

DigiBC

The Digital Media and Wireless Association of BC

2011

Sponsorship & Partnership



DigiBC promotes, supports and accelerates the growth, competitiveness, and sustainability of BC's digital media and wireless industry in the world through world-class leadership, promotional and trade and investment initiatives, networking and events, education and training, and public policy. We represent more than 1,000 companies and 16,500 employees in video games, animation and visual effects, web 2.0, interactive marketing and social media, e-learning, and mobile and wireless generating revenues of more than \$3 billion a year.

DigiBC | 900 - 1188 West Georgia Street | Vancouver, British Columbia, Canada | V6E 4A2 | www.digibc.org

mobile & wireless

video games

animation & visual effects

web 2.0 & social media

interactive marketing & e-learning

Key Information for DigiBC Sponsors and Partners

DigiBC promotes, supports and accelerates the growth, competitiveness, and sustainability of BC's digital media and wireless industry, globally, through:

- World-class leadership
- Strategic initiatives in promotion, trade and investment
- High value networking and events
- Industry-driven education and training
- Effective public policy

Sponsorship support helps us accomplish our goals and foster a thriving industry. Here are just four of the many objectives Sponsors helped us achieve in 2010

1. **Tax Credits** – Through the BC Interactive Task Force and working with the BC government, we helped enact one of the most flexible and attractive digital media tax credit policies in North America, saving millions of dollars for BC companies and creating a more competitive digital media industry in BC.
2. **Leadership and public policy** – DigiBC engaged in conversations with the federal government about the future of Canada's digital economy, which we outlined in our paper, "Improving Canada's Digital Advantage".
3. **Key industry market intelligence** – *The BC Digital Media + Wireless Industry Survey 2010* reported on BC's rapidly developing digital media and wireless industries, providing data for strategic planning and trade and investment purposes.
4. **World stage promotion during the 2010 Olympic Games** – Nearly 100 companies participated in the Business Visitor Program at the 2010 VX Showcase and Services at Robson Square, presenting 14 unique events and garnering more than 1,000 qualified leads, plus exceptional media coverage. The Multimedia Gallery at the BC Canada Pavilion promoted our industry to more than 100,000 unique visitors during the Games. Total hours donated for both projects was around 7,400 hours or 85% above the initial commitment of 4,000 hours.

Will you help with these strategic priorities for 2011 and beyond?

- **Build a member-centric, results-driven** and sustainable industry technology association that delivers value to our members, key stakeholders, partners and community.

- Use **convergence to create product innovation** through collaboration and build better relationships with academia and government, all with the goal of more jobs, accelerated commercialization, more revenue and greater industry profits.
- Promote BC as the most recognized and admired **centre of digital media excellence in the world** and Vancouver as the digital media capital in Canada.
- Enable BC digital media and wireless companies to **excel in a competitive global market place** through innovative business development programs and events, strategic trade and investment initiatives, recruitment of key talent, and advocacy.
- Produce a number of large, **annual international events** that will position Vancouver, BC with the US, Asia Pacific, Europe and emerging markets, as the best place in the world to work, invest and play.

Sponsors enjoy unparalleled access to DigiBC Members & Board

Exclusive Benefits for our Platinum and Gold Sponsors:

- Platinum Level Sponsors will be invited to make presentations directly to our Board of Directors.
- Gold and Platinum Level sponsors will be invited to key DigiBC social and networking events to meet key industry, government and academic stakeholders.
- Gold and Platinum Level sponsors enjoy the recognition of "exclusive sponsorship" in their industry area

All sponsors will enjoy:

- Strong visibility among our members and the rest of the industry, as well as with supporting government and academic bodies – the kind of strong publicity that money cannot buy directly.
- Events where you can meet and build relationships with top innovators and executives including, perhaps, your next senior technology VP, or CEO.
- The opportunity to position your company or organization as one that drives leadership, job creation and economic growth, and that is helping BC to become a global centre of excellence in wireless and digital media.

