

BOSS Conference 2021: Collaboration, Equity, and Transformation

BC's Not-For-Profit Leadership Conference

February 27th to March 5th, 2021

SPONSORSHIP PACKAGE

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Thank you for considering our sponsorship invitation! The upcoming BOSS Conference is going virtual, and that means more reach for our sponsors and each sponsorship impacting more professionals in BC's not-for-profit community.

Who are we?

At Vantage Point, we convene, connect, and equip leaders to lift organizational capacity and transform not-for-profit organizations. We also do this at the sector-level: collaborating to address public policy and systems that shape and influence BC's not-for-profit sector. We are a not-for-profit with 650+ members, serving 1500 organizations and 10,000 individuals annually through our training, consulting, and sector development work. [Learn more](#) about Vantage Point!

What is the BOSS Conference?

A fun acronym for Building Organizational & Sector Sustainability, the [BOSS Conference](#) is BC's largest not-for-profit conference. Now in its fifth year, the BOSS Conference typically engages 250 not-for-profit leaders in Downtown Vancouver each time. **This time, BOSS will welcome 500+ members of the not-for-profit community virtually over four days of thoughtfully crafted full-day programming.**

What is BOSS 2021 all about?

The program is based on three themes: **Equity, Collaboration, and Transformation**. Each of these reflect our key learnings in 2020, which are drawn from current events impacting our communities, listening to our members, supporting our clients, and collaborating with our sector peers in advocacy and weathering the impacts of the pandemic.

Why should you consider becoming a sponsor?

As a community-minded organization, a BOSS sponsorship is an opportunity like no other to amplify your support for all of BC's communities – not only not-for-profit organizations, but also the community and community members they serve! This year's estimated 500 participants will come from regions across BC, and BOSS-branded materials and resources will be shared far and wide – transforming leaders, organizations, and communities – while **increasing your sponsorship exposure**.

AT A GLANCE

Every year, Vantage Point convenes, equips, and connects

- 1500 organizations
- 10,000 individuals
- 650 members

BOSS means *Building Organizational and Sector Sustainability*.

500 non-profit leaders (maybe more!) together for 4 days of virtual learning, networking, and strategizing.

Sponsors can expect:

- 635000 online impressions
- 75,500 individuals reached through social media, etc

Sponsorship Levels:

1 Presenting Sponsor	10K
3 Sector Champions	5K
5 Sector Partners	2K
10 Sector Supporters	1K
Market Place Participant	\$100

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We are Vantage Point: Convening the Not-for-Profit Sector in BC

Vantage Point convenes, connects, and equips not-for-profit leaders with the tools that help their organizations thrive. **We serve 1500 organizations, 10,000 individuals and 650 members annually.** By providing resources, workshops, and consulting support on governance, planning, human resources and organizational development, Vantage Point is a charity serving other charities. We also bring the not-for-profit sector together to identify and pursue important sector-wide solutions that will address common challenges, for organizational and community across the province.

2020 showed us that now is the time to be bold and **transform** our economic, social, and environmental systems for community good. We will succeed in navigating the challenges of 2020 if we **collaborate**, leveraging all of our strengths in the context of an **equitable** world. Our upcoming BOSS Conference features these three themes: **Collaboration, Equity, and Transformation.** We want to rebalance our economy by pulling together as a sector to uncover and amplify the full potential of not-for-profit leadership.

Over four days from February 27th to March 5th, Vantage Point will hold a series of **virtual workshops, conversations, panels and even have some fun.** This is our fifth gathering and celebration of BC's not-for-profit leaders, enthusiasts, and supporters. This time, it will be a virtual space for dialogue and game-changing tactics on how not-for-profits can lead positive and lasting community and systemic change.

Our sector is at the leading edge of fostering justice, equity, decolonization, and inclusion in society as equity-advancing organizations, but we also include organizations that are seeking knowledge and clarity on how to address and improve their response to calls for addressing these EDI issues and have work to do on our journey toward an equitable society. Without embedding equity in our work together, our sector risks contributing to historic patterns of discrimination rather than building on our strength in transforming communities into inclusive and safe spaces for all. The goal over the four days is to begin collaborating, to advance equity, and set the path for transforming our beautiful province.

Now is the time to be bold and transform our economic, social, and environmental systems for community good.

Sponsoring BOSS 2021 offers you the chance to...

- Showcase your company to 500+ decision-makers in the sector, including executive directors, senior & emerging leaders, and board members of our province's most respected community organizations
- Get up close and personal with BC's most innovative leaders and change makers
- Gain first-hand insight into BC's not-for-profit sector's top challenges and

Conference Program

On February 27th, March 1st, 3rd, and 5th, we will gather virtually to engage in skill-based workshops from experts around the world, discuss pressing issues facing the not-for-profit sector, and build strategies for the coming year. The full-day program of each day will include:

1. Morning wellness session
2. Opening half-hour
3. Workshops
4. Theme-based Panel
5. Breakout discussions and strategizing
6. Evening networking
7. 'Pop-up' sessions from sponsors and participants throughout the week.

