



2025 Virtual Conference SPONSORSHIP PACKAGE



TEACHING
FORWARD

REIMAGINE | CONNECT | EMPOWER
ATESL 2025 ONLINE

20
25



president@atesl.ca

atesl.ca/conference/sponsors

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A MESSAGE FROM THE 2025 CONFERENCE MANAGERS

We would like to warmly extend an invitation to you to participate in this year's ATESL Annual Online Conference.

Every year, ATESL hosts a two-day conference where EAL professionals gather to share their ideas, knowledge and expertise and to connect. Our annual event is typically attended by more than 350 attendees across Alberta in the EAL field.

The theme for our 2025 conference, "Teaching Forward: Reimagine, Connect, Empower" highlights the opportunities our ATESL community will have in expanding their skills and knowledge in the face of evolving technology, making old and new connections, and finding strength and power in the face of uncertainty. This year's 46th Annual Conference will take place virtually on October 17th and 18th, 2025.

We believe that our conference would be enriched by your participation as a sponsor as you would be helping to provide important resources and insights to our attendees. We cordially invite you to explore the following package detailing the many opportunities available to showcase your products and services to our EAL community.

Thank you for considering this opportunity, and we hope to see you at the conference.

Best regards,

Desiree Pomerleau and Reyhaneh Ghadir Zadeh
2025 ATESL Conference Managers



ABOUT ATESL

As the professional organization for Teachers of English as a Second Language in Alberta, ATESL's mission is to promote the highest standards of teaching and provision of English Language programs for learners in Alberta whose first language is other than English.

WHAT WE DO

Professional Development Opportunities

Encouraging and providing professional development opportunities that are consistent with generally accepted principles of adult learning and with currently understood principles of second language learning and teaching.

Creating Awareness

Creating awareness about immigration, settlement of immigrants, and English language learning by communicating with government, business, and the general public.

Communicating Standards

Encouraging awareness of issues of accountability and program standards by communicating with English language program providers and learners.

Developing Policies & Procedures

Working collaboratively with government to develop policies and procedures which govern the provision of English language programs and related services for immigrants to Canada.

Involving Learners

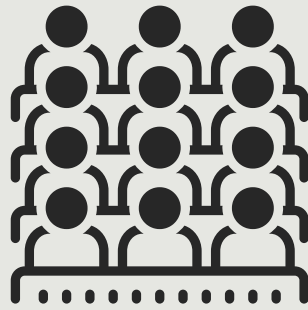
Encouraging and supporting the participation of learners in the decision-making processes that determine their educational choices.

Liaising

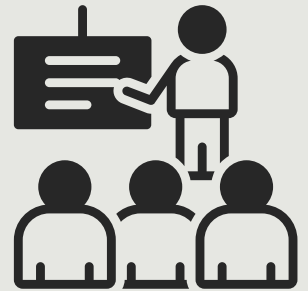
Liaising with other organizations, local, provincial, national, and international, engaged in education.



LAST YEAR'S ONLINE CONFERENCE



370 attendees



91 speakers



86 sessions



4 Keynote Speakers



WHY SPONSOR?

- ATESL's annual conference brings together hundreds of ESL educators, administrators, and academics from both adult settings and K-12.
- We anticipate the conference will draw upwards of 350 delegates from every region of Alberta and from across Canada.
- Our lineup of keynotes for this year will attract language professionals from beyond our provincial and national borders as well!
- The ESL professionals attending this conference strive to welcome newcomers and help provide them with essential life and language skills needed to successfully adapt to life in Canada.
- You can help recognize the dedication of the learners, teachers, and leaders in the ESL field by supporting the ATESL 2025 Conference as a sponsor.
- Your organization has the potential to impact thousands as conference participants return to their institutions to share material and memorable experiences gained at the conference.