DigiBC's initiatives for 2011

Sponsors can gain industry-wide – and even worldwide – attention by:

- Sponsoring some of our monthly, quarterly and annual education and training events
- Receiving exposure in our electronic publications and online social media communications. We have 5,000 subscribers and enjoy thousands of unique visitors to our online properties: www.digibc.org; www.vidweek.com; www.momovan.com; www.vxperience.com.
- You can also meet our active social media groups through LinkedIn, Twitter, Facebook, Flickr and YouTube.
- Appearing at our Vancouver Interactive Digital Week [VIDWeek] 2011 – our annual international conference and award show, featuring a Leadership Summit, the Vancouver International Partnering Forum and much more.
- Sponsoring DigiBC Venture Forum, where BC's digital media and wireless startups get mentoring, training and access to international venture capital.
- Sponsoring DigiBC's Canadian Videogame Awards 2011, presenting at Mobile Monday Vancouver, sponsoring and taking part in our BC Wireless Health Forums
- Sponsoring Executive Forums in the areas of leadership, innovation, human resources, access to markets and other key industry concerns.
- Having a presence at SIGGRAPH 2011 – the first time this major event has ever been staged outside of the USA.

Sponsorship Packages

Level	PLATINUM	GOLD	SILVER	BRONZE
Commitment	\$25,000	\$15,000	\$10,000	\$5,000
Opportunity to help develop policy, strategic initiatives, plans and papers for the industry	Y	Y	-	-
VIP invitation to our Annual Leadership Forum and other exclusive events	Y	Y	-	-
Private consultation with DigiBC President and/or Chair for business development, HR referrals, funding assistance, media coverage and more	Y	Y	Y	Y
Premium Listing in DigiBC B2B Directory (coming in 2011)	Y	Y	Y	Y
Sponsored ads in DigiBC website and/or e-newsletter - ask us for details	60 days	30 days	15 days	7 days
Company Spotlight feature story with video opportunity on DigiBC homepage	Y	Y	-	-
Press releases on the DigiBC website and link on e-newsletter	6	4	2	1
Inclusion of your company's press releases into our Industry Press Release feed (via RSS feed)	Y	Y	Y	Y
Preferred rate for sponsored e-communications	50% off	25% off	Member rate	Member rate
Company name and logo in all our official communications throughout the year	Y	Y	Y	Y
Speaking opportunity at industry events	4	2	1	1
Number of COMPLIMENTARY passes at annual, quarterly, and monthly events.	4	3	2	1
Invitations to attend industry VIP dinners, including priority seating and personal introductions to event speakers and DigiBC Board members.	Y	Y	Y	Y
Opportunity to showcase your company at our events by participating as a panelist (based on availability)	Y	Y	Y	Y
Web & event analytics reports detailing the return on investment from your sponsorship.	Y	Y	Y	Y

DigiBC Sponsors in 2010

To our generous sponsors, supporters, and partners for 2010 who made our activities and programs possible — a big thank you.

ANNUAL SPONSORS



EVENT SPONSORS



SUPPORTING ORGANIZATIONS



Supported by the Government of Canada through Western Economic Diversification Canada, National Research Council of Canada, Foreign Affairs and International Trade Canada, and Industry Canada



MEDIA AND COMMUNITY PARTNERS



Strategic Partners

BC Innovation Council (BCIC); BC Government; BC Technology Industry Association (BCTIA); BUI – The Federal Interactive and Entertainment Software Assn. Germany; Canadian Interactive Alliance CIAIC; Canadian Wireless and Telecommunications Association (CWTA); CommNexus San Diego; Department of Foreign Affairs and Trade (DFAIT); FIAM (International Federation of Multimedia Associations); Genome BC; Great Northern Way Campus – Centre for Digital Media; GRAND; Gyeonggi Digital Contents Agency Korea; Industry Canada; Life Sciences BC; MITACS; Mobile Monday Global; NRC-IRAP; Natural Sciences and Engineering Research Council of Canada (NSERC); ORIC Okanagan and the Okanagan tech community; SIGGRAPH Vancouver; Telefilm, BC Film, and MPPIA and Canada Media Fund; The Telecom Council Silicon Valley; UBC, SFU, UVIC, BCIT, Emily Carr University, Capilano University and others; VIATeC on Vancouver Island; Washington Interactive Network – Seattle Enterprise; Wavefront – Canada's Centre for Excellence in Wireless Commercialization; Western Economic Diversification; Wireless Industry Partnership (WIP Connector).

