

SPONSORSHIP INFORMATION

CAURA - ACARU
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The Canadian Association of University Research Administrators
Association canadienne d'administrateurs de recherche universitaire

Dear potential sponsor,

The Canadian Association of University Research Administrators (CAURA) would like to invite you to participate in our 40 year celebration in 2011!

CAURA's main event for celebrations will be during our National conference in Ottawa, Ontario which will be held May 15-18, 2011 at The Westin Ottawa. Conference workshops and sessions focus on all facets of research administration both within Canada and Internationally. This event gathers over 400 research administrators from across Canada and this year's conference theme is "Fabulous at 40".

This package will provide you further details about CAURA and how your organization can choose to get involved.



A word cloud celebrating CAURA's 40th anniversary. The words are arranged in a roughly circular pattern around the central text "CAURA 40 years". The words include: Learn, Hospitals, Universities, Best Practices, Members, Agencies, Colleges, Consultants, Training, experience, Policy Development, Professionals, National Organization, sharing, Efficiency, CAURA, 40 years, Support, Networking, Accountability, Change, Transparency, Conferences, Professional Development, Experts, Sister Organizations, Webinars, and Workshops.

Background

Founded in 1971, the Canadian Association of University Research Administrators is a national association of individuals committed to advancing the profession; to improving the efficiency and effectiveness of research administration at post-secondary institutions, hospitals, and other research institutes; to maintaining a strong presence and coherent voice on key issues relevant to research and to fostering co-operation and links with other organizations active in the management and administration of research.

CAURA is a national voice for research administrators in Canada. Distinct from other national organizations, CAURA's strength is in its diversity and comprehensive approach to research administration. CAURA provides a critical interface between all stakeholders in the management of the research enterprise and works actively with funders and regulatory bodies in a role of policy development. CAURA is also actively working to develop system and information standards within research administration.

Theme

'Fabulous at 40' - this year's conference title—symbolizes the history of CAURA which will be celebrated throughout the year and during the conference and recognizes the growth and achievements of the organization. We have grown to be an organization of 700+ members strong and have over 400+ members attending the annual national conference.

Why your involvement is important

CAURA targets companies that will give delegates the exposure to different products and services that they may choose to use in their workplace. CAURA will work closely with you to make sure that your involvement with us as a sponsor is beneficial to you. The conference has built an impressive reputation for exceptional session content and workshops and we look forward to having you part of our success.

How to get involved

Monetary donations are an essential part of operating CAURA and our national conference. With the generosity of our sponsors we are able to maintain reasonable annual membership fees as well as affordable registration fees to the national conference and workshops. Investing in CAURA is a form of investing in the future of research administration. Your company will be part of the solution that ensures that research administrators from across Canada are up to date in the knowledge that is available to them using technology as well as peer to peer networking opportunities to disseminate information to members.

The following page provides a list of sponsorship opportunities that are available. However, if your organization is interested in being involved at a smaller level we will gladly discuss other opportunities for involvement (i.e. sponsoring coffee breaks during the national conference).

Annual Sponsorship Packages

	Level	Value	Recognition
Annual (April - March)	Diamond	\$ 20,000	Limited to 3 sponsors per year Logo on CAURA/ACARU homepage all year Logo on delegate bag/portfolio for CAURA/ACARU National Logo on printed conference program for CAURA/ACARU National Half page ad in CAURA/ACARU National conference program Signage @ registration desk for CAURA/ACARU National Acknowledgement at Annual General Meeting Invitation to Gala Dinner during the National conference Logo on CAURA/ACARU National conference video loop 1st choice of booth location for National conference Company mentioned in Executive Director reports 2 times per year Restricted to one company per industry (i.e. Legal, Software, Audit, etc) Access to membership database (one time) Provides 2 conference awards for junior members to attend National conference
Annual (April - March)	Emerald	\$ 10,000	Logo on CAURA/ACARU homepage all year Company mentioned in Executive Director reports 2 times per year Logo on delegate bag/portfolio for CAURA/ACARU National Logo on printed conference program for CAURA/ACARU National Half page ad in CAURA/ACARU National conference program 2nd choice of booth location for National conference Signage @ registration desk for CAURA/ACARU National Acknowledgement at Annual General Meeting

Product donations

Upon arrival to the national conference, each delegate receives a bag or portfolio with conference material included. In addition, we invite sponsors that may be interested in offering products or material to donate them for the delegate bag/portfolio. This is an excellent opportunity to advertise your products and introduce delegates to your involvement with CAURA.

For more information

For further information or to discuss other opportunities please contact our Executive Director.

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