

P&G Global Reunion

**2011**

Toronto, Canada

June 10-11

*Postcards from the  
Emerging Edge...*

**An Invitation to Sponsors**



# The Event



The P&G Alumni Network is the Global Association of former Procter & Gamble Managers. It is an active and vibrant professional network of over 17,000 members, mostly senior level executives. It includes many CEO's of major multinational companies. The community is broadly international, and grows at a fast rate of +15-20% per year.



FORTUNE\*  
**500**



Every two years they meet for a Global Reunion session. Previous events were in Cincinnati, London and Rome. The next event will be in Toronto, Canada on June 10–11, 2011, with a pre-conference Women's Forum on June 9<sup>th</sup>.



**The Theme: Postcards from the Emerging Edge**

# The Location



- The Hilton Downtown Toronto
- Great facilities
- Great restaurants
- Great shopping
- Great night life
- Most important... great people!

# The Sponsorship Opportunity

- ✓ **Our sponsors play a vital role in the funding of these events**
- ✓ **A unique opportunity for a brand, both B2B or B2C, to get exposure to an incredible array of senior global business professionals**
- ✓ **Participate in The P&G Alumni Globalization – transforming a single event into a “global” event using today’s technology**
- ✓ **Leverage social media to maximize sponsorship exposure**
- ✓ **A potential business building opportunity to present products, services and ideas directly to C-Level Marketing, Sales, IT, HR and other multi-functional professionals**
- ✓ **A leveragable opportunity for one-on-one meetings with selected individuals**

**Thousands of High Potential Connections in One Weekend!**

# The Event Agenda

## Current Status - Key Sessions and Events



<u>Date</u>	<u>Session Type</u>	<u>Topic</u>	<u>Speaker</u>
Thursday, June 9	Women's Forum Dinner	Vibrancy of Life: Living Fully & Positively	Daniela Riccardi
Friday, June 10	Women's Forum Sessions	Emerging Women's Trends in:	
	Session #1	Business: C-Suite and Board Impact	Open
	Session #2	Philanthropy: Social Impact	Open
	Session #3	Vibrant Life: Living with Impact	Open
Friday, June 10	Kick-off / Keynote #1	Evolving Digital Landscape	Google Speaker
Friday, June 10	Plenary Breakouts	Emerging Tech & People Trends	CEO TBC
Friday, June 10	Executive Panel #1	C-Suite Reveals What's Next	Key CEO's
Friday, June 10	Trade Show & Reception	Experience, Engage & Enjoy	---
Friday, June 10	Welcome Dinner & Reception	A Taste of the Future	Open
Saturday, June 11	Keynote Address #2	Cognitive Psychology of Why People Talk	Steve Knox--Pres. Tremor
Saturday, June 11	Executive Panel #2	Agency CEO's Unleashed	Agency CEO's
Saturday, June 11	Keynote Address #3	Transformational Power of Sport	Ian Troop
Saturday, June 11	Trade Show & Formal Networking	Expect and Exchange	---
Saturday, June 11	Executive Panel #3	Insights from Emerging Economies	Various
Saturday, June 11	Cocktail Reception	A Funny Thing Happened on the Way to the Exit Interview	---
Saturday, June 11	Gala Dinner, Awards & Auction	Looking Forward	Bob McDonald - P&G

\* This is a working version of the Agenda. Final Agenda topics and speakers could change.

**Action Packed. Informative. Focused on Execution.**

# The Hilton Hotel Facilities



- World-class convention facilities
- One integrated location
- One enthusiastic crowd
- Sponsorship display areas – unparalleled networking opportunities
- Private meeting rooms as required
- Expect, exchange and experience

# Levels of Sponsorship

- **Presenting Sponsor** – Ultimate exposure
- **Platinum** – Maximize your exposure
- **Gold** – Great exposure - Great value
- **Silver** - Get well known
- **Bronze** – A strong presence

*Trade/Networking booths integrated into the heart of the Convention Floor in all levels of sponsorship...*

