



THE ROYAL SOCIETY OF CANADA

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CELEBRATION OF EXCELLENCE AND ENGAGEMENT

**#COEE2022**

**NOV 23-26**

PARTNERSHIP PROSPECTUS



## ABOUT US

Since 1882, the RSC has recognized leaders in order to help them build a better future in Canada and around the world. The strength of the RSC lies in its membership that spans research fields, generations and Canada together with members and partners around the world. The RSC is an independent not-for-profit that does not receive operating funding from government.

# #COEE2022 CELEBRATION OF EXCELLENCE AND ENGAGEMENT

Between 1945 and 1980 the annual meetings of the RSC were hosted at least once in every province of Canada, at 25 universities from coast to coast. In 2013, the RSC resumed the practice of moving its annual gathering around the country, beginning in Banff. Seven cities and two virtual events later, the 2022 Celebration of Excellence and Engagement will be held in Calgary presented by the University of Calgary

The COEE blends symposia and sessions on urgent themes with the Ceremonies recognizing the inductees to the Academies and the College, as well as Award winners.



UNIVERSITY OF  
CALGARY

We look forward to welcoming you to COEE 2022!



# #COEE2022 | HIGHLIGHTS

## CELEBRATION OF EXCELLENCE AND ENGAGEMENT

In November Canadians and colleagues from around the world will convene to culminate a period of two and a half years that, more than any previous time, illustrate the impact of independent expertise in building a better Canada and a better world.

### SCHEDULE

*All events occur in Calgary*

#### Wednesday, November 23

Regional Programming Updates and Initiatives  
Opening Ceremonies

#### Thursday, November 24

Sustainable Diets Breakfast  
One Health in Canada Symposium  
Presentations by RSC members  
Celebration of the Arts

#### Friday, November 25

RSC 101 Breakfast  
Awards Ceremony  
Presentation of New Members of the RSC College  
Induction of RSC Fellows  
Celebration Cocktail Reception

#### Saturday, November 26

Romanowski Breakfast Lecture  
Annual Meeting of the RSC Members  
Meetings of the Academies and the College  
Insight Sessions

- Inclusive Excellence
- Independent Expertise
- International Engagement

RSC Gala at the Telus Convention Center



# Partnership Opportunities

Partnership support enables the RSC to continue the legacy of recognizing distinguished Canadians from all branches of learning who have made remarkable contributions in the arts, the humanities, social sciences and the sciences, as well as in Canadian public life.

## CELEBRATION- \$50,000

Celebration Partners benefit from prominent placement and over \$500,000 in nationwide media visibility from August to December 2022. Celebration partners are featured in all digital and print promotional material and collateral for COEE2022 including regular full page advertisements in the nationwide print version of the Globe and Mail.

In addition, partners access an exclusive \$25.00 digital registration for their students; preferential table placement for all in-person activities; and prominence in post-event communications.

## EXCELLENCE - \$20,000

Excellence Partners benefit from comprehensive pre- and post- event promotional opportunities and visibility, as well as speaker engagement at an RSC plenary event.

## ENGAGEMENT - \$10,000

Engagement Partners are able to select a session during the event that aligns with a similar area of focus at their organization. Partners will be acknowledged during the session.

## SUPPORTER - \$5,000

This level of partnership showcases an organization's overall support of RSC's mission and mandate.



## Gala Table

\$1,950 for a table of 6

\$3,250 for a table of 10

# Benefits

	CELEBRATION	EXCELLENCE	ENGAGEMENT	SUPPORTER
Complimentary registrations	6	4	4	2
Podium acknowledgement during event	✓	✓	✓	✓
Acknowledgement in the RSC Annual Report	✓	✓	✓	✓
Logo displayed on screen during event	✓	✓	✓	✓
Logo recognition on website and mobile app	✓	✓	✓	✓
Pre-event welcome message	✓	✓	✓	✓
Live social media promotion	4	3	2	1
Recognition of partnership in the RSC e-News	✓	✓	✓	✓
Speaking opportunity during event	3-MIN	2-MIN	1-MIN	
Pre-event Social media promotion	3	2	1	
Networking break acknowledgment	✓	✓		
Opportunity to display free-standing banner	✓	✓		
Post-event Social media promotion	✓	✓		
Recognition on the event collateral	✓	✓		
Recognition in the Globe and Mail	✓			
Opportunity to contribute items to attendee welcome bags	:)	:)	:)	:)





# RSC Events in a Year

8 WEBINARS  
29 PANEL SESSIONS  
4 SYMPOSIA  
4 TOWN HALLS  
3 CEREMONIES  
1 VERNISSAGE  
1 BOOK LAUNCH

10,272 REGISTRANTS  
201 SPEAKERS



@RSCTHEACADEMIES  
2,126.9K



28,812 VIDEO VIEWS  
72.2 HOURS



WWW.FACEBOOK.COM/RSCTHEACADEMIES  
1.1K LIKES

## Participant Feedback

*"I really enjoyed the discussion. I got a note from a colleague saying they thought the "panel was exceptional, one of the best discussions I have tuned into"*

*"Thank you to the folks at RSC - appreciate you bringing all of us together and organizing this conference"*

*"Thanks and appreciation for all that you did to make RSC's 2021 COEE another giant success!"*

*"I found it very well organised, excellent questions and I enjoyed the moderation style and getting to know more about your work"*