

The opening of the LINK is scheduled for 2021 -- more than three decades after the launch of Canadian high tech icons ATI and RIM, and more than four decades after the unveiling of the world's first personal computer -- the MCM/70 -- invented and built in Canada, and more than half a century from the arrival of the first digital computers at York University.

We would be pleased to partner with Canadian and Canada-based companies in showcasing the contributions of Canadian technology pioneers and present the following sponsorship levels for consideration.

PRESENTING CORPORATE SPONSOR, \$250,000

- **Category exclusivity.**
- **Presenting Corporate Sponsor Recognition.** Official sponsorship of one of the exhibition's sections including the placement of "Sponsored by" signage recognition in the sponsored section. Full-size logo recognition on the exhibition's donor wall and in the catalogue.
- **Opening event.**
 - Opportunity to participate in remarks
 - Full-size logo recognition on invitation
 - 10 invitations
- **Exhibition inclusion.** The history of the company will be included in exhibition narratives with the opportunity to provide input and collaborate on content.
- **Product placement.** Opportunity to present corporate profile as well as legacy and current products in the exhibition's interactive display section because in this section products will be presented together with corporate histories as videos.
- **Marketing and promotion.** Lassonde will work with the company in creating personalized marketing, promotional and employee engagement opportunities.
- **On-site hosting.** Opportunity to host an event in the exhibition space. The company is responsible for all other event costs (catering, rentals, decor, etc.)
- **Yfile article announcing support.** YFile is YorkU's campus e-newsletter and is published Monday to Thursday, distributed to more than 5,000 faculty and staff. YFile reports on institutional news and events, people and trends. There is also a YFile homepage, content is available to an external audience, searchable on Google and stories are pushed

- **Lassonde Corporate Partner.** The company will have a dedicated Lassonde liaison to facilitate engagements with the life of the School including but limited to:
 - Guest lecturing
 - Hosting a career talk with Lassonde Co-op
- Invitations to Lassonde events such as Roger's Cup, L'Oscars, Mercier Lecture for Entrepreneurial Science, PCI - Dr. Robert Moses Lecture, Capstone Day, etc.

SUPPORTING CORPORATE SPONSOR, \$100,000

- **Supporting Corporate Sponsor Recognition.** Half-size logo recognition on exhibition signage including donor wall and in the exhibition's catalogue.
- **Opening event.**
 - Half-size logo recognition on invitation
 - 5 invitations
- **Exhibition inclusion.** The history of the company will be included in exhibition narratives with the opportunity to provide input and collaborate on content.
- **Product placement.** Opportunity to provide legacy and current products in the exhibition's interactive display section.
- **On-site hosting.** Opportunity to host an event in the exhibition space. The company is responsible for all other event costs (catering, rentals, decor, etc.)
- **Yfile article announcing support.** YFile is YorkU's campus e-newsletter and is published Monday to Thursday, distributed to more than 5,000 faculty and staff. YFile reports on institutional news and events, people and trends. There is also a YFile homepage, content is available to an external audience, searchable on Google and stories are pushed out daily on Twitter (@YorkUNews) and Facebook.
- **Lassonde Corporate Partner.** The company will have a dedicated Lassonde liaison to facilitate engagements with the life of the School including but limited to:
 - Guest lecturing
 - Hosting a career talk for students with Lassonde Co-op
 - Invitations to Lassonde events such as Roger's Cup, L'Oscars, Mercier Lecture for Entrepreneurial Science, PCI - Dr. Robert Moses Lecture, Capstone Day, etc.

EXHIBIT PATRON, \$50,000

- **Exhibit Patron Sponsor Recognition.** Text recognition on exhibition signage including donor wall and exhibition catalogue.
- **Opening event.**
 - Text recognition on invitation
 - 4 invitations
- **Exhibition inclusion.** The history of the company will be included in exhibition narratives with the opportunity to provide input and collaborate on content.
- **Product placement.** Opportunity to provide legacy and current products in the exhibition's interactive display section.
- **Lassonde Corporate Partner.** The company will have a dedicated Lassonde liaison to facilitate engagements with the life of the School including but limited to:
 - Guest lecturing
 - Hosting a career talk for students with Lassonde Co-op
 - Invitations to Lassonde events such as Roger's Cup, L'Oscars, Mercier Lecture for Entrepreneurial Science, PCI - Dr. Robert Moses Lecture, Capstone Day, etc.

EXHIBIT SPONSOR

Other sponsorship levels are open for consideration.