

About BCCPAC

The BC Confederation of Parent Advisory Councils (BCCPAC) is a registered non-profit that represents the parents of children attending public schools in the province of British Columbia. BCCPAC works with District and School parent advisory councils (PACs) across the province to improve public education for all students by including and supporting parent involvement.

The Province of BC's public education system is made up of 60 school districts, representing more than 1600 schools and school programs, and providing education to 552,788 students (2014 BC MoE stats). Each of the parents of these students has a voice in the public school system through their involvement in parent advisory councils, planning committees, district parent advisory councils and provincially through BCCPAC. BCCPAC strives to be:

“The collective voice of parents for the best possible public education of all children in BC”

BCCPAC supports this mission through activities that promote and enhance meaningful parent participation. This includes the creation of parent education opportunities through conferences, news, magazine and resources materials. BCCPAC also organizes and participates on several provincial level committees to ensure the parent voice continues to be included in public education discussions around the province of BC.

In order to support our efforts, BCCPAC relies on membership fees, sponsorship and grant funding. By working with sponsors, we are able to enhance our level of service to parents and our membership around the province.



Our Vision: To improve public education for all students by including and supporting parents.

We look forward to working with you!

Overview of Opportunities

Our Voice Magazine

Our Voice magazine is published in the fall and spring each year and provides parents with informative and thoughtful articles on BC education news, parent leadership and involvement. The magazine is distributed to schools across the province and provides a wonderful opportunity for advertisers to be front and center with PAC and DPAC leaders.

Leadership Conferences

Each year BCCPAC holds a spring leadership conference that brings together parents from school districts across the province and offers exhibitors and sponsors an opportunity to join us for one or two days.

If BC families are your target market, this is the ideal place to reach them. Conference delegates are leaders and key decision makers on Parent Advisory Councils (PAC) who represent individual schools, and District Parent Advisory Councils (DPAC) who represent school districts.



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Advertising

BCCPAC offers advertising opportunities through print ads of varying sizes in our biannual Our Voice magazine and by insertions into our mail out to PACs and DPACs.

Mail Out Insert – Rate Schedule

Page Description	Rate
Full page insert, commercial (8.5" x 11")	\$1200
Full page insert, non-profit (8.5" x 11")	\$600

*Note: detailed specs available on request

Our Voice Print Advertising – Rate Schedule

Page Description	Rate/Issue
Full page (9.25" x 7.25")	\$750
Half page (4" x 7.25")	\$425
One third page (3" x 7.25")	\$325
One quarter page (4" x 3.5")	\$275

*Note: detailed specs available on request

*Find out more about BCCPAC advertising and sponsorship.
email: info@bccpac.bc.ca
tel: (604) 474-0524*



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Conference Sponsorship

Each year BCCPAC holds a spring leadership conference for parent advisory council leaders from across the province.

Conference Sponsorship – Rate Schedule

Opportunity	Rate	Non-Profit Rate
Exhibitor space	\$600*	\$500*
Platinum Title	contact office (exhibitor space, lunch sponsorship, premium visual recognition \$3500)	
Gold Sponsor	contact office (exhibitor space, event sponsorship, visual recognition \$2000)	
