



UWI
ST AUGUSTINE



| Sponsor
| Package



UWI
ST AUGUSTINE



Dear Prospective Sponsor

The University of the West Indies, St Augustine is hosting **eLearn2009** from June 8th to 11th 2009 at the Hyatt Regency, Trinidad. This conference marks ten years since the Educational Technology Conference was held in 1999 at the St Augustine Campus. **eLearn2009** offers a forum for the exchange of ideas and information on the creative use of elearning in development.

Our keynote speakers are **Professor Michael Simonson**, Instructional Technology and Distance Education at Nova Southeastern University, Florida; **Mr. Martin Dougiamas**, Developer of Moodle and Managing Director of Moodle Pty Ltd, Perth Australia; **Dr. Willie Clarke-Okah**, Education Specialist, Higher Education and Policy Development at the Commonwealth of Learning, Vancouver, Canada; and **Professor Brian Copeland**, Dean, Faculty of Engineering, UWI, St Augustine. Prof. Copeland and his team have been awarded by the Trinidad and Tobago Government for the development of the G-pan.

The scope of the conference includes the following topics as they relate to innovative elearning in tertiary education, corporate, and government institutions:

- Best Practices in the elearning
- Professional Development in the elearning Environment
- Enabling elearning Environments
- Ethics and Equity in the elearning
- Literacies for the Information/Creative Age
- Innovative elearning

eLearn2009 will network education and technology specialists from across the globe. It provides the opportunity for exposure to consumers in the teaching/learning environment as well as professionals in technology.

We invite you to partner with us by taking advantage of the opportunity for sponsorship in this leading educational technology conference. Your investment in this venture will assist in providing the way forward for The University of the West Indies and the region.

We have offered details of the benefits to your sponsorship and look forward to your support in this venture. To better facilitate your investment please note that sponsorship packages can be customized to accommodate your organisation's particular needs.



Prof. Clement Sankat
Pro Vice Chancellor and Campus Principal
The University of the West Indies
St Augustine

Sponsor Opportunities

Sponsor Levels and Packages

Premiere Sponsor	\$100,000 and over
Diamond Sponsor	\$70,000
Platinum Sponsor	\$50,000
Gold Sponsor	\$30,000

These sponsorship packages can be customised to fit your company's marketing/sales goals and priorities.

Benefits of Sponsorship

PREMIERE SPONSOR - \$100,000 AND OVER

1. Sponsor name/logo and a blurb of the company's services on the *elearn2009* website
2. Sponsor name/logo printed on the conference bags
3. Corporate mention in all media promotions – sponsor name/logo in all print and digital advertising, in all event-related mail and emails, and mentioned in all radio/television advertising/interviews
4. Sponsor name/logo on all promotional posters, flyers, banners
5. Sponsor name/logo on all memorabilia
6. Prominently display one's corporate banner (free standing) at the conference venue
7. Exposure at all public relations activities promoting your company as a sponsor
8. A full-page advertisement for your company in the programme
9. Named as a sponsor in all acknowledgements
10. Sponsor name and logo listed in the programme

DIAMOND SPONSOR - \$70,000

1. Sponsor name/logo and a blurb of the company's services on the *elearn2009* website
2. Sponsor name/logo in 50% of all print and digital, radio and television media promotions
3. Sponsor name presence/mentioned in all television/radio interviews
4. Sponsor name/logo on all memorabilia
5. Prominently display one's corporate banner (free standing) at the conference venue
6. A half-page advertisement for your company in the programme,
7. Named as a sponsor in all acknowledgements
8. Sponsor name and logo listed in the programme

PLATINUM SPONSOR - \$50,000

1. Sponsor name/logo in 25% of all print and digital, radio and television media promotions
2. A quarter-page advertisement for your company in the programme
3. Named as a sponsor in all acknowledgements
4. Sponsor name and logo listed in the programme

GOLD SPONSOR - \$30,000

1. Named as a sponsor in all acknowledgements
2. A quarter-page advertisement for your company in the programme
3. Sponsor name and logo listed in the programme

Opportunities for Sponsorship in other areas

FOOD & BEVERAGE (Participants - 250 / Workers - 50)	
Coffee and Tea Breaks / Lunch	471,560.38
Gala Dinner	105,248.00
Cocktail Reception	111,826.00

PACKAGES (Participants - 250 / Workers - 50)	
Conference Bags	12,000.00
DVD - Eco -Tourism Promotional on T&T	29,250.00
USB (conference papers)	15,000.00

GENERAL OPERATIONS	
Name Tags (Workers, Participants, Exhibitors)	5,000.00
Inland Transport - Airport and Tours	15,000.00
Transport of Equipment	5,000.00
Programmes - Design and Printing	15,000.00

TECHNOLOGY	
Technical Assistance - Staff	20,000.00
Technical Assistance - Equipment	30,000.00

Budget

eLearn2009 Conference

June 8th - 11th 2009

Estimated Budget - EXPENDITURE

Details	TT\$
HYATT REGENCY TRINIDAD	
Food and Beverage (Participants - 250 / Workers - 50)	
Coffee and Tea Breaks / Lunch	471,560.38
Gala Dinner	105,248.00
Cocktail Reception	111,826.00
Sub Total	688,634.38
Accommodation	
Rental of Conference Facilities - 4 days (Discounted)	209,300.00
UWI Conference Staff	94,380.00
Keynote Speakers	35,392.50
Sub Total	339,072.50
Total - Hyatt Regency	1,027,706.88
TECHNOLOGY	
Technical Assistance - Staff	20,000.00
Technical Assistance - Equipment	30,000.00
Total	50,000.00
INFRASTRUCTURE	
Name Tags (Workers, Participants, Exhibitors)	5,000.00
Inland Transport - Airport and Tours	15,000.00
Transport of Equipment	5,000.00
Programmes - Design and Printing	15,000.00
Décor	5,000.00
Web Design and Updating Site (CAN\$1711x\$6)	10,266.00
Total	55,266.00
KEYNOTE SPEAKERS - Four (4) Guests)	
Airline Travel	40,770.70
Honorarium	71,500.00
Total	112,270.70
PACKAGES (Participants - 250 / Workers - 50)	
Conference Bags	12,000.00
DVD - Eco -Tourism Promotional on T&T	29,250.00
USB (conference papers)	15,000.00
Total	56,250.00
SECRETARIAT	
Staff	499,800.00
Office Equipment/Furniture	59,300.00
Miscellaneous/Contingencies	67,400.00
Total	626,500.00
GRAND TOTAL	1,927,993.58

Sponsorship Letter of Agreement

Company name: _____

Agrees to provide financial sponsorship to the **eLearn2009** conference – June 8th – 11th 2009.

As a sponsor, I understand that I will receive the applicable sponsorship opportunities described in this packet. I further understand that these opportunities will not be valid until this agreement is signed and my cheque has been issued to and accepted/acknowledged by **The Instructional Development Unit, UWI**. I also understand that sponsorship of a particular item is subject to said item's availability. Furthermore I understand that in order to receive the full advertisement benefit of this sponsorship package, this sponsorship form, any necessary accompanying information/material (this includes the necessary digital artwork necessary for promotional advertising), and payment must be received by **April 30th 2009**.

▪ Please fill in the appropriate sponsorship information below ▪

Our company would like to become a _____ **Sponsor**
Sponsor Title or print **General** if unspecified)

for the eLearn2009 conference. We will be providing a sum of _____ **Dollars**

(\$ _____ .00) to the event.

Sponsor name

Address

Representative Name

Email

Phone/Fax Number

Authorized Sponsor Signature

Date

Please send this completed agreement with cheque made payable to:

The University of the West Indies, St Augustine

Mailing Address: **The Instructional Development Unit**
Office of the Campus Principal
Sir Frank Stockdale Building (Ground Floor)
The University of the West Indies
St. Augustine, Trinidad and Tobago
Tel: (868) 662-2002 ext. 2611/2214
(868) 663-9236
Fax: (868) 662-0558
E-mail: ellearn@sta.uwi.edu
Website: <http://ellearn2009.com/>