

International Conference on Outdoor Leadership | 2011

Workshop Track Sponsorship Information

The International Conference on Outdoor Leadership (ICOL) is redefining the idea of sponsorships. In 2011 we are utilizing sponsorship in a new and exciting way to enhance the quality of our conference. The ICOL is seeking six sponsors, one sponsor for each of the six, core competency based, workshop tracks.

The workshop tracks will focus on providing continuing education at the professional level covering content appropriate to one of the WEA's core competencies:

- Outdoor Living
- Planning and Logistics
- Risk Management
- Leadership
- Environmental Integration
- Education

What makes this sponsorship so different?

Along with many of the traditional sponsorship offerings (ad space, logos, links, signage, etc), your sponsorship fees will cover the registration fee for one lead presenter for each of the workshops within that track. That's eight presenters who will be able to attend because of your generous support.

Why is this important?

By covering the registration fees for the lead presenters of a workshop track, your sponsorship will attract a large pool of workshop proposals to the ICOL, increasing the quality and professionalism of workshops offered. At a time when budgets of public and private institutions are being cut, many professionals are unable to present at an event when their registration funding is on the chopping block. Your sponsorship provides an incredible opportunity to change the way the outdoor leadership industry conceptualizes professionalism, by supporting individuals who continue to improve it by presenting cutting edge information.

What is included in your sponsorship package?

- Sponsorship fees will pay for the registration fees of the primary presenters in your track
- Conference program visibility
 - Full page color advertisement
 - Logo will appear next to the workshops/track that is being sponsored
 - Logo will appear next to the bios of presenters you are sponsoring
- Sponsor logo and link to company website on the top three most visited WEA website pages
 - Homepage
 - Curriculum Page (next to the competency being sponsored)
 - Conference Page
- Full color signage outside of the room of the workshop track
- Complimentary booth space in the main Assembly Hall at the event (includes registration for one person) at the 2011.
- Option to insert products/materials into the registration packet
- Option to present in one of the presentation slots in the track
- Option to assist in the selection of workshop proposals for the track

How much does it cost to sponsor a track?

The cost to sponsor a track and receive all of the above benefits and recognition is \$4000.