

CDA INSTITUTE'S VIMY GALA
SPONSORSHIP PROSPECTUS
2019



THE CONFERENCE OF DEFENCE ASSOCIATIONS (CDA)

After more than 75 years, the CDA remains the leading national voice and most influential advocacy group on security & defence issues, a set of concerns which has expanded to include national sovereignty, individual liberty, and related developments around the globe that affect the peace and security of Canada. Comprising associations from all parts of the country, the CDA expresses its ideas and opinions with a view to influencing government security and defence policy. It is a non-partisan, independent, and non-profit organization.



THE CONFERENCE OF DEFENCE ASSOCIATIONS INSTITUTE (CDAI)

The Conference of Defence Associations Institute is a non-partisan research organization with official charitable status, whose mandate is to provide research support to the CDA.

Our mission is to build critical bridges and knowledge exchange platforms between Canadian defence and security industries, academia and foreign and domestic governments through its focused programs, highest caliber research, B2B/B2G networking, mentorship opportunities for students, national events and major Canadian recognition awards.



EVENTS AND SPONSORSHIP

The CDA and the CDAI prides itself on organizing unforgettable annual events that inspire and motivate, like our Vimy Gala, Expert Series and our Ottawa Conference on Security and Defence. Each one providing attendees with opportunities to share ideas, network, and interact with peers, colleagues, business leaders and recognize and award outstanding Canadians. By contributing to a national conversation and collaborating about the vital defence and security sectors in Canada, we regard ourselves and these events as a force for positive change.



Events and Sponsorships are the main sources of revenue for the CDAI.

Strategic Partnerships, Research and Event sponsorships contribute to our day-to-day operations, enabling us to deliver quality research and platforms that offer improved business practices, new and/or enhanced professional relationships, knowledge sharing, innovation, and further mutual understanding between Canadian Government, academia and industry.



THE VIMY GALA

The Vimy Award and the Captain Nichola Goddard Award will be presented during the prestigious Vimy Gala held at the Canadian War Museum on November 8th. The Gala is the only event of its kind in Canada and brings together the Chief of Defence Staff and the Chief Justice of the Supreme Court to share the stage with the laureates.

Celebrating its 29-year history, the Vimy Gala consists of a black-tie cocktail and dinner, welcoming Canadian industry and government representatives and international guests to honor Canada’s fallen heroes and celebrate the current accomplishments of outstanding individuals in security and defence. The Vimy Gala has consistently held its reputation of being the most exclusive defence and security recognition galas of its kind for 28 years, annually



**VIMY GALA
SHARE THE EXPERIENCE**

DONATE SEATS TO VETERANS/CMC OFFICER CADETS/SERVING CAF MEMBERS

We believe, an experience like the Vimy Gala, is best shared.

Our Donated Seats Program allows CMC Officer Cadets, Military Veterans and serving members of CAF, who typically would not be in a position to attend, to join the Gala celebrations as guests of one of our Table Sponsors. Experiences and memories are created thanks to those companies who donate a select number of seats from their table.

With your sponsorship that has the added value benefit of a complimentary table we do encourage you to contact us and find out more on how you can play an important role in welcoming these special guests to the Vimy Gala for an evening to remember.

Visibility Benefits Subject to Adjustments

PREMIER SPONSORSHIP - \$25,000 / EXCLUSIVE - SOLD

- Company CEO, or their designee, invite to serve on the Vimy Award and Nichola Goddard Recipient Selection Committee. Meeting: August 2019.
- Company representative invite to join the CDA/CDAI Executive Director in the onsite entry welcome of the VCDS or their designee.
- Two *prime* location complimentary tables of ten
- Two *prime* reserved seats at one of the dedicated VIP tables seated amongst events most esteemed guests
- Representative onstage address
- Main stage podium branded exclusively with your company logo
- Photo opportunity for four company reps with Award Winners during VIP Photo Session
- Four pop-up banners displayed. Banners supplied by sponsor.
- Sponsorship verbally recognized during opening remarks
- Prime logo visibility in event program and digital display screens
- Opportunity to provide event attendees a take-away promotional item. Item provided by sponsor.
- Logo recognition on reserved table
- Prime logo placement on event web site
- Social media acknowledgement of your sponsorship
- Prime recognition of sponsorship in pre- and post-event e-communications marketing campaigns

PLATINUM SPONSORSHIP - \$15,000

- Company CEO, or their designee, invite to serve on the Vimy Award and Nichola Goddard Recipient Selection Committee. Meeting: August 2019
- Two complimentary tables of ten
- Logo recognition on reserved tables
- Two reserved seats at one of the dedicated VIP tables
- Company representative to onstage remarks
- Photo opportunity for two company reps with Award Winners during the VIP Photo Session
- Two pop-up banners displayed. Banners supplied by sponsor.
- Sponsorship verbally recognized during opening remarks
- Logo visibility in event program and digital display screens
- Social media acknowledgement of your sponsorship
- Recognition in pre- and post-event e-communications marketing campaigns
- Logo placement on event web site

GOLD SPONSORSHIP - \$10,000 – 2 REMAINING

- One complimentary table of ten
- **Two reserved seats at one of the dedicated VIP tables**
- Photo opportunity for one company rep with Award Winners during a VIP Photo Session
- Logo recognition on reserved table
- Logo visibility in event program and digital display screens
- One pop-up banner displayed. Banner supplied by sponsor.
- Recognition on e-communications marketing campaigns
- Logo placement on event web site.

