



## About CDA Institute

The CDA Institute, established in 1987 by the Conference of Defence Associations, is a non-partisan research organization dedicated to provide research support to the CDA, promote informed public debate, conduct and publish its in-depth research and analysis program, and increase awareness on the Profession of Arms and the vital role played by the Canadian Armed Forces (CAF). As an independent think-tank, the CDA Institute relies on the generosity of corporate sponsors to support its extensive, high-quality security and defence program.



The CDA Institute is uniquely placed to fulfill this mandate and undertake this program of activities, owing to its strategic location in Ottawa, its long-standing history with the Department of National Defence and the Canadian Armed Forces, and its privileged position beside its venerable parent organization the Conference of Defence Associations (CDA).

Founded by the Minister of National Defence in 1932, the CDA operates as an independent, not-for-profit, national organization. As the authoritative voice on matters of National Security and Defence in Canada, the CDA is comprised of some 45 Regular and Associate Member Associations, which represent more than 450,000 members, (regular and reserve force members, veterans and like-minded associates).

The CDA Institute also enjoys a strong reputation within Canada's security and defence community, as well as amongst key international stakeholders in the United States, Europe, and elsewhere by regularly publishing its strategic articles, blogs, Vimy Papers, and its ON TRACK journal. It also champions and organizes many events, including:

- **Ottawa Conference on Security and Defence** – Canada's highly acclaimed debate on security and defence issues is held annually in Ottawa.
- **Annual Graduate Student Symposium** – This seminar, held at the Royal Military College of Canada brings together Canada's brightest young minds from across the country to present papers on security and defence issues.
- **Roundtables** – between 8-10 Roundtables are held on an annual basis on topics related to security and defence. These are conducted under the Chatham House Rule.
- **Strategic Speaking Engagements** – by invitation, prominent speakers address current events attended by government and non-government leads, security and defence institutions and industry.



## Why Sponsor with the CDA Institute?

1. Sponsorship provides a great means of broadening your competitive edge by improving your company's image, prestige and credibility by supporting CDA Institute events and initiatives that attract your target market.
2. Receive direct contact with heightened visibility with key government leadership and industry buyers with a measurable return on your investment.
3. Position your company, its capabilities and executives as key players in front of major industry and government leaders.
4. Sponsorship is an effective marketing tool as it is a means of accessing a wide range of audiences. It can be particularly beneficial for companies that take part in international trade, because sponsorship transcends the global marketplace and has longer term visibility benefits than traditional media.

## Sponsorship Multi-Year Agreement Options

All sponsorship packages with the CDA Institute offer a multi-year signing option which will provide the sponsoring company the following benefits;

- Full benefits of our package at reduced rates until the end of your term.
- Long term visibility of your sponsorship – being viewed as its 'owner' for multiple years by all event and association key connections.
- Show your ongoing commitment to the initiatives of the most prominent security and defence organization in Canada.
- Ability to plan for your budget cycle's years in advance.
- Avoid yearly paperwork reinstating your sponsorship.
- Avoid disruptions in your company's visibility benefits between renewals.
- Receive a better ROI by attaining reduced sponsorship expenditures and long term visibility benefits.

## We are here to work with you

The CDA Institute takes great pride in our sponsorship program and its return on investment for our sponsors. However, we recognize each company has specific business development and budgetary goals.

We are here for our sponsors and will make best efforts to tailor packages to best meet your requirements. Please feel free to contact Jennifer Giguere, Business Development and Program Director to discuss how we can join forces and welcome you to our sponsorship team.



## CDA ANNUAL INSTITUTE STRATEGIC SPONSOR - \$50,000

### Year-round Benefits

- Complimentary 1 full page advertisement in each edition of ON TRACK magazine (e-format). ON TRACK, with 3 editions per year, reaches out to the entire CDA community and beyond (with the potential of some 450,000 readers)
- Logo will be placed on all CDA Institute applicable promotional items for the duration of the fiscal year.
- Logo will be placed on CDA Institute Corporate Sponsor recognition page for each applicable fiscal year.
- First access invitation to Roundtable Series and special events provided exclusively to CDA Institute sponsors and supporters (when available). \* *Acceptance of invitations are time sensitive.*

### Event Benefits

#### **Pre-event Benefits**

- Logo recognition in all pre-event marketing communications. Time sensitive benefit.
- Logo placement on event information pages on the CDA Institute web site.

