



2026 Virtual Conference SPONSORSHIP PACKAGE



**20
26**



president@ateal.ca

ateal.ca/conference/sponsors

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A MESSAGE FROM THE 2026 CONFERENCE MANAGERS

Welcome to 2026 ATEAL Conference! We would like to warmly extend an invitation to participate in this year's ATEAL Annual Online Conference and have you join our conference community.

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

The theme for our 2026 conference, *"What's next: Embracing the changes in EAL"* is a forward-looking theme that challenges attendees to envision bold futures and changes in EAL pedagogy, policies, and technologies. This year's Annual Conference will take place virtually on October 16th and 17th, 2026 on vFairs.

We would be grateful to partner with your organization and institution to strengthen EAL education and support newcomer success. We believe that our conference would be enriched by your participation as a sponsor in providing important resources 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. We truly value your partnership and the contributions you make to our professional community. We hope to see you at the conference and we wish you an engaging and enjoyable experience.

Best regards,

Jessica Cheong and Rigvi Kumar
2026 ATEAL Conference Managers



ABOUT ATEAL

As the professional organization for Teachers of English as an Additional Language in Alberta, ATEAL'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

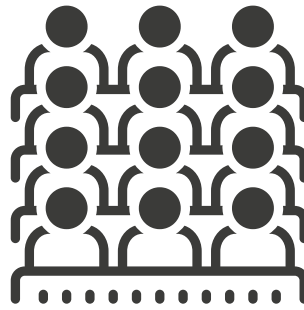
Encouraging and supporting the participation of learners in the decision-making processes that determine their educational choices.

Liaising

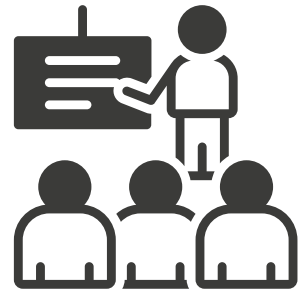
Liaising with other organizations, local, provincial, national, and international, engaged in education.



LAST YEAR'S ONLINE CONFERENCE



370 attendees



95 speakers



63 sessions



4 Keynote Speakers



WHY SPONSOR?

- ATEAL's annual conference brings together hundreds of EAL/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 EAL 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 EAL field by supporting the ATEAL 2026 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 2025 SPONSORS

PLATINUM



GOLD



THANK YOU TO OUR 2025 SPONSORS

SILVER



CAMBRIDGE

BRONZE



NEW LANGUAGE SOLUTIONS
empowering educators and learners through innovation

STUDENT TICKET SPONSORSHIP



SPONSORSHIP AT A GLANCE

	Sponsorship Type				
	Diamond	Platinum	Gold	Silver	Bronze
	LIMITED				
Price	\$2500	\$2000	\$1000	\$750	\$500
Pre-Event					
Complimentary full-time conference registrations	4	3	2	1	0
Recognition on ATEAL website (ateal.ca) with link to sponsor's webpage	✓	✓	✓	✓	✓
Social media mentions on ATEAL platforms (Facebook, Instagram, LinkedIn*)	✓	✓	✓		
Your logo on keynote announcements on social media	✓				
Recognition on email campaigns/blasts to ATEAL 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



president@ateal.ca

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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 2026 ATEAL 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)	✓	✓			



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SPONSORSHIP LEVELS

ATEAL 2026 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 ATEAL website (with link to sponsor's webpage), in email campaigns to ATEAL 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 ATEAL 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 2026 ATEAL Conference Challenge
- **Featured placement** of logo and link to your website on ATEAL 2026 conference website and logo in vFairs(conference event platform)
- **Logo placement in vFairs:** 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 ATEAL website (with link to sponsor's webpage), in email campaigns to ATEAL 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 ATEAL AGM
- **Gamification:** Opportunity to participate in the 2026 ATEAL Conference Challenge
- **Primary placement** of logo and link to your website on ATEAL 2026 conference website and logo in vFairs (conference event platform)
- **Logo placement in vFairs:** 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 ATEAL 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 ATEAL AGM
- Gamification: Opportunity to participate in the 2026 ATEAL Conference Challenge
- Secondary placement of logo and link to your website on ATEAL 2026 conference website
- Secondary placement of logo in vFairs: 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 ATEAL website (with link to sponsor's webpage), and quarterly newsletter to provincial membership
- Formal acknowledgement and recognition during ATEAL AGM
- Tertiary placement of logo and link to your website on ATEAL 2026 conference website
- Tertiary placement of logo in vFairs: Login Page Banner, Lobby Splash Video (small logo)

BRONZE

\$500

Recognition for this level of sponsorship includes:

- Recognition on ATEAL website (with link to sponsor's webpage), and quarterly newsletter to provincial membership
- Formal acknowledgement and recognition during ATEAL AGM
- Tertiary placement of logo and link to your website on ATEAL 2026 conference website
- Tertiary placement of logo in vFairs: Login Page Banner, Lobby Splash Video (small logo)
- Recognition in post-event thank you to attendees



ADDITIONAL SPONSORSHIP OPPORTUNITIES

ATEAL STUDENT TICKET SPONSORSHIP **\$325**

Demonstrate your commitment to future leaders by providing the funds needed for 5 attendees to join ATEAL 2026.

