

SPONSORSHIP KIT

MAGSWEST 2018/19

March 1 & 2, 2019 • Vancouver, BC

**BC's only professional magazine industry conference
(and other professional development events)**



ABOUT MAGSWEST

MAGSWEST is an annual professional development conference just for British Columbia's magazine publishing industry. The 1.5-day event features a mix of hands-on workshops, labs, presentations, a keynote and networking opportunities.

This event is presented by the Magazine Association of BC (MagsBC) and is made possible by support from Creative BC, Heritage Canada and sponsorship partners like you.

workshops networking

MagsBC hand-picks leaders from across North America's publishing landscape to deliver hands-on training and advice on production workflow, editorial selection, layout/design, sales and circulation, and other topics.

MagsWest is the one time of year where both influential and emerging magazine professionals can gather together under one roof. Low-pressure, lively social events are built into the conference.

*March 1-2, 2019
UBC Robson Square*

- ▶ *100 -125 expected attendees*
- ▶ *Keynote presentation with special guest*
- ▶ *Networking breakfast*
- ▶ *Hands-on workshops / labs*
 - } editorial*
 - } circulation*
 - } production*
 - } design*
- ▶ *Catered breaks & lunch*
- ▶ *After-party social event*



INSPIRED PRESENTATIONS

MagsBC hand-picks professionals from all across the industry who are doing innovative work and can share timely advice.



LIVELY ATMOSPHERE

Workshops are designed to be energetic and engaging. Attendees are encouraged to bring their unique insights to the sessions and help shape the discourse.



MEMORABLE MOMENTS

Never underestimate the power of socializing and networking with people who share your interests. The best ideas from the conference don't always come from the workshops.

WHO ATTENDS?

publishers

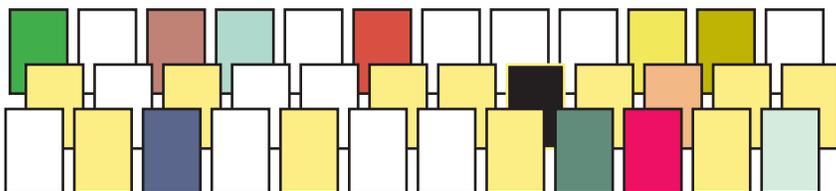
The biggest influencers in BC's magazine economy attend so that they can stay ahead of the curve on trends, techniques, products and innovations.

freelancers

Writers, photographers, designers, bloggers, sales people, copywriters — there's something for everyone to help improve their skills and connect with the industry.

students

We encourage the next generation of magazine professionals to get a head start on their career and make connections that will help them to contribute and start magazines of their own.



} MagsBC encourages all of our member magazines to attend by offering discount registration fees for their whole staff and regular contributors. Out-of-town bursaries are also available to help bring in staff from beyond the Lower Mainland.



It was a wonderful way to network and meet people in the magazine business that I'd never meet otherwise. Presenters were accessible and friendly and willing to answer questions outside of their sessions.

84%

"I can put what I learned to immediate use"

The organizers did a great job. I would definitely go next year!



Knowledgeable facilitators ... an amazing keynote!

A timely topic with an engaging, well-informed speaker.

100%

of attendees would recommend MagsWest to others.



* taken from recent conference evaluations

HOW WE PROMOTE YOU



A series of e-newsletter campaigns leading up to the event are sent to our members, our affiliates, and hundreds of magazine staff and freelancers around the province.

Conference postcards are mailed out to arts & culture supporters, and BC magazines around the province.

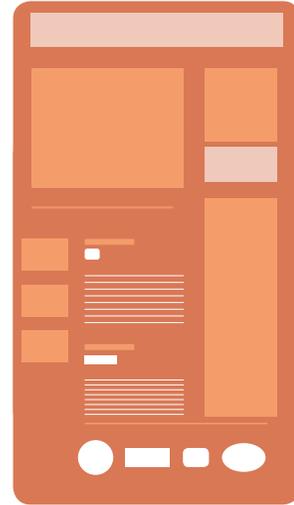


#MAGSWEST



Sponsors are featured on our new conference website and events page

Local blogs and websites, including those of MagsBC members, are targeted for promotion.



SPONSORSHIP LEVELS

	\$500 BRONZE (unlimited)	\$1000 SILVER (4 spots available)	\$1500 GOLD (3 spots available)	\$2000 PLATINUM (2 spots available)
Ad / logo / link in e-newsletter	1	1	2	3
Posting/tweeting promotion on FB/Twitter	--	1	2	3
Logo on website	yes	yes	yes	yes
Logo in prominent position on website	--	--	yes	yes
Sponsor a workshop (excluding keynotes)	yes	yes	yes	--
Present speaker at workshop + logo on workshop signs	yes	yes	yes	--
Distribute your marketing materials in registration package	yes	yes	yes	yes
Logo on all MagsWest marketing materials	small	small	medium	large
Free display space at conference (first table only)	--	--	--	yes
Discount for additional display space	--	25%	50%	75%
Complimentary day passes	1	1	2	2
Keynote sponsorship, introducing keynote, display of logo on sign at podium	--	--	--	yes
Affiliate or Associate Membership to MagsBC	--	yes	yes	yes

WHY SPONSOR?

YOUR SUPPORT

Show the industry that your company believes in BC magazines. Your support instills trust in the publishing industry and sends a message that encourages investment in creative industries.

OUR APPRECIATION

Organizations like ours thrive on the support from local businesses which allows us to provide opportunities like this to the community. Your contributions are noticed and greatly appreciated by all.

NEW CONNECTIONS

We've created a rare opportunity for you to socialize with your clients and build new relationships with magazine professionals from across the province.

BRAND EXPOSURE

Take advantage of media coverage by becoming a sponsor. We also distribute your marketing materials to all conference attendees.

Impact industries for
MagsWest include:

- › *Commercial Printing*
- › *Software & Digital Tools*
- › *Advertising & Media Agencies*
- › *Public Relations Firms*
- › *Computers & Electronics*
- › *Business Supplies*
- › *Hospitality / Accommodations*
- › *Post-Secondary Institutions*

Contact: **Chelene Knight**
Sponsorship Coordinator
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INVESTING IN CULTURE

Revenue generated from this event goes right back into organizing the next MagsBC initiatives, and helps us to promote a healthy and thriving publishing industry in BC.

FUNDING PARTNERS

Canada 

creativeBC

BRITISH COLUMBIA'S CREATIVE INDUSTRY CATALYST



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MagsWest is organized by a small team of board members and staff from the Magazine Association of BC with the support of a handful of amazing volunteers.

OUR TEAM

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Shashi Bhat
Board Member

Felice Bisby
Board Member

**Danielle
Cunningham**
Board Member

Shazia Hafiz Ramji
Board Member

Jessica Key
Board Member

ABOUT MAGSBC

The Magazine Association of BC (MagsBC) was founded in 1993 as a member-run organization with a mandate to represent, connect and promote the BC magazine industry. We do this by uniting the talent, knowledge and skills of publishers, editors, writers, graphic artists, and salespeople, plus the industry that supports them.