**A Packaged Tailored to Your Needs...and Budget**

# Presenting Sponsor

1. Sponsorship of the Saturday Gala Dinner and Keynote Address
2. Private Suite, with full catering/bar, for entertainment purposes included
3. One-on-One meeting opportunity with select individuals (based on final list of VIP attendees)
4. Premier sponsorship display area in the Hotel Convention Hall, with double booth size (16' x 8')
5. Six tickets available for “non-P&G Alumni” attendees from Sponsor
6. Special “message” in printed Event Booklet
7. Logo presence in all material
  - ✓ Premier exposure on Internet Site (approx. 2000 hits per month)
  - ✓ E-Mail Program (17,000+ e-mails sent x 3 blasts)
  - ✓ Outside back cover advertisement in Event Booklet
  - ✓ Personalized letter in welcome kit in all Hotel rooms (600 contacts)
  - ✓ Premier signage placement – Hotel, event locations, Convention Hall

**Our Ultimate Value for \$70,000 (only 1 Available)**

# Platinum Sponsorship

1. Sponsorship of one of three premier events . Choice of the Friday Kick-off/Keynote Address, Friday Panel Discussion or Friday Night Dinner and Event
2. Private Suite, with full catering/bar, for entertainment purposes included
3. One-on-One meeting opportunity with select individuals (based on final list of VIP attendees)
4. Premium sponsorship display area in the Hotel Convention Hall, with enhanced booth size (8' x 8')
5. Four tickets available for “non-P&G Alumni” attendees from Sponsor
6. Special “message” in printed Event Booklet
7. Logo presence in all material
  - ✓ Premium exposure on Internet Site (approx. 2000 hits per month)
  - ✓ E-Mail Program (17,000+ e-mails sent x 3 blasts)
  - ✓ Inside front, or centre fold right/left advertisement in Event Booklet
  - ✓ Personalized letter in welcome kit in all Hotel rooms (600 contacts)
  - ✓ Premium signage placement – Hotel, event locations, Convention Hall

**Maximize Your Value for \$50,000 (only 3 Available)**

# Gold Sponsorship

1. Sponsorship of one of the group events. Choice of one of two Saturday Panel Discussions or one of two Saturday Keynote Addresses
2. Prime sponsorship display area in the Hotel Convention Hall with enhanced booth size (8' x 8')
3. Two tickets available for “non-P&G Alumni” attendees from Sponsor
4. Logo presence in all material
  1. Prime exposure on Internet Site (approx. 2000 hits per month)
  2. E-Mail Program (17,000+ e-mails sent x 3 blasts)
  3. Full page inside advertisement in Event Booklet
  4. Presence in all room welcome kits
  5. Prime signage placement – Hotel, event locations, Convention Hall

**Great Value for \$30,000 (only 4 Available)**



# Silver Sponsorship

1. Sponsorship of one of two Women's Forum Events (Friday Meeting or Thursday Dinner), or one of three highly attended social events (Friday or Saturday Cocktail Receptions or Saturday Lunch)
2. Near prime sponsorship display area in the Hotel Convention Hall with standard booth size (6' x 4')
3. Logo presence in selected material
  1. Exposure on Internet Site (approx. 2000 hits per month)
  2. E-Mail Program (17,000+ e-mails sent x 3 blasts)
  3. Half page inside advertisement in Event Booklet
  4. Presence in all room welcome kits
  5. Signage placement inclusion – Hotel, event locations, Convention Hall

**Money Well Spent for \$15,000\* (5 Available)**

**In-kind sponsorship support will be entertained**

# Bronze Sponsorship

1. Quarter page inside advertisement in Event Booklet
2. Logo presence in selected material
  1. E-Mail Program (17,000+ e-mails sent x 3 blasts)
  2. Presence in room welcome kits
  3. Signage placement inclusion – Hotel, event locations, Convention Hall
3. Near prime sponsorship display area in the Hotel Convention Hall with standard booth size (6' x 4')

**Presence Assured for \$5,000\* (8 Available)**

**In-kind sponsorship support will be entertained**

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