RECEPTION SPONSORSHIP - \$10,000 / EXCLUSIVE - SOLD

- One complimentary table of ten
- **Two reserved seats at one of the dedicated VIP tables**
- Photo opportunity for one company rep with Award Winners during VIP Photo Session.
- Opportunity to provide Reception welcome address
- One pop up banner placed with reception area. Banner supplied by sponsor.
- Logo recognition on reserved table
- Opportunity to provide reception branded cocktail napkins
- Branded tent cards placed throughout the reception area.
- Logo visibility in event program and digital display screens
- Logo in e-communications marketing campaigns
- Logo placement on event web site

SILVER SPONSORSHIP - \$8,000 / LIMITED

- One complimentary table of ten
- One pop-up banner at event. Banner supplied by sponsor.
- Logo recognition on reserved table
- Logo visibility in event program
- Logo visibility on displays and digital screens
- Logo placement on event web site
- Logo on e-communications marketing campaigns

BRONZE SPONSORSHIP - \$5,000 / LIMITED

- One complimentary table of ten
- Logo recognition on reserved table
- Company name (text) listed within event program and digital displays
- Company name (linked text) on e-communications marketing campaigns

Visibility Benefits Subject to Adjustments

VIP PHOTOGRAPHY SESSION SPONSORSHIP - \$4,000 / SOLD

- Four complimentary tickets
- Photo opportunity for two with Award Winners during VIP Photo Session.
- Two pop up banners placed within VIP photography area. Banner supplied by Sponsor.
- Company name visibility in event program and digital displays
- Company name (linked text) pre- and post-event e-communications marketing campaigns

COAT CHECK SPONSORSHIP - \$3,000 / EXCLUSIVE

- Two complimentary tickets
- Branded tent cards will be placed at coat check station
- Logo visibility in event program and digital displays
- One pop up banner within coat check area. Banner supplied by sponsor.
- Company name (linked text) pre- and post-event e-communications marketing campaigns

TECHNOLOGY SPONSORSHIP - \$3,000 / EXCLUSIVE

- Two complimentary tickets
- Logo visibility in event program and digital displays
- One pop up banner placed at the event. Banner supplied by sponsor.
- Company name (linked text) pre- and post-event e-communications marketing campaigns

VIMY AWARD SPONSORSHIP – SOLD UNTIL 2021

Established in 1991, the Vimy Award recognizes 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. The Vimy Award is presented annually at the Vimy Gala held each November at the National War Museum, Ottawa, ON, Canada.

VIMY AWARD SPONSOR – MR. CHIKO NANJI

Mr. Nanji is a prominent Canadian businessman based in Montreal and Toronto. In 1972 his family along with all those of Indian or Pakistani descent were expelled from Uganda by Idi Amin. The Nanji family chose Canada as their new home. Landing that same year, the family took up residence in Montreal. On the completion of his education Mr. Nanji set out to establish a career in business. Mr. Nanji is now the Group Chief Executive Officer, founder and sole owner of Metro Supply Chain Group. Metro operates approximately 45 logistics centers in North America and Europe and employs over six thousand people. Mr. Nanji is also Chairman of LDC Logistics Development Corporation, a leading real estate, development and investment company.

In 2012, Mr. Nanji was appointed the Honorary Colonel of the 30th Field Regiment RCA in the Canadian Armed Forces. During his tenure as Honorary Colonel he oversaw a project to write a Regimental history of 30th Field Regiment RCA which was successfully published in 2017. He was also instrumental in establishing a Bursary in the name of one of the unit members who was killed on a training exercise. Other military associations include being a member of the 30th Field Regiment Senate, The Cameron Highlanders of Ottawa Senate and the 33 Signals Regiment Senate. As a member of the Cameron Highlanders of Ottawa Senate he funded the publication of their Regimental history in 2011 and provided financial support to the Regiment during the visit of their Colonel in Chief Prince Philip in 2010. Mr. Nanji is a board member of the Conference of Defense Associations, a Director on the Board of Directors of Federal District Council, St John Ambulance and is an advisory member of the Prince’s Charities Canada. He is a recipient of the Queen’s Diamond Jubilee Medal in 2012, the Provincial Commendation from the Order of St John in 2013 and was appointed a Chevalier of the Order of St. George.



CAPTAIN NICHOLA GODDARD AWARD SPONSORSHIP / EXCLUSIVE

The *Captain Nichola Goddard Award* was created to recognize and honor a young Canadian innovator and trailblazer who has made a significant contribution to Canadian security and defence.

Captain Nichola Goddard's name was chosen for this new award because she was very much a game changer in her own right. Nichola was the first Canadian female soldier in a combat role killed in action (in Afghanistan on 17 May 2006). This award is about remembering Nichola's vibrant spirit and celebrating other "Game Changers" who live by Canadian values of inclusivity, innovation, ethical leadership and commitment.

Previous recipients of the Captain Nichola Goddard Award include Mrs. Leah West Sherriff and Prof. Stéfanie von Hatlky.

BENEFITS

- A dedicated awards page will be placed on web site year-round containing sponsor bio/profile and photo, short article highlighting sponsors thoughts and commitment to the Award
- Sponsor on all year-round marketing initiatives highlighting the Captain Nichola Goddard Award, providing alignment between the sponsor, the award and the military community.
- Invitation to participate in the Award selection committee amongst esteemed industry and government representatives. Selection Committee Meeting: August 2019.
- On-stage co-presentation of the Award at the Vimy Gala
- Four complimentary **reserved seats at one of the dedicated VIP tables**
- Reserved participation at the VIP Photo Session taking place at the Vimy Gala
- Sponsorship verbally recognized during opening remarks
- Sponsor name all on event signage and digital displays
- Sponsor recognized on social media platforms
- Two complimentary passes to the 2020 Ottawa Conference on Security and Defence taking place March 4-5, 2020.

Contact us to find out how you can be the proud sponsor of this award.