THANK YOU TO OUR 2024 SPONSORS

PLATINUM



CCIS



GOLD



CAMBRIDGE
Cambridge University
Press & Assessment



THANK YOU TO OUR 2024 SPONSORS

GOLD



Columbia College



**UNIVERSITY
OF ALBERTA**

University of Alberta
English Language
School



UNIVERSITY OF CALGARY
CONTINUING EDUCATION

University of Calgary
Continuing Education

BRONZE



ASSIST Community
Services Centre



SCORE GUIDES
Inc.

Scoreguides



TIES



president@atesl.ca

atesl.ca/conference/sponsors

SPONSORSHIP AT A GLANCE



Sponsorship Type

Diamond	Platinum	Gold	Silver	Bronze
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LIMITED				
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Price	\$2500	\$2000	\$1000	\$750	\$500
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Pre-Event

Complimentary full-time conference registrations	4	3	2	1	0
Recognition on ATESL website (ATESL.ca) with link to sponsor's webpage	✓	✓	✓	✓	✓
Social media mentions on ATESL platforms (Facebook, Instagram, LinkedIn*)	✓	✓	✓		
Your logo on keynote announcements on social media	✓				
Recognition on email campaigns/blasts to ATESL membership*	✓	✓			

*All sponsors will receive recognition in our immediate pre-event and day of conference blasts. Diamond/Platinum sponsors will also receive recognition upon receipt of payment and leading up to the conference event

SPONSORSHIP AT A GLANCE



	Sponsorship Type				
	Diamond	Platinum	Gold	Silver	Bronze
	LIMITED				
Price	\$2500	\$2000	\$1000	\$750	\$500
During the Event					
Complimentary Conference Registrations	4	3	2	1	0
Formal acknowledgment / recognition during opening and closing remarks on Friday and Saturday	✓	✓	✓	✓	✓
Exclusive acknowledgment before and after keynote session	✓	✓	✓		
Short promotional video played immediately before keynote session	✓				
Gamification: Opportunity to participate in the 2025 A TESL Conference Challenge	✓	✓	✓		
Company logo and URL on conference website and event platform	✓ Featured	✓ Primary	✓ Secondary	✓ Tertiary	✓ Tertiary
Acknowledgment through push notification (For example, a notification to direct attendees to your live streamed session)	✓	✓			

SPONSORSHIP LEVELS

ATESL 2025 offers a range of sponsorship packages. If you can't find what you're looking for in the packages below, we can design a custom sponsorship package according to your needs.

DIAMOND - KEYNOTE SPONSOR

\$2,500

LIMITED AVAILABILITY

Recognition for this level of sponsorship includes:

- Four (4) complimentary conference registrations
- Recognition on ATESL website (with link to sponsor's webpage), in email campaigns to ATESL membership and quarterly newsletter to provincial membership
- Recognition on social media (LinkedIn, Facebook and Instagram)
- Your logo on **keynote announcements** on social media
- Recognition during ATESL AGM and formal acknowledgment during opening and closing remarks on Friday and Saturday
- Exclusive acknowledgement before and after one keynote session with a short promotional video played before keynote session (4 opportunities, choice of keynote time slot is first come, first served)
- **Gamification:** Opportunity to participate in the 2025 ATESL Conference Challenge
- **Featured placement** of logo and link to your website on ATESL 2025 conference website and logo in Pheedloop (conference event platform)
- **Logo placement in Pheedloop:** Lobby Banner, Session Sponsor, Login Page Banner, Lobby Splash Video (Full screen)
- Push notification during live event (for example, a notification to direct attendees)
- Recognition in post-event thank you to attendees



PLATINUM

\$2,000

Recognition for this level of sponsorship includes:

- Three (3) complimentary conference registrations
- Recognition on ATESL website (with link to sponsor's webpage), in email campaigns to ATESL membership and quarterly newsletter to provincial membership
- Recognition on social media (LinkedIn, Facebook and Instagram)
- Formal acknowledgment during opening and closing remarks on Friday and Saturday and during ATESL AGM
- **Gamification:** Opportunity to participate in the 2025 ATESL Conference Challenge
- **Primary placement** of logo and link to your website on ATESL 2025 conference website and logo in Pheedloop (conference event platform)
- **Logo placement in Pheedloop:** Lobby Banner, Session Sponsor, Login Page Banner, Lobby Splash Video (Large Logo)
- Push notification during live event (for example, a notification to direct attendees)
- Recognition in post-event thank you to attendees

GOLD

\$1,000

Recognition for this level of sponsorship includes:

- Two (2) complimentary conference registrations
- Recognition on ATESL website (with link to sponsor's webpage), and quarterly newsletter to provincial membership
- Recognition on social media (LinkedIn, Facebook and Instagram)
- Formal acknowledgment and recognition during opening and closing remarks on Friday and Saturday and ATESL AGM
- Gamification: Opportunity to participate in the 2025 ATESL Conference Challenge
- Secondary placement of logo and link to your website on ATESL 2025 conference website
- Secondary placement of logo in Pheedloop: Login Page Banner, Lobby Splash Video (medium logo)
- Recognition in post-event thank you to attendees



SILVER

\$750

Recognition for this level of sponsorship includes:

- One (1) complimentary conference registration
- Recognition on ATESL website (with link to sponsor's webpage), and quarterly newsletter to provincial membership
- Formal acknowledgement and recognition during ATESL AGM
- Tertiary placement of logo and link to your website on ATESL 2025 conference website
- Tertiary placement of logo in Pheedloop: Login Page Banner, Lobby Splash Video (small logo)

BRONZE

\$500

Recognition for this level of sponsorship includes:

- Recognition on ATESL website (with link to sponsor's webpage), and quarterly newsletter to provincial membership
- Formal acknowledgement and recognition during ATESL AGM
- Tertiary placement of logo and link to your website on ATESL 2025 conference website
- Tertiary placement of logo in Pheedloop: Login Page Banner, Lobby Splash Video (small logo)
- Recognition in post-event thank you to attendees



ADDITIONAL SPONSORSHIP OPPORTUNITIES

OFFICIAL CONFERENCE PLATFORM SPONSOR **\$300**

****EXCLUSIVE AVAILABILITY (2) - DIAMOND LEVEL ONLY****
Choice of Friday/Saturday is first come, first served

Demonstrate your commitment to technology

- **Portal Header Logo display** - Permanent visibility during the two day conference with your logo visible in your virtual event portal top left hand corner.

STUDENT TICKET SPONSORSHIP **\$300**

Demonstrate your commitment to future leaders by providing the funds needed for 5 attendees to join ATESL 2025.

- Formal acknowledgement during opening and closing remarks
- Placement of logo and link to your website on ATESL 2025 conference website
- Logo and/or advertisement in the online conference program
- Recognition on social media (Twitter, Facebook, and Instagram)

CONFERENCE LUNCH HOUR NETWORKING/SOCIAL SESSION **\$250**

Host a networking session on a topic of your choice!

- One session open during lunch break (45 minutes on Friday or Saturday)



ADDITIONAL SPONSORSHIP OPPORTUNITIES

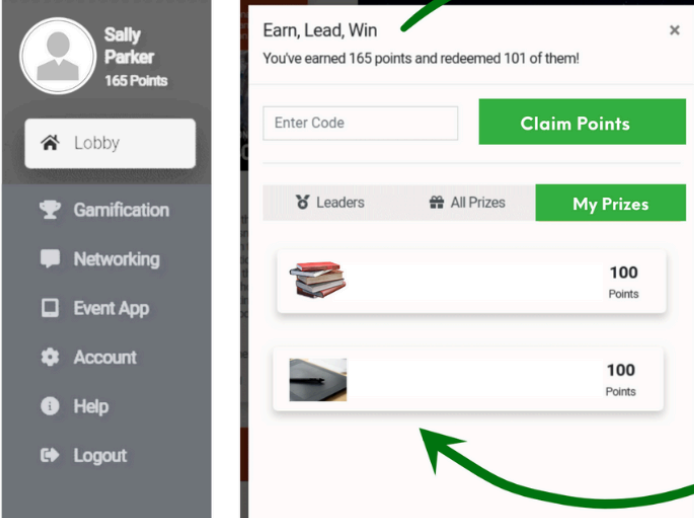
GAMIFICATION (ADD ON)

