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ABOUT *focus*

TORONTO CITY HALL MAY 30-JUNE 1ST
ADDRESSING THE CONCERNS OF TODAY'S CORPORATE CONSCIOUSNESS TO BRIDGE THE GAP BETWEEN LEADERS AND RESPONSIBLE LEADERSHIP.

Throughout the series, there will be a mixture of lectures, discussions, case studies, networking opportunities and creative/interactive activities.

Social Entrepreneurship through Social-INTRAprenueurship

The Consumerism and Social Leadership Conference (CSLC) is a once a year collective of the minds spanning from the world of academics, actuarial science, architecture, cosmology, corporate, entertainment, government, invention/innovation and science/technology; all brought together in Toronto's City Core region for a two day three night interactive conference focused on sustainability, conscious consumerism and responsible leadership. OM.E presents CSLC in an effort to push the boundaries, share ideas and grow as a more aware and sustainable culture.

We present a building block for education, endorsement and collaboration for a more sustainable consumer

market as we enter this exciting new paradigm in culture and society. Delegates and speakers are pioneers creating a new generational wave of socially conscious entrepreneurs thus preparing for and meeting this growing demand.

Participants, delegates, patrons and sponsors of CSLC are high level corporate executives, business owners/founders, innovators, and leading thinkers - all advocates for socially responsible change and growth. This is a premier audience of decision makers and an energetic group of future leaders who are all looking to pool their resources together for the benefit of great future change.



MARKET WATCH



The mainstreaming of consumer consciousness and sustainability is in full swing. With this, the question is: How can the common goal of sustainable development build bridges across grass roots initiatives and the corporate world? Through SOCIAL INTRA-PRENEURSHIP – a new concept developed to help 'Next Generation' campaigns connect with the decision makers of the corporate world. CSLC IS Social Intra-prenueurship.

Our mission is, through hosting this conference for all delegates, speakers, supporters and patrons to leave inspired, promote change and fulfill their calling as responsible leaders at work and in their communities.



Getting the Most from Investments in Outreach

At CSLC you can expect interactive 'community' participation in the form of an early morning Yoga Flash mob, the INC.ubator: Venture Lounge, and three amazing galas.

INVEST IN BRANDING:
Invest in the Future



Yoga Flash Mob:

JUST THAT! At 8am a professional yoga instructor will lead delegates (at their discretion), in a public group yoga flash mob for one hour of early morning 'Sun Salutation' and downward dog! The best way to kick start the morning. And to build positive relationships with your team as well as meet some of the other delegates!



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The INC.ubator: Venture Lounge

is an 'ideas incubator' which is comprised of exhibitions for innovative products, services or concepts where aspiring entrepreneurs showcase

their ideas/innovations to all. Entrepreneurs receive valuable feedback and support. Participants will also compete for one of 3 grants made available to support the development of their business.

The problem is not whether business will survive in competition with business but which businesses will survive in the face of social change

DEV RAMSUMAIR

Other VALUABLE networking ops:

increasing dialogue, introduction of policy makers and organizations to the next generation of socially conscious entrepreneurs; bridging the gap between

the established and the young energetic innovators of the future. Apart from conference activities, galas and the venture lounge one can expect to network through our VIP and Media Lounge.

Your involvement in this conference is not only an investment in brand exposure but emotionally connecting with and investing in the next generation of leaders: in business, society and in culture.

With attention grabbing displays, innovative topics of discussion and meetings of opinions discussed by it's foremost leaders, this conference series differentiated itself from the on-set.

Benefits of Involvement

Learn and Network:

By sending company delegates, your company will have the opportunity to connect with leading academics and practitioners all with access to the latest research, discussion and application of the cutting edge ideas, innovations and processes for a more sustainable and responsible future.

Brand Exposure:

Promote your brand as an advocate of the responsible leadership movement and as a good corporate citizen. Recognition and logo placement on all print, web, promotional collateral not limited to but including guidebooks, website, tickets and media room placement. Social media campaign, e-blasts, conventional press/media outlets and placement in the media, VIP and delegate swag bags all available through sponsorship.

Connecting with Target/Engaged Audience:

By supporting the conference you will be connected to and have the opportunity to engage with the best/brightest socially minded future business leaders. Attendees and press/media are all interested in promoting and supporting those organizations that actively showcase their commitment to socially responsible business practices and that are receptive to this new movement.



In Good Company

Who's Currently Involved?



THE CANADIAN MAGAZINE FOR RESPONSIBLE BUSINESS
corporateknights.ca

Your company logo belongs here!

Sponsorship At a Glance

With so many ways to get involved, CSLC makes it easy for your brand to receive national exposure as a good corporate citizen dedicated to sustainability.

TECH LOUGE - In-kind Gold Level

The Tech Lounge is one of the most exciting opportunities at the CSLC Conference. The Lounge will be positioned at the entrance of the conference/show. Every guest that passes through MUST cross through. The Tech Lounge will feature a minimum of 30 stations outfitted with tablets for live feeds on the social network (twitter facebook, instagram or for those that need to take care of some business). Your brand will have the privilege to set up as seen fit to represent the brand most effectively. Ownership of this Lounge is exclusive and will provide your brand with all the benefits of a GOLD Sponsorship. (min 30 stations +15k)

Additional Ways to Participate

T-SHIRT - In-kind Silver Level

EVERYONE in your LOGO and colours. Crew, volunteers and staff will be noticed wearing a t-shirt designed to promote YOU! Shirts will be worn all throughout conference and tradeshow. You can rest assured that EVERYONE will recognise your company! (200q at 10K)

DELEGATE BAG - In-kind Silver Level

Bag FOR THE WHO'S WHO! These will be handed out to all delegates attending the conference. Included is an athletic bag, yoga kit, tshirt, padfolios and many other useful branded conference items. Bag will be branded with your company logo and will include lanyard with your logo on it. (300q at 10k)

ATTENDEE BAG - In-kind Gold Level

Will be given out to all trade show attendees. Each will have Show logo alongside your company on each bag. Select goodies from the conference and a guide book are enclosed. Every one will walk away happy with company logoed bag. (10000q at 15k)

Level/Benefits	Gold 6 max \$30,000 (all monetary)	Silver 8 max \$20000 (all monetary)	Patron \$5000 (all monetary)	Vendor \$1000 (all monetary)
Booth at trade show	YES	YES	YES	YES
Signage at all entrances/exits	YES			
Name/logo on all print collateral	YES	YES		
Name/logo on all web	YES	YES	YES	YES
Name/logo on all press material	YES	YES		
Segment Naming rights	YES	YES		
Spot on judging panel	YES			
Bursary given in honour of	YES			
VIP/media lounge participation	YES	YES	If applicable	
Guide book advertisement	2 page+address	Full page	Full page	In directory
Venture Lounge Booth	YES	YES	YES	
Speakership at conference	YES	If applicable		
Tickets to attend conference	10 VIP	10 VIP	5 VIP	2 VIP
Gift bag insertion	YES	YES	YES	YES



Main Levels of Sponsorship

Each sponsor will receive the highest value according to the basic package made available to all levels of support.

CHOOSE THE LEVEL
SUITED FOR YOU:
PLATINUM
GOLD SILVER

Think! Sponsorship

Patron Supporter: 5k

Entry level sponsorship slot ideal for small companies looking to 'test the market' and garner all benefits of being a conference delegate. 2 company representatives welcome at all conference events; logo placement/recognition at event site. Mention in guide book and presence available at market place for sampling and sale purposes.



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Platinum Supporter: exclusive title sponsor at 75k+

This exclusive title sponsorship provides recognition as 'Naming Rights'. Title sponsor receives premiere billing and maximum brand exposure on all conference materials including print, web and guidebooks; publications and press collateral prior to event, during and in all post press initiatives. Title sponsor is invited to bring up to 10 VIP delegates to all

These exclusive levels of sponsorship are investments in branding as well as investments in being a good Social and CORPORATE Citizen

conference events and galas, will be allowed speakership, a spot on the INC.ubator Venture Lounge judging panel, centerfold advertisement in the event guidebook, write up and corporate address in front leaf as well as presence/involvement in all conference events. Title sponsor is invited to have first rights over venture lounge presence, and will have 'booth' options at all venues. Primary presence in the media lounge is reserved for title sponsor.

MarketPlace Vendor: 1k

This allows a company to participate in the market place where products are sampled/sold to event delegates and tradeshow attendees. All promotional materials will be provided by your company. Each organization will receive the opportunity to market, sell and promote their brand in the exciting community based market place!

Gold Supporter: limited to 6 sponsors at 30k+

This is ideal for national or international brands looking for extensive nationwide exposure and a close affiliation with the conference. Recognition in all conference prints and web promotional collateral including a full 2 page advertisement in guidebook 1page write up address, a spot on the judging panel for the venture lounge and up to 5 company delegates to attend all conference events as well as discounted rates for as many more tickets as welcome. Gold supporters will receive booth presence in Venture Lounge for sampling/sale purposes.

Silver Supporter: limited to 10 sponsors at 20k+

Designed for mid level companies sharing the same ideals as the conference. Look for outstanding brand exposure and a close tie with the conference and its happenings. Exposure is provided through out all print/web promotion and two company representatives invited to attend all events. Ad placement in guidebook and booth presence in Venture Lounge. Full page guide book advertisement.