Sponsorship Opportunities

You are a company that is a leader in community, serving and supporting charities and not-for-profits in BC

You are people-focused and community minded. You know the important role leadership development plays in the success of individuals and the goals of their organizations. By building and empowering not-for-profit leadership together, we can apply the resources and assets at hand in new and effective ways to solve the most challenging issues.

It is because the challenges are bigger than any of us, that they can only be solved by all of us.

Become a champion of not-for-profit organizations and transform not-for-profit leadership as a sponsor

Through sponsorship of BOSS 2021, you are committing to our province's most innovative and creative talent while supporting the communities they serve - touching hundreds of community members, not-for-profit professionals, board members, and volunteers. They address complicated issues from education to the environment, from homelessness to digital literacy, to arts and culture.

Public pressure on administrative spending makes it challenging for organizations to invest in collaboration and sector development - *your sponsorship will make it possible.*

BOSS Participants

Sponsoring BOSS 2021 provides you with the unique opportunity to showcase your company's support for leadership development to an estimated 500+ seasoned and emerging not-for-profit leaders, board directors, and paid staff.

The last BOSS conference was held in the fall of 2018. It was a sold-out event of 250 not-for-profit leaders. They came from all corners of the province and represented missions from education to environment, homelessness to healthcare, arts and culture to international aid. They are the decision-makers in the sector, including executive directors, emerging leaders, and board members of our region's most respected community organizations.

The typical BOSS participant was an Executive Director or equivalent (e.g. CEO, Managing Director) from Metro Vancouver who works in a large, social service organization.

- 91% of participants were from Metro Vancouver
- 68% of participants were executives or department VPs
- 121 unique organizations were represented

Sample of attending organizations

- PHS Community Services Society
- BC Society of Transition Houses
- Miller Thomson LLP
- Gymnastics BC
- Canadian International Dragon Boat Festival Society
- BC Water and Waste Association
- BC211
- BC Civil Liberties Association
- Brockton School
- Hudson Out of School Care

Sponsorship Reach

BOSS 2018 provided sponsorship exposure through a variety of marketing and communications channels. Our audience consists of dedicated executive directors, CEOs, board members, and senior and emerging not-for-profit leaders from small to large organizations across British Columbia.

Before, during and after the conference in 2018 our sponsors' brand experienced on average 242,602 measurable impressions. Sponsors who committed early maximized their investment and experienced upwards of 625,000 impressions.

Sponsorship Exposure via Vantage Point Channels

Channel	Estimated Impressions	Estimated Reach
Day of Participants	2,000 <ul style="list-style-type: none"> • Conference programs • Presentation slides • Signage • Verbal recognition • Gift & company literature 	500+ attendees
Bossvancouver.ca	53,600 1,200 page views per month	4,700 users
Email Marketing	46,900 Recognition in at least 7 email campaigns + sponsored content	6,700 subscribers
E-Newsletters	39,000 Recognition in at least 5 Newsletters	7,800 subscribers
Social Media	180,000 36,000 impressions monthly	5,000 followers
Vantage Point Homepage	260,000 21,000 impressions monthly	46,000 users
Annual Report	50 distributed at Annual General meeting 42,000 (350 page views monthly)	5,050 users
TOTALS	623,550 IMPRESSIONS	75,500 REACH

Estimated impressions and reach are based on Vantage Point metrics from 2017 and 2018

A note on 'Pop-up' Sessions: Because BOSS 2021 is a virtual conference, we have an opportunity to announce and offer special sessions during the week involved. Outside the regular programming, such as at lunch or dinner hours, the days between each conference day, or other creative opportunities as discussed, sponsors and participants can offer up other opportunities for participants to log in and learn, discuss or explore

Sponsorship Levels

Levels At-A-Glance

	PRESENTING \$10,000 (1 Max)	SECTOR CHAMPION \$5,000 (3 Max)	SECTOR PARTNER \$2000 (5 Max)	SECTOR SUPPORTER \$1000 (10 Max)	MARKET- PLACE 'BOOTH' \$250 Unlimited
PRE- & POST-BOSS BRAND PROMOTION					
Recognition with hyper-link to corporate site on BOSS website and conference platform	X	X	X		
One-time use of the conference email list as sponsored content post-event	X	X			
Listed on Vantage Point site for 1 year as 'investor'	X	X			
Name listed in annual report as 'investor'	X	X	X	X	
Invitation to AGM	X	X	X	X	
Use of VP logo for promotions for 1 year	X	X			
Right of first refusal for same level next year	X	X	X	X	
Logo recognition on conference e-promotions	Email Social Media	Email Social Media	Email		
ON-CONFERENCE PLATFORM RECOGNITION					
Verbal recognition as sponsor at conference opening & closing, and post-conference event	X	X	X		
Banner linked to site throughout conference	X				
Ad on conference landing page	X	X	X	X	
Invitation to provide an e-gift or company literature to all conference registrants	X	X	X		
Logo recognition on BOSS website	X	X	X		
Booth at the Virtual Marketplace	X	X	X	X	X
SPEAKING					
Opportunity to present at conference opening and closing	X				
Opportunity to present at one day opening (of 4)		X			
Participate as a VP panelists	X				
Host Pop-up Session (see page 6)	Up to 3	1 or 2	1		
CONFERENCE REGISTRATIONS					
Full-conference registration	Two	Two	One	One	One
Registration to attend evening socials	All Welcome	All Welcome	All Welcome	All Welcome	All Welcome