#### **Onsite Event Benefits**

- One pop-up banner (average 3ft wx7ft h) displayed at each the Vimy Award Gala Dinner, Graduate Student Symposium, and the Ottawa Conference on Security and Defence. Banner to be provided by sponsor.
- Recognition of your sponsorship during event remarks.
- Exclusive sponsor slide (rotational) highlighting your logo on digital screens during the Graduate Student Symposium, Vimy Award Gala Dinner, Roundtables and Ottawa Conference on Security and Defence.
- Each company representative onsite will have badges adorned with sponsor recognition ribbon.
- Logo placed on event programs and displays.

### Complimentary Registrations

#### Graduate Student Symposium

- Six (6) complimentary passes to the Graduate Student Symposium
- Six (6) complimentary passes to the Graduate Student Symposium meal events

#### Vimy Award Gala Dinner

- One (1) complimentary corporate table of ten (10) with prime location provided to sponsor with logo recognition.

#### Ottawa Conference on Security and Defence

- Four (4) complimentary passes to the Ottawa Conference on Security and Defence
- Four (4) complimentary passes to the meal events and Conference Evening Banquet.

#### Roundtable Series

- Two (2) complimentary passes to each of the Roundtable events will be made available to sponsor.  
\* *Acceptance of invitations are time sensitive.*



**STRATEGIC SPONSOR PACKAGE OPTIONS – MULTI YEAR**

TERM		
2-YEAR SPONSORSHIP	Year 1: \$42,500	Receive a 15% savings on your first-year sponsorship
	Year 2: \$40,000	Receive a 20% savings on your second-year sponsorship
3-YEAR SPONSORSHIP	Year 1: \$42,500	Receive a 15% savings on your first-year sponsorship
	Year 2: \$40,000	Receive a 20% savings on your second-year sponsorship
	Year 3: \$37,500	Receive a 25% savings on your third-year sponsorship



## 27TH ANNUAL VIMY AWARD GALA DINNER

3 November, 2017

Canadian War Museum, Ottawa, Ontario

[Event Video – 2015 Edition](#)

In 1991, the Vimy Award was established to recognize Canadians who have made outstanding commitments to Canadian security and defence and towards preserving our democratic values, normally as a life-long achievement. The award honours the bravery and sacrifice of the Canadian soldiers – comprising the four divisions of the Canadian Corps – who were victorious in the battle of Vimy Ridge in April 1917.



### Previous Vimy Award Recipients

1991	The Right Honourable Joe Clark	2004	Dr. David Bercuson
1992	General John de Chastelain	2005	Mr. G. Hamilton Southam
1993	Major General Lewis Mackenzie	2006	Brigadier-General David Fraser
1994	Major-General William Howard	2007	General Raymond R. Henault
1995	Major-General Roméo Dallaire	2008	General Rick Hillier
1996	Dr. Jack Granatstein	2009	Warrant Officer William MacDonald
1997	The Right Honourable B. Dickson	2010	The Right Honourable Adrienne Clarkson
1998	Vice-Admiral Larry Murray	2011	Major-General Jonathan Vance
1999	Lieutenant-General Charles H. Belzile	2012	Honorary Colonel Frederick Philip Mannix
2000	The Honourable Barnett Danson	2013	Brigadier-General Don W. Macnamara (ret'd)
2001	Air Commodore Leonard Birchall	2014	Honorary Colonel Blake Goldring
2002	Colonel, the Honourable John Fraser	2015	The Honourable Hugh D. Segal
2003	General Paul Manson	2016	Dr. James Boutilier



**VIMY AWARD SPONSORSHIP – EXCLUSIVE: \$30,000**

**Year-round Benefits**

Dedicated Awards page will be placed year-round on the CDA Institute web site which will outline;

- Individual or company biography and photo
- Short article highlighting your thoughts and commitment to the Vimy Award.
- Historical information on the Vimy Award.
- Recognition of sponsorship on all event marketing pieces highlighting the award.