\$100

A scavenger hunt will be set up where attendees will be searching for gamification codes. Gamification codes can be hidden on sponsor/exhibitors websites (you will need to set this up on your end), embedded in session streams, announcements, push notifications, social media posts, and other locations. Attendees will enter codes, track their progress on a leaderboard, and collect prizes

- One gamification code

Note: Diamond, Platinum, and Gold include one gamification code. Extra codes can be purchased.



ATESL Conference Challenge!
Feel free to be creative with your **gamification code!** For example, place it on your website

Be a part of the fun by donating a great prize!

ATESL CONFERENCE PUSH NOTIFICATION

\$50

Push notifications are the optimal way for sponsors to make important announcements and promotional offerings to attendees directly.

MAX: 1 add on per agreement

- One push notification via Pheedloop sent directly to event attendees on day one or two of the event

IN-KIND DONATIONS

In-kind donations to the ATESL 2025 conference are also welcome and will be acknowledged during the conference and on the conference webpage. We are currently seeking donations of gifts for our speakers and door prizes for our attendees and welcome all manner of gift cards. If you are interested in gift donations, please contact our Business Manager at atesl.admin@atesl.ca

Have an idea that isn't listed here? Let us know!

JOIN US!

SECURE YOUR SPONSORSHIP TODAY!



Excellent opportunity

Our conference platform offers excellent showcasing capabilities



Make connections

Share your brand and connect with attendees during the event and beyond



Advancement in ESL

Your sponsorship impacts the ESL field. Help us light the future!

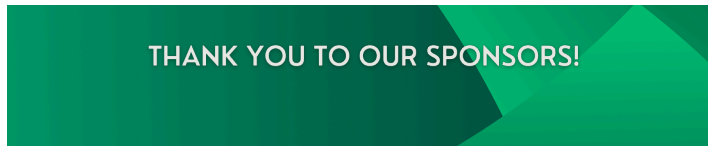


LOGO OPPORTUNITIES

Refer to the **Sponsorship Levels** pages for logo placement opportunities.

***Mock up only**

LOGIN PAGE BANNER & LOBBY BANNER



LOBBY SPLASH VIDEO

A large green and white graphic representing a lobby splash video. It features a central white box with a blue border containing the "TEACHING FORWARD" logo and text. To the right, the ATESL logo and text are displayed. Below the main graphic, the words "FULL SCREEN", "LARGE", "MEDIUM", and "SMALL" are arranged in a grid.

TEACHING FORWARD
REIMAGINE | CONNECT | EMPOWER
ATESL 2025 ONLINE

ATESL | ALBERTA TEACHERS OF ENGLISH AS A SECOND LANGUAGE

ATESL 2025 ONLINE
Join us October 17-18
Register today!

FULL SCREEN **MEDIUM**
LARGE **SMALL**

Getting ready for the virtual event!

