highlighting their project work in the host city of 2013
- Opportunity for sponsor to liaise with registered press/media during conference
- Inclusion of sponsor-provided documentation/reports/articles on the Meeting of the Minds blog
- Opportunity to send delegates a document (before or after the conference closing date).
- Following the conclusion of the conference, the contact list of all delegates is provided to sponsor
- If a speaker cannot make it in person to the conference, Cisco will provide TelePresence technology to enable them to speak via TelePresence (when available and plenary sessions only)
- Global broadcast of plenary speaker sessions through webcast.

\$50K GOLD SPONSOR BENEFITS PACKAGE:

Funds secured through sponsorship commitments will be used to cover the costs associated with the development and organization of this conference. The one-time sponsorship fee is US\$50,000. Payment is full tax-deductible under US Tax Code provisions.

SPONSOR BENEFITS INCLUDE:

- Recognition from podium as Gold Sponsor during the opening and closing session
- Opportunity for sponsor to propose a plenary session during conference; session cannot be an advertising case study; must propose a big idea that is beyond a case study and must respond to a policy question
- Opportunity for two sponsor executives to address delegates during conference (one plenary session and one workshop session)
- Opportunity for sponsor to suggest 2 additional speaker beyond their company/organization to speak at the conference
- Input from sponsor during the creation of the conference agenda beyond the plenary session; can provide input into one workshop and the themes that run throughout the Meeting
- Sponsor can elect to organize one of the optional pre-conference tours for attendees highlighting their project work in the host city of 2013
- A maximum of 8 complimentary entrance tickets to the conference
- Inclusion of sponsor's name, logo, company bio onto all digital and print materials (eg websites, press releases and programs)
- Opportunity for sponsor to liaise with registered press/media during conference
- Inclusion of sponsor-provided documentation/reports/articles on the Meeting of the Minds blog

- Following the conclusion of the conference, the contact list of all delegates is provided to sponsor
- If a speaker cannot make it in person to the conference, Cisco will most likely provide TelePresence technology to enable them to attend via TelePresence (when available and plenary sessions only)
- Global broadcast of plenary speaker session through webcast.

\$25K SILVER SPONSOR BENEFITS PACKAGE OPTION:

Funds secured through sponsorship commitments will be used to cover the costs associated with the development and organization of this conference. The one-time sponsorship fee is US\$25,000. Payment is full tax-deductible under US Tax Code provisions.

SPONSOR BENEFITS INCLUDE:

- Recognition from podium as Silver Level Sponsor during the opening session
- Opportunity for sponsor to propose a workshop session during conference; session cannot be an advertising case study; must propose a big idea that is beyond a case study and must respond to a policy question
- Opportunity for two sponsor executives to address delegates in two workshop sessions
- Input from sponsor during the creation of the conference agenda; can provide input into both workshops and the themes that run throughout the Meeting
- A maximum of 4 complimentary entrance tickets to the conference

- Inclusion of sponsor's name, logo, company bio onto all digital and print materials (eg websites, press releases and programs)
- Opportunity for sponsor to liaise with registered press/media during conference
- Inclusion of sponsor-provided documentation/reports/articles on the Meeting of the Minds blog
- Following the conclusion of the conference, a contact list of all delegates is provided to sponsor.

	Silver	Gold	Global
Opportunity for sponsor to propose sessions and/or workshops during conference	1 workshop	1 plenary session	1 plenary session and 1 workshop session
Opportunity for sponsor executives to address delegates during conference	2 workshop speakers	1 plenary speaker and 1 workshop speaker	2 plenary speakers and 2 workshop speakers
Sponsor sessions will be included in our global webcast (plenary sessions only)		√	√
If a speaker cannot make it in person to the conference, Cisco will provide TelePresence technology to enable them to speak via TelePresence (when available and plenary only).		√	√
Opportunity for sponsor to suggest other speakers beyond their company/organization to speak at the conference		Up to 2 additional speakers	Up to 4 additional speakers
Complimentary badges	4	8	12

Named as the host of a VIP reception open only to speakers, sponsors and 25 selected friends			√
Opportunity to send delegates a document (before or after the conference closing date).			√
Sponsor can elect to organize one of the optional pre-conference tours for attendees highlighting their project work in the host city of 2013		√	√
Meeting of the Minds staff will work with sponsor executives and team to feature the sponsors projects on the CityMinded.org blog	√	√	√
Recognition from podium as a sponsor during the opening and closing session	√	√	√
Following the conclusion of the conference, the contact list of all delegates is provided to sponsor	√	√	√
Inclusion of sponsor's name, logo, company bio onto all digital and print materials (eg websites, press releases, and programs)	√	√	√
Opportunity for sponsor to liaise with registered press/media during conference	√	√	√