

# CRTA | ACTR

CANADIAN REGULATORY TECHNOLOGY ASSOCIATION  
ASSOCIATION CANADIENNE DE LA TECHNOLOGIE RÉGLEMENTAIRE



## Sponsorship Opportunities

**The Innovation Game – Adopting RegTech in a Digital Age November 16, 2021 – 8:30 am -5:00 pm.**

**WE WELCOME YOUR COMPANY THE OPPORTUNITY TO BECOME ONE OF OUR VALUED SPONSORS.**

At our 2020 annual event “Accelerating Digital Transformation while Balancing Risks and Rewards”, we had a 70% attendee/registration ratio and a balanced turnout within key stakeholder groups. This year our agenda delves deeper into how organizations can use emerging technologies to effectively implement RegTech solutions to support digital transformation. [Full program](#)

**BENEFITS:** You’ll receive the opportunity to be in front of your target market to gain invaluable exposure for your business growth, improve brand awareness, increase sales, generate leads and network with your colleagues.

### **GOLD KEYNOTE SPONSOR – \$3,500**

- ☑ Opportunity for featured speaking platform (Keynote introduction or panel moderator)
- ☑ Pre-conference marketing exposure listing company name, prominent placement of logo and firm profile on event website, monthly newsletter, and social media
- ☑ Prominent brand recognition during the sponsored function (agenda, signage, CRTA slide deck)
- ☑ Opportunity to provide digital marketing material to event registrants
- ☑ Follow-up article on Canadian RegTech website (optional)
- ☑ Prepared 90-second video by sponsor to be played during session break
- ☑ Inclusion in post event highlight reel video for wide distribution
- ☑ Full mailing list of conference participants (for those who opt-in)
- ☑ 5 Free tickets to attend virtual event for customers/colleagues

### **SILVER PANEL SPONSOR – \$2,500**

- ☑ Opportunity to propose panel participant from your firm (\*CRTA / Sponsor will assess suitability for sessions)
- ☑ Pre-conference marketing exposure listing company name on event website, monthly newsletter and social media
- ☑ Opportunity to provide digital marketing material to event registrants
- ☑ Prominent brand recognition during the sponsored function (agenda, signage, CRTA slide deck)
- ☑ Prepared 60-second video by sponsor to be played during session break
- ☑ Inclusion in post event highlight reel video for wide distribution
- ☑ Full mailing list of conference participants (for those who opt-in)
- ☑ 3 Free tickets to attend virtual event for customers/colleagues

### **BRONZE SPONSOR – \$1,000**

- ☑ Pre-conference marketing exposure listing company name and logo (event website, monthly newsletter)
- ☑ One dedicated social media post (LinkedIn or Twitter)
- ☑ Opportunity to provide digital marketing material to event registrants
- ☑ Prominent brand recognition (agenda, CRTA slide deck)
- ☑ 2 Free tickets to attend virtual event for customers/colleagues

***Members are entitled to a 15% discount***

***We welcome the opportunity to discuss other ways to contribute such as in-kind sponsorship, prizeing, entertainment sponsors etc.***