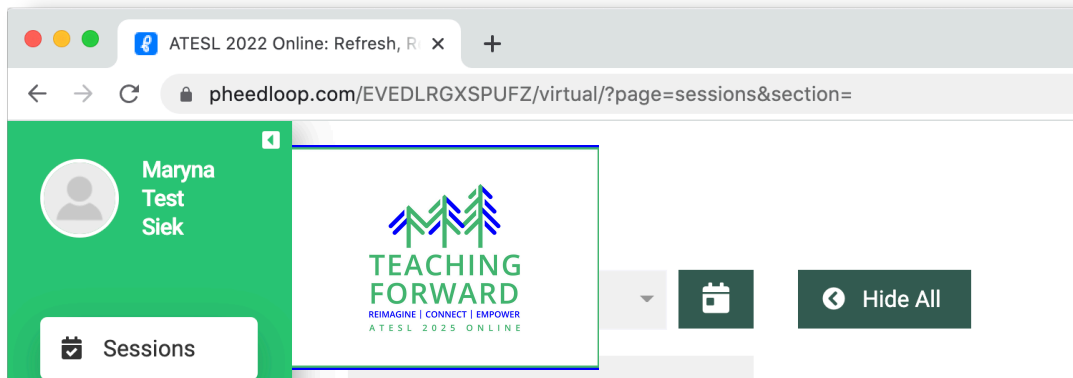


LOGO OPPORTUNITIES

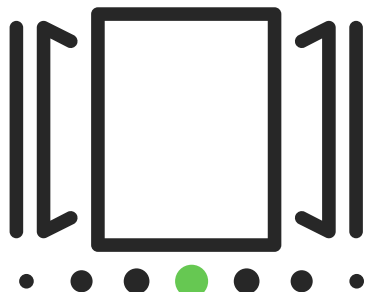
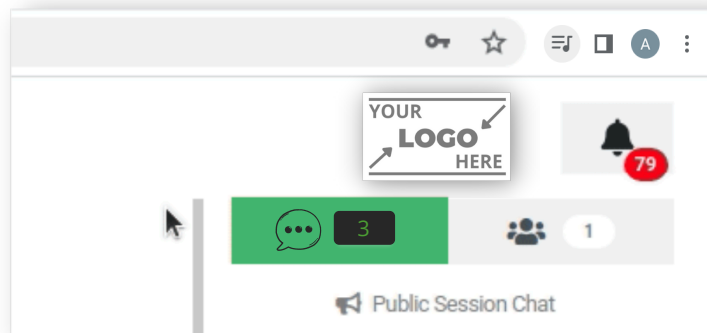
PORTAL HEADER LOGO

****EXCLUSIVE AVAILABILITY (2) - DIAMOND LEVEL ONLY****

Choice of Friday/Saturday is first come, first served



PORTAL HEADER CAROUSEL



Constant rotating carousel that loops through logos, stopping for 10 seconds at a time on each logo.



SPONSORSHIP

To show your support for the ATESL 2025 conference, please **send an email to president@atesl.ca indicating your preferred category of sponsorship.** To find out more, please find the fillable Sponsorship Package agreement on the ATESL website.

SPONSORSHIP PAYMENT CONTRACT

The benefits of sponsorships have specific timelines and will begin upon receipt of payment. **All sponsorship payments must be received before the payment deadline of October 1st 2025.** If payment is received after this date, certain benefits cannot be guaranteed due to time restrictions and logistics. Benefits for sponsorship will be according to descriptions listed in each tier or add on. Every effort will be made to accommodate requests for alternative benefits.

IMPORTANT DEADLINES	
Sponsorship Commitment	September 15, 2025
Sponsorship Payment	October 1, 2025
Logo/Organization Information Submission *This information will be used to populate your Virtual Booth	October 1, 2025

Sponsorship Package 20 25



Sponsorship Contact Information

To show your support for the ATESL 2025 conference, please send an email indicating your preferred category of sponsorship.

Please direct enquiries to:

president@atesl.ca

Conference Sponsorship Committee

May Yeung (ATESL President)

president@atesl.ca

Publishers and Exhibitors

publishers@atesl.ca

ATESL 2025 Conference Managers

Desiree Pomerleau & Reyhaneh Ghadir Zadeh

conference2025@atesl.ca



ALBERTA TEACHERS
OF ENGLISH AS
A SECOND LANGUAGE