- Formal acknowledgement during opening and closing remarks
- Placement of logo and link to your website on ATEAL 2026 conference website
- Logo and/or advertisement in the online conference program
- Recognition on social media (Twitter, Facebook, and Instagram)

INTERNATIONAL STUDENT SPONSORSHIP **\$78/ATTENDEE**

Email for more information about sponsoring an international student to attend the ATEAL Conference.

INTERNATIONAL EDUCATOR SPONSORSHIP **\$135/ATTENDEE**

Email for more information.

IN-KIND DONATIONS

In-kind donations to the ATEAL 2026 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 ateal.admin@ateal.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 EAL

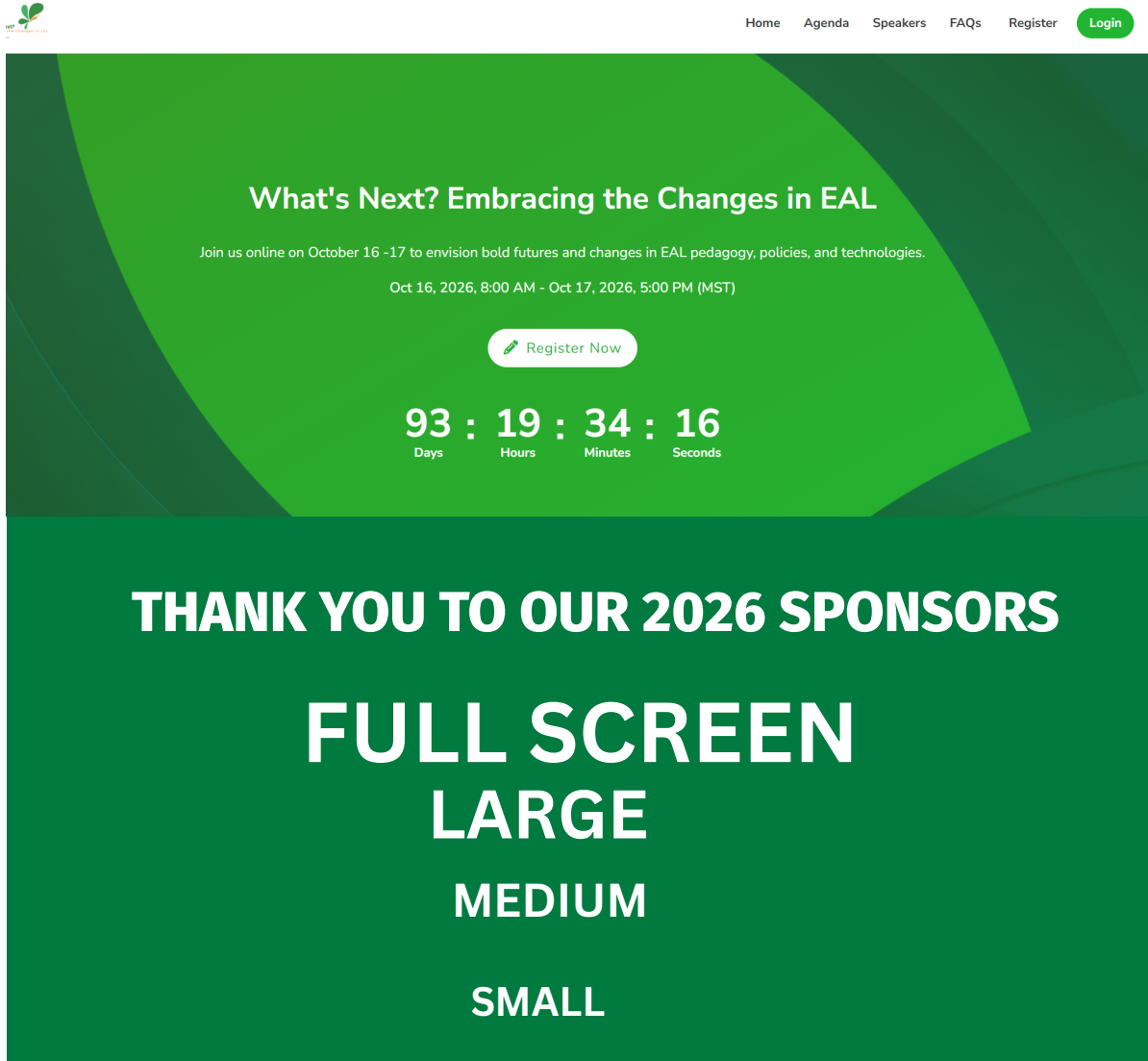
Your sponsorship
impacts the EAL field.
Help us light the
future!