PRESENTING Sponsor | \$10,000 investment (Max 1)

SOLD OUT

- Right of claim as the Official Presenting Sponsor of BOSS 2021
- Two (2) tickets to attend BOSS 2021
- Invitation for four (4) representatives to attend the evening networking events
- ***NEW*** Invitation to present up to 3 pop-up sessions during the week session with company profile & speaker biography included in the conference e-program
- ***NEW*** Opportunity to speak at opening and to introduce Keynote Listener and close the event
- Opportunity to sit as panelist on one VP Panel
- Name and logo recognition as Presenting Sponsor on all print and electronic media at the event, including ***NEW*** a permanent banner on the conference platform.
- Logo recognition on the BOSS 2021 website with hyper-link to your company's website
- Logo recognition with hyper-link to your company's website as presenting sponsor on all promotions – e-marketing, social media and advertisements
- Verbal recognition at the opening conference session each of the 4 days
- Invitation to provide an e-gift or company literature to all conference registrants
- Slides showcasing logo and support to attendees between and before presentations

Post-Event

- ***NEW*** One-time use of the post-conference email list as sponsored content
- Listed as investor with logo recognition on thevantagepoint.ca for 1 year
- Corporate name listed in 2021 annual report as investor (print and online versions)
- Invitation to Annual General Meeting
- Use of Vantage Point logo for promotional purposes
- First right of refusal for renewal at the 2022 conference

SECTOR CHAMPION Sponsor | \$5,000 investment (Max 3)

- Two (2) tickets to attend BOSS 2021
- Invitation for two (2) representatives to attend the post-conference networking event
- Logo recognition on the BOSS 2021 homepage with hyperlink to your company's website
- Logo recognition with hyperlink to your company's website as community sponsor in promotional emails
- ***NEW*** 1 to 2 pop-up sessions over the week, info included in program with company profile & speaker biography included in the conference e-program
- ***NEW*** Opening of afternoon panel first three days
- Logo recognition as community sponsor on landing page of conference platform
- Verbal recognition at the opening & closing conference session
- Invitation to provide an e-gift or company literature to all conference registrants
- Slides showcasing logo and support to attendees between and before breakout presentations

Post-Event

- ***NEW*** One-time use of Vantage Point's communications email list as sponsored content
- Listed as investor with logo recognition on thevantagepoint.ca homepage for 1 year
- Right of first refusal for same level in 2022
- Corporate name listed in 2021 annual report as investor
- Invitation to Annual General Meeting
- Use of Vantage Point logo for promotion purpose

SECTOR PARTNER Sponsor | \$2,000 investment (Max 5)

- ***NEW*** One (1) ticket to attend BOSS 2021
- ***NEW*** One (1) pop-up event over the week, info included in program with company profile & speaker biography included in the conference e-program
- Logo recognition on the BOSS 2021 homepage with hyperlink to your company's website
- Logo recognition with hyper-link to your company's website as partner sponsor on e-mail promotions
- Logo recognition on conference landing page
- Verbal recognition at the opening & closing conference session
- Invitation to provide an e-gift or company literature to all conference registrants
- Slides showcasing logo and support to attendees between and before presentations

Post-Event

- ***NEW*** One-time use of Vantage Point's communications email list as sponsored content
- Corporate name listed in 2021 annual report as investor
- Right of first refusal for same level in 2022
- Invitation to Annual General Meeting

SECTOR SUPPORTER Sponsor | \$1,000 investment (Max 10)

- ***NEW*** One (1) ticket to attend BOSS 2021
- Logo recognition on the BOSS 2021 homepage with hyperlink to your company's website
- Logo recognition with hyper-link to your company's website as partner sponsor on e-mail promotions
- Logo recognition on conference landing page
- Verbal recognition at the opening & closing conference session
- Invitation to provide a gift or company literature to all conference registrants
- Slides showcasing logo and support to attendees between and before presentations

Post-Event

- Corporate name listed in 2021 annual report as investor
- Invitation to Annual General Meeting
- Right of first refusal for same level in 2022
- Use of Vantage Point logo for promotion purpose

Market Place Booth | \$250 investment (Unlimited #)