

# Sponsorship Program

2006  
Recognizing  
Learning  
Conference

*Sponsorship has been an integral part of the prior learning assessment (PLA) and qualification recognition (QR) forums on the recognition of prior learning since 1995. The funds raised will support delegate participation and will raise your organizational profile. More than 30 sponsors contributed generously to the 2003 conference and we are looking for your support now to ensure the success of the 2006 Recognizing Learning event.*

## HOW WILL YOUR SPONSORSHIP MONEY SUPPORT THE CONFERENCE?

- ▶ by funding travel subsidies for conference participants who would otherwise find it financially difficult or impossible to attend. The conference will maximize the use of travel dollars by exposing participants to joint opportunities in both prior learning assessment (PLA) and qualifications recognition (QR). Priority will be given to conference participants who can promote the recognition of prior learning in their organization and/or community.
- ▶ by supporting conference-wide activities or legacy outcomes which are important in furthering the recognition of prior learning

## WHY SHOULD YOUR ORGANIZATION SPONSOR THE 2006 RECOGNIZING LEARNING CONFERENCE?

- ▶ to profile your organization to labour, business, equity groups, occupational licensing bodies, settlement organizations, sector councils, government and education and training institutions
- ▶ to make the conference accessible to a wider range of participants
- ▶ to demonstrate your commitment to developing and maintaining a skilled and knowledgeable workforce
- ▶ to join a growing network supporting the recognition of all adult learning
- ▶ to enhance the ability of your organization to form new partnerships and share information and best practices

*The names of all sponsors will be featured prominently in registration and conference materials to enhance your organizational profile as a leader in your field and to acknowledge your commitment to the recognition of prior learning.*

## ADDITIONAL BENEFITS OF SPONSORSHIP TO YOUR ORGANIZATION

Because we know that organizations and government departments have differing capacity and spending priorities, we are offering four levels of sponsorship and will further tailor the benefits associated with each level to your organization wherever possible.

### LEVEL 1: \$2500 - \$4999 (one complimentary registration)

- ▶ recognition in preliminary and on site programs

### LEVEL 2: \$5000 - \$9999 (one complimentary registration)

- ▶ recognition in preliminary and on site programs
- ▶ sponsorship of one workshop at which you may make introductory remarks

- ▶ recognition of your support at the opening session of the conference
- ▶ post-conference recognition online on the CAPLA website

*Alternately, organizations which contribute \$5000-\$9999 may choose to subsidize the registration of up to 6 conference participants and be designated Level 1 sponsors.*

### LEVEL 3: \$10,000 - \$24,999 (two complimentary registrations)

*A limited number of Level 3 sponsorships are available.*

Level 3 sponsors receive the recognition accorded Level 2, plus:

- ▶ opportunity to provide written materials to be included with registration packages
- ▶ invitation to make brief remarks at a conference-wide event (such as dinner, plenary, keynote speech)
- ▶ honorary seating at head table with keynote speakers
- ▶ customized opportunity to meet with like organizations
- ▶ high profile in conference advertisements and promotion

### LEVEL 4: \$25,000 (two complimentary registrations)

*A limited number of Level 4 sponsorships are available.*

In addition to Level 3 benefits, Level 4 sponsors will have an enhanced presence at the conference through:

- ▶ highest profile printing in all written advertisements and promotions
- ▶ signage at all conference-wide events
- ▶ complimentary opportunity to display information as an exhibitor
- ▶ a photo opportunity with keynote speakers
- ▶ acknowledgement at the closing session of the conference

## FRIENDS OF THE CONFERENCE

If you want to contribute to the success of the conference, but cannot provide \$2500, we will be happy to discuss alternatives and will acknowledge your support as a Friend of the Conference in the conference program.

## TO LEARN MORE ABOUT BECOMING A SPONSOR OF THE 2006 RECOGNIZING LEARNING CONFERENCE

Sandra Aarts, the Sponsorship Coordinator, or Cathy Boak, Sponsorship Consultant, will contact your office to discuss sponsorship opportunities. If you would like to hear from us immediately, please do not hesitate to contact us:

Sandra PHONE: 519-782-4005 EMAIL: saarts@execulink.com  
Cathy PHONE: 905-682-4683 EMAIL: cboak@thenode.org



Human Resources and  
Skills Development Canada

Ressources humaines et  
Développement des compétences Canada

## Quick Facts about the Sixth International Forum on Prior Learning Assessment and Qualification Recognition

### HOST

- ~ the Canadian Association for Prior Learning Assessment, (CAPLA) with the support of Human Resources and Skills Development Canada, (HRSDC)

### WHO WILL ATTEND THE 2006 RECOGNIZING LEARNING CONFERENCE?

- ~ approximately 500 Canadian and international participants from labour, business, community organizations, equity groups, government, occupational bodies, settlement organizations, sector councils and education and training institutions.

### WHAT ARE THE MAIN THEMES OF THE CONFERENCE?

- ~ the learning and assessment culture
- ~ workplace skills and competencies
- ~ assessment tools
- ~ integrated systems
- ~ past, present and future PLA and QR processes and practices

Within this framework, the Recognizing Learning event promises to provide participants with an array of worthwhile opportunities and resources for active learning and networking.

### PRESENTERS AND PARTICIPANTS WILL HAVE OPPORTUNITIES TO:

- ~ showcase exemplary practices, policies, and processes
- ~ share knowledge, experience, and new initiatives that facilitate the participation of adult Canadians and newcomers in education, training and the labour force
- ~ identify gaps that need to be bridged
- ~ advance the national agenda for the recognition of prior learning and international qualifications

Recognition for prior learning (RPL) has become a pressing issue for Canada. The economic and social benefits are great. We look forward to your participation and hope we can count on your support for this important and timely event.