LOGO OPPORTUNITIES

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

***Mock up only**

LANDING PAGE

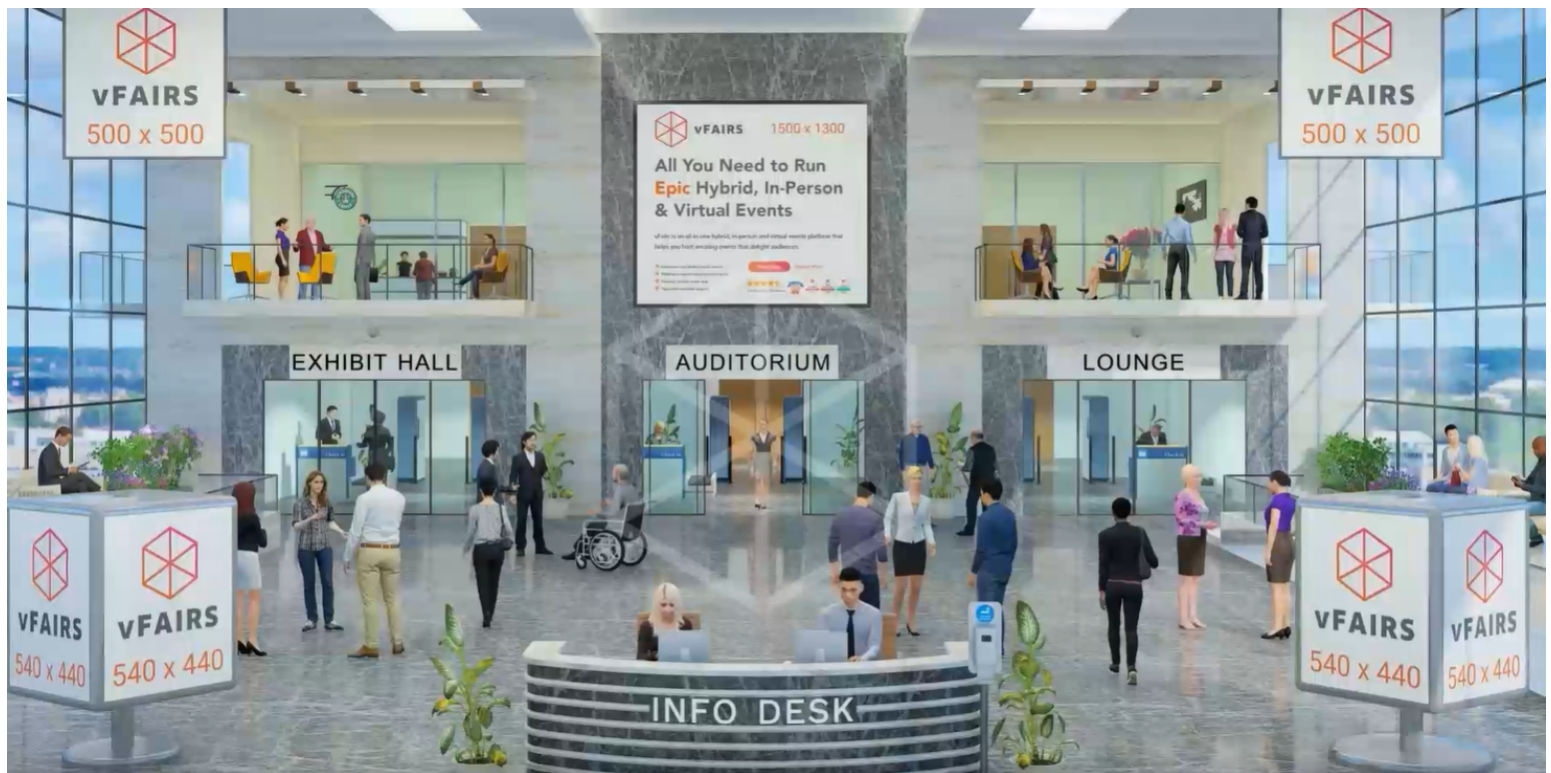


LOGO OPPORTUNITIES

LOBBY LOGO PLACEMENT

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

***Mock up only**





What's next?

Embracing the changes in EAL



ALBERTA TEACHERS
OF ENGLISH AS
AN ADDITIONAL LANGUAGE

SPONSORSHIP

To show your support for the ATEAL 2026 conference, please **send an email to president@ateal.ca indicating your preferred category of sponsorship.** To find out more, please find the fillable Sponsorship Package agreement on the ATEAL 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 due date of October 2nd, 2026.** 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.

Sponsorship Package 20 26

What's next?

Embracing the changes in EAL



ALBERTA TEACHERS
OF ENGLISH AS
AN ADDITIONAL LANGUAGE



Sponsorship Contact Information

To show your support for the ATEAL 2026 conference, please send an email indicating your preferred category of sponsorship.

Please direct enquiries to:

president@ateal.ca

Conference Sponsorship Committee

**Johnson Kunnel (ATEAL
President)**

president@ateal.ca

Publishers and Exhibitors

publishers@ateal.ca

ATEAL 2026 Conference Managers

Jessica Cheong & Rigvi Kumar

conference2026@ateal.ca