

The **4000** Bilingual Jobs Event

The biggest career opportunities event for French and bilingual people

October 7TH, & 8TH, 2009

Location: HALL C, The Direct Energy Centre
Formerly National Trade Centre | Toronto



YOUR INVITATION TO SPONSOR

Several levels of advertisement
and sponsorship are available
no matter the size of your
budget or organization.

Brought to you by



www.bilinguallink.com The 4000 Bilingual Jobs event 2009

The 4000 Bilingual Jobs event

This is an exceptional career gathering of over 4000 bilingual (French & English) participants in Toronto on **October 7th & 8th, 2009**. Jobs and career opportunities seekers will be vying for positions offered by over 250 exhibitors, learn more about career opportunities for French and English speaking people from guests speakers and career specialists, discover everything they don't know about the bilingual job market, sample training opportunities and employment services available in Ontario.

The 4000 BJ 2009 is a triple event:

▶ The **Bilingual Job Fair** on **October 7th & 8th**: about 250 exhibitors will offer over 3500 positions to more than 4000 bilingual (French & English) job seekers and graduates from all over Ontario. The exhibition will feature 5 zones:

- general private sector
- non-profit sector
- public sector
- self employment
- alternative employment services

▶ The **"access to employment Showcase"** on **October 7th & 8th**: a showcase of about 20 presentations and keynotes on the hidden market/job and career opportunities, understanding the process to break into the today rapidly changing market, the players, the alternatives ... Along with all the 11th and 12th grade French and French immersion schools students in southern Ontario, about 350 job and career counselors, developers and coaches will be exposed to related employment or career services, information, resources, tools to quickly empower job seekers to quickly break into the bilingual job market.

▶ **"Getting Bilingual personnel and candidates: Strategies in responding to the growing demand of Bilingual workers in Ontario and Canada"** a bold panel of discussion on **October 8th, 2009**: an interactive exchange between 8 selected speakers from the government, private sector, community employment services, training and education, recruitment industry and about 1000 participants (students, career agents, job seekers and more) on all relevant information and issues on what is exactly done to meet the growing needs of employers in finding bilingual workers.



This is your **invitation** to sponsor:

Allow thousands opportunities seekers and the French speaking workforce to know about your leadership, your services or products. Your sponsorship will provide you with an exceptional occasion to showcase to the often unsolicited audience. Several levels of sponsorship or advertisement have been designed to fit your promotional strategies and budgets no matter the size of your organization or company.



Send your message to thousands

YOUR SPONSORSHIP BENEFITS

All events will allow you to showcase your "savoir-faire", your products, services or image while they will attract participants from diverse groups, speakers, community workers, employment specialists and counselors, students, teachers, job access specialists and more.

All sponsors are guaranteed to receive:

- ▶ Exclusive sponsorship for the selected space or format (where specified)
- ▶ Recognition through the event by facilitators
- ▶ Company/Organization logo or name printed on promotional documents and materials
- ▶ Company/Organization flyer or promotional information to be included in the event kit
- ▶ An advertisement in the special issue of the newspaper Jobs & Carrières Infos
- ▶ An online presence in our website www.bilinguallink.com

THE PARTICIPANTS

This is a sample list of the participants:

- ▶ French job seekers
- ▶ Bilingual career seekers
- ▶ 11th and 12th grade students from French schools and French Immersion schools
- ▶ post secondary students
- ▶ general public
- ▶ community agents
- ▶ job counsellors
- ▶ community job developers
- ▶ career coaches

How will we promote the event?

Here's how you can add value to your sponsorship package. Our promotional plan for the event includes:

- 1. The flyers**
 - ▶ We will print over 10000 flyers that will be distributed directly to participants in various public events from August to October 2009
- 2. The web sites**
 - ▶ We will display detailed information on our website www.bilinguallink.com
 - ▶ The event will be advertised in 30 other websites, and the announcement of the event will be linked to over 300 other websites through our existing registration to search engines and other partners or related websites.
- 3. The newspapers**
 - ▶ The event will be advertised in all major newspapers in the GTA and French newspapers in Ontario
- 4. The radio**
 - ▶ The event will be broadcasted in the French CBC- Radio-Canada, also CIUT and CHOQ FM and more
- 5. The TV**
 - ▶ The event will be presented on TFO, Radio-Canada French TV, OMNI, Rogers Cable 10 and more
- 6. The community centres**
 - ▶ Every billboard in the employment and resource centre will have a poster of the event displayed on it and flyers will be distributed for personal use
- 7. The emails**
 - ▶ The information on the event will be sent through our database of thousands who subscribed to receive information from us
- 8. The special issue of Jobs & Carrières Infos newspaper**
 - ▶ The special issue highlighting the event will be published on the 1st and 3rd Friday of September and 1st Friday of October 2009 to promote the event. This issue will be printed to 20000 copies and distributed at 800 locations.
 - ▶ This special issue will also be available online for the online viewers
- 9. The Direct Energy Centre - National Trade Centre**
 - ▶ The event will be promoted on the electronic board facing the Gardiner expressway, led signs located in the Galleria of the National trade centre, back-lit signs on the Lakeshore Blvd that are viewed by commuters daily, the NTC website, the NTC automatic Information line

LEVEL OF SPONSORSHIP

PLATINUM SPONSOR

\$ 10,000

- ▶ 1 speaker at the panel of discussion
- ▶ 30 minutes free presentation at the showcase event each day
- ▶ 1 full page ad in Jobs & Carrières Infos in September or October
- ▶ 1 table in a 15'x 15' space for the 2 days event
- ▶ 1 year advertisement in the website
- ▶ 1 full page ad in the guide of companies
- ▶ Full access to the complete email data base of all participants at the job fair event
- ▶ Verbal recognition at all the welcome addresses
- ▶ Logo printed in all promotional documents
- ▶ Flyer inserted in the event kit

GOLD SPONSOR

\$ 7500

- ▶ 30 minutes free presentation at the showcase event each day
- ▶ 1 keynote presentation
- ▶ ½ page ad in Jobs & Carrières Infos in September or October
- ▶ 1 table in a 15'x 15' space for the 2 days event
- ▶ 1 year advertisement in the website
- ▶ 1 full page ad in the guide of companies
- ▶ Verbal recognition at all the welcome addresses
- ▶ Logo printed in all promotional documents
- ▶ Flyer inserted in the event kit

SILVER SPONSOR

\$ 5000

- ▶ 30 minutes presentation at the showcase event for 1 day
- ▶ ½ page ad in Jobs & Carrières Infos in September or October
- ▶ 1 table in a 15"x 15" space for the 2 days event
- ▶ 6 months advertisement in the website
- ▶ 1 full page ad in the guide of companies
- ▶ Flyer inserted in the event kit
- ▶ Logo printed in all promotional documents
- ▶ Verbal recognition at all the welcome addresses

BRONZE SPONSOR

\$ 3000

- ▶ 30 minutes presentation at the showcase event for 1 day
- ▶ ¼ page ad in Jobs & Carrières Infos in September or October
- ▶ 1 table in a 15"x 15" space for the 2 days event
- ▶ 3 months advertisement in the website
- ▶ ½ page ad in the guide of companies
- ▶ Flyer inserted in the event kit
- ▶ Logo printed in all promotional documents
- ▶ Verbal recognition at all the welcome addresses

LEVEL OF SPONSORSHIP

FULL PAGE ADVERTISER

\$ 1500

- ▶ 10 minutes presentation at the showcase event for 1 day
- ▶ 3 months advertisement in the website

1 PRESENTATION AT THE SHOWCASE

\$ 500

- ▶ You could take advantage of 4000 BJ 2009 to hold a 30 minutes workshop, a promotion or a presentation to the participants on any chosen day of the event

FLYER INSERTION

\$ 250

- ▶ Insert your company's flyer or your organization brochure in the event kit, and get a great value of how a little advertising opportunity can bring a huge exposure to over 4000 people in 2 days and beyond

PRIZE SPONSOR/ DONATION

- ▶ Verbal recognition during the draw or throughout the event

Do you have another scenario in mind?
We are ready and open to discuss the
partnership that best suits your needs

CALL US TODAY

The **4000** Bilingual Jobs CAREER Fair



BilingualLink.Com
Linking Candidates & Employers In The Bilingual Market

To discuss your special needs
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