**Pre-Event Benefits**

- Logo recognition in all pre-event marketing email blasts (distribution 5000+ per). Time sensitive benefit.
- Logo placement on event information pages on the CDA Institute web site

**Onsite Event Benefits**

- One (1) complimentary table of 10 to the Vimy Award Gala Dinner with reserved seating. (value \$5,000) each year of sponsorship.
- Your name listed with all onsite award specific event signage and marketing pieces highlighting the award program.
- Recognition of your sponsorship in collaboration with the award by EMCEE
- Onstage opportunity to provide remarks/co-presentation of the Award.
- Participate in photo op with recipient which will be placed on the CDA Institute web site and within CDA Institute National Office.
- Logo visibility in event program
- Logo visibility on displays and digital main screens
- One (1) pop-up banner (average 3ft wx7ft h) displayed prominently at the venue. Banner provided by sponsor.
- Each company representative onsite will have badges adored with sponsor recognition ribbon

**Post Event Benefit**

- One (1) complimentary full page advertisement in ON TRACK magazine. Graphic provided by sponsor.

**VIMY AWARD SPONSORSHIP MULTI YEAR OPTIONS**

TERM		
2-YEAR SPONSORSHIP	Year 1: \$25,500	Receive a 15% savings on your first-year sponsorship
	Year 2: \$24,000	Receive a 20% savings on your second-year sponsorship
3-YEAR SPONSORSHIP	Year 1: \$25,000	Receive a 15% savings on your first-year sponsorship
	Year 2: \$24,000	Receive a 20% savings on your second-year sponsorship
	Year 3: \$22,500	Receive a 25% savings on your third-year sponsorship



## VIMY AWARD GALA DINNER SPONSORSHIP OPPORTUNITIES

**PREMIER SPONSOR - SOLD**

**PLATINUM SPONSOR - \$15,000**

### Pre-Event Benefits

- Logo recognition in all pre-event marketing email blasts (distribution 5000+ per). Time sensitive benefit.
- Logo placement on event information pages on the CDA Institute web site

### Onsite Event Benefits

- Two (2) complimentary corporate event tables of 10 in a premium location (\$10,00 value)
- Logo recognition on reserved tables with prime location
- Onstage opportunity for a company representative to provide closing event remarks
- Two (2) pop-up banners (average 3ft wx7ft h) displayed prominently flanking each side of event mainstage. Banner provided by sponsor
- Sponsorship recognized during opening remarks
- Logo visibility in event program
- Logo visibility on displays and digital main screens
- Each company representative onsite will have badges adorned with sponsor recognition ribbon

### Post Event

- Two (2) complimentary full page advertisements in ON TRACK magazine. Graphic provided by sponsor.

**GOLD SPONSOR - \$10,000**

### Pre-Event Benefits

- Logo recognition in all pre-event marketing email blasts (distribution 5000+ per). Time sensitive benefit.
- Logo placement on event information pages on the CDA Institute web site

### Onsite Event Benefits

- One (1) complimentary corporate event table of 10 in a prime location (\$5,000 value)
- Logo recognition on reserved table with prime location
- Opportunity to provide pre-event reception logo printed cocktail napkins. Napkins provided by sponsor.
- Sponsorship recognized during opening remarks
- Logo visibility in event program
- Logo visibility on displays and digital main screens
- One (1) pop-up banner (average 3ft wx7ft h) displayed at the event venue main entrances. Banner provided by sponsor.
- Each company representative onsite will have badges adorned with sponsor recognition ribbon

### Post Event Benefits

- One (1) complimentary ½ page advertisement in ON TRACK magazine. Graphic provided by sponsor

**SILVER SPONSOR - \$8,000****Pre-Event Benefits**

- Logo placement on event information page on the CDA Institute web site

**Onsite Event Benefits**

- One (1) complimentary corporate event table of 10 (\$5,000 value)
- Logo recognition on reserved table
- Logo visibility in event program
- Logo visibility on displays and digital main event screens
- Each company representative onsite will have badges adorned with sponsor recognition ribbon

**Post Event Benefits**

- One (1) complimentary ¼ page advertisement in ON TRACK magazine. Graphic provided by sponsor

**CORPORATE TABLE SPONSOR - \$5,000****Onsite Event Benefits**

- One reserved 10-person corporate table at the event.
  - Logo recognition on reserved table
  - Logo visibility in event program
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## PUT YOUR HAND UP FOR CANADA!



We are committed to promoting security for Canadians, from Coast to Coast, through research and national dialogue.

For Canada's 150<sup>th</sup> Birthday support CDA Institute, by sponsoring to help support the Canadian security and defence research.

To secure your sponsorship or for further information please contact;



**Jennifer Giguere**  
**Business Development and Program Director**  
**Conference of Defence Associations Institute**

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