

# PPX FRP

**PPX SPONSORSHIP  
PACKAGE**

PERFORMANCE AND PLANNING EXCHANGE  
FORUM SUR LE RENDEMENT ET LA PLANIFICATION



**Adaptation: Planning and Performance  
throughout and beyond COVID**

**24<sup>TH</sup>  
ANNUAL**

**PPX VIRTUAL  
SYMPOSIUM**

**May 26 – 27, 2021**



## What is PPX?

The Performance and Planning Exchange (PPX) is a non-profit Canada-based international centre of excellence for learning, sharing and developing expertise in performance and planning – including its measurement, implementation, public reporting and management.



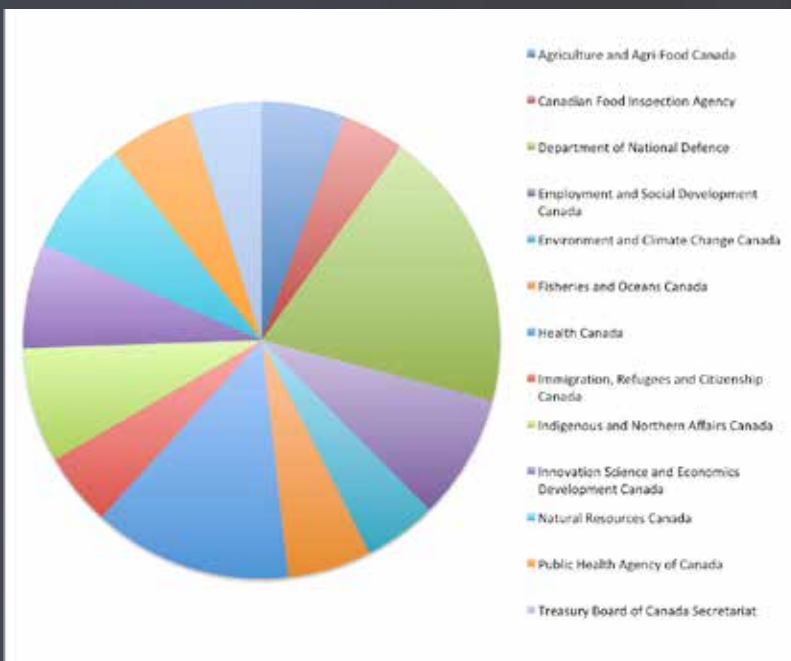
## PPX Symposium

The PPX Symposium is the leading forum for performance and planning professionals in Canada. Attendees include the top purchasers of consulting services for many of Canada's Public and Private Sector organizations.

## Who Attends the PPX Symposium

With a membership of over 3600, the PPX community consists of public servants from all levels of government, consultants, practitioners, academics, NGOs and students who all share an interest in performance-based management.





### 2019 Statistics - 10 or More Attendees From These Organizations



### Other organizations that participate:

Office of the Auditor General of Canada, Office of the Commissioner of Official Languages, Office of the Privacy Commissioner of Canada, Office of the Secretary to the Governor General, Office of the Superintendent of Financial Institutions Canada, Royal Canadian Mounted Police, University of Victoria, University of Waterloo, Veterans Affairs Canada, Public Safety Canada, Parks Canada, Statistics Canada, Transport Canada

## Become a PPX sponsor and take advantage of exceptional marketing opportunities:

-  **NETWORK** – Great way to create and maintain relationships. Connect with Performance and Planning professionals in many of Canada’s Public and Private Sector organizations
-  **EDUCATION** – Leading-edge thinking, discussion of “hot” issues, the latest in government initiatives and best practices
-  **ADVERTISING** – Regular e-mailers will promote program highlights and partners
-  **SOCIAL MEDIA** – This will be used to create excitement around the event, speakers and partners

<b>Sponsorship Opportunity</b>	<b>Gold</b>	<b>Silver</b>	<b>Bronze</b>	<b>Break Between sessions (4 available)</b>
	<b>\$1,500</b>	<b>\$1,000</b>	<b>\$500</b>	<b>\$250</b>
<b>Complementary registrations</b>	2	1	0	n/a
<b>Acknowledgement of sponsor by Emcee</b>	Beginning and end of each day	Beginning of each day	Beginning of each day	Beginning and end of the sponsored break
<b>Opportunity to sponsor a session and introduce and thank the keynote speaker</b>	1	1	0	n/a
<b>Rotating logo on the Symposium Platform</b>	Yes	Yes	Yes	Yes
<b>Logo on Symposium Platform / home page and thank-you page</b>	Large	Medium	Small	Small
<b>Marketing video on the Symposium Platform (Optional)</b>	Yes	Yes	n/a	n/a
<b>Logo and corporate profile on PPX Web site with links to PPX LinkedIn and twitter social media accounts</b>	Yes	Yes	Yes	Yes
<b>Opportunity to submit an article for an e-zine</b>	Yes	Yes	Yes	No

**A variety of great sponsorship opportunities are available. Book yours today!**



## **1. Gold Sponsorship – \$1,500**

**PARTNER RECEIVES THE FOLLOWING BENEFITS:**

- Two Symposium passes
- Acknowledgement by Emcee at the beginning and end of each day
- Opportunity to sponsor one session and introduce and thank the Keynote Speaker
- Rotating logo on the Symposium Platform
- Large logo on the Symposium platform, home page and thank you page
- Marketing video on the Symposium Platform (Optional) – Video is provided by the Sponsor.
- Logo and corporate profile on PPX Web site with links to PPX LinkedIn and twitter social media accounts
- Opportunity to submit an article for an e-zine



## **2. Silver Sponsorship \$1,000**

**PARTNER RECEIVES THE FOLLOWING BENEFITS:**

- One Symposium passes
- Acknowledgement by Emcee at the beginning and end of each day
- Opportunity to sponsor one session and introduce and thank the Keynote Speaker
- Rotating logo on the Symposium Platform
- Medium logo on the Symposium platform, home page and thank you page
- Marketing video on the Symposium Platform (Optional) – Video is provided by the Sponsor.
- Logo and corporate profile on PPX Web site with links to PPX LinkedIn and twitter social media accounts
- Opportunity to submit an article for an e-zine



## 3. Bronze Sponsorship \$500

### PARTNER RECEIVES THE FOLLOWING BENEFITS:

- Acknowledgement by Emcee at the beginning of each day
- Rotating logo on the Symposium Platform
- Small logo on the Symposium platform, home page and thank you page
- Logo and corporate profile on PPX Web site with links to PPX LinkedIn and twitter social media accounts
- Opportunity to submit an article for an e-zine



## 4. Break Sponsorship \$250

### PARTNER RECEIVES THE FOLLOWING BENEFITS:

- Acknowledgement at the beginning and end of break
- Rotating logo on the Symposium Platform
- Small logo on the Symposium platform, home page and thank you page
- Logo and corporate profile on PPX Web site with links to PPX LinkedIn and twitter social media accounts

## Previous Sponsors/Exhibitors Include:



Public Policy and  
Program Evaluation  
CARLETON UNIVERSITY



GOSS GILROY INC.  
Management Consultants  
Conseillers en gestion

FINANCIAL MANAGEMENT  
INSTITUTE OF CANADA

fmi

INSTITUT DE LA GESTION  
FINANCIÈRE DU CANADA





**2021 Twenty-Fourth Virtual PPX Symposium**  
**SPONSORSHIP FORM**  
**May 26-27, 2021**

Contact Name: \_\_\_\_\_

Organization: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ Prov / State: \_\_\_\_\_

Country: \_\_\_\_\_ Postal Code / ZIP: \_\_\_\_\_

Email: \_\_\_\_\_

Tel: \_\_\_\_\_ Fax: \_\_\_\_\_

Website: \_\_\_\_\_

**Partnership Opportunities**

- Gold (\$1,500) \_\_\_\_\_  Bronze (\$500) \_\_\_\_\_
- Silver (\$1,000) \_\_\_\_\_  Break (\$250) \_\_\_\_\_

**TOTAL:**

HST: \_\_\_\_\_

**TOTAL PRICE:** \_\_\_\_\_ (HST: #R873599120 RT0001)

**For further promotion in the program and on the website,  
please forward the following to [info@ppx.ca](mailto:info@ppx.ca):**

- Corporate Logo  
 Corporate write-up (50 words)

**Method of Payment**

- Invoice Me
- Cheque enclosed made payable to the PPX  
c/o The Willow Group
- Charge my
- American Express  MasterCard  VISA
- Card Number \_\_\_\_\_
- Exp. Date \_\_\_\_\_
- Cardholder Name \_\_\_\_\_
- CCV# \_\_\_\_\_
- Signature \_\_\_\_\_

**Sponsor Cancellation Policy:** Once a sponsorship invoice has been issued, cancellation of any or all sponsorship requested before May 1, 2021 shall entitle the Performance and Planning Exchange (PPX), as operators of the 2021 Symposium, to a cancellation fee of 25% of the rental and/or sponsorship value for which cancellation is requested. Cancellation will not be permitted after May 1, 2021. The sponsor will be responsible after that date for the full amount of the sponsorship value and any collections therewith as reasonably determined by the Performance and Planning Exchange (PPX). Notification of cancellation must be received by the Performance and Planning Exchange (PPX) in written form.

**You MUST sign and date here for  
your registration to be complete**

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Print Name: \_\_\_\_\_

**Complete the registration form and return to: Performance and Planning Exchange c/o TheWillow Group**

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