DigiBC Board of Directors 2011

- **Amielle Lake**, CEO, Tagga Media
- **Amir Nasrabadi**, Vice President, General Manager, Pixar Canada
- **Dr. Boris Wertz**, Partner, W Media Ventures
- **Bruce Tattie**, Partner, Fasken Martineau Vancouver
- **Chris Coghlan**, EVP, Client Development, Blast Radius
- **Dr. Gerri Sinclair**, CEO, The Sinclair Group
- **Greg Davey**, Director of Telecom and Technology, Bell Canada
- **Howard Donaldson**, VP, Studio Operations, Disney Interactive
- **Jason Cohenour**, CEO, Sierra Wireless
- **Matthew Peters**, Partner, McCarthy Tétrault Vancouver
- **Olivier Vincent**, President & Chief Executive Officer, Ziplocal
- **Owen Matthews**, Vice President, Wesley Clover
- **Par Singh**, President, Intellectual Ventures Canada
- **Paul Lee**, Co-founder and General Partner, Vanedge Capital
- **Pauline Moller**, General Manager, Electronic Arts Canada
- **Rick Griffiths**, Partner, Pricewaterhouse Coopers
- **Rick Mischel**, Senior Vice President, Satellite Production, Sony Pictures Imageworks
- **Robert Forget**, Director of Product Management, Vecima Networks
- **Sandy Fleischer**, Senior Vice-President, Managing Partner, Dare
- **Steve Wandler**, Founder, YourTechOnline.com
- **Vincent Yen**, CEO and Co-Founder, airG
- **Warren Franklin**, CEO, Rainmaker Entertainment

Agreement

PLATINUM	GOLD	SILVER	BRONZE
\$25,000	\$15,000	\$10,000	\$5,000

I SELECT THE FOLLOWING SPONSORSHIP OPPORTUNITY/LEVEL:

FOR THE FOLLOWING ONE-YEAR PERIOD: From _____ to _____

I UNDERSTAND AND ACCEPT THE TERMS & CONDITIONS

Company/Partner Organization Name:	
First / Last Name:	Title:
Email:	Tel:
Signature	Date

APPROVED BY DIGIBC

Signature	Date
-----------	------

Terms and Conditions

1. Sponsor applications are handled on a "first come-first served" basis. Sponsors are supportive of DigiBC and its mission statement. DigiBC retains the right to reject any sponsor that it deems inappropriate.
2. Please sign and fax (**604.683.3879**) or email (**sponsorship@digibc.org**) a copy of this page to DigiBC.
3. Sponsorship pledges cannot be processed without payment. Funds must be payable in CAN dollars. Payment can be made by cheque, direct deposit or wire transfer. All cheques should be made payable to DigiBC sent to:
DigiBC [C/O Howard Donaldson]
900-1188 West Georgia Street, Vancouver, BC V6E 4A2
Email: michael@digibc.org
4. Sponsorship must be paid within 30 days of invoice unless otherwise agreed in writing by DigiBC.
5. Sponsors are responsible for providing all of their own signage and promotional materials unless otherwise agreed upon by the sponsor and DigiBC.
6. Sponsors may not sublet, assign or apportion any part of the item[s] sponsored nor represent advertise or distribute literature or materials for the products or services of any other firm or organization except as approved in writing by DigiBC.
7. Sponsors are allowed to offer pledges for single or multiple items/events.
8. Neither party is authorized to act as an agent for, or legal representative of, the other party and neither party shall have the authority to assume or create an obligation on behalf of, in the name of, or binding upon, the other party.
9. Each of the parties hereto agrees to indemnify, defend and hold harmless the other party from any and all claims, liabilities, obligations, penalties, actions, causes of actions, costs and expenses [including, without limitation, reasonable attorney's fees] incurred in connection with or arising out of any services provided hereunder or the performance of any duty or obligation provided for herein.
10. Sponsor agrees and understands that notification of intent to cancel sponsorship must be provided in writing. Cancellation of sponsorship within thirty (30) days prior to sponsored event is subject to a 25% cancellation fee. Sponsor is obligated to pay any outstanding balance due on sponsorship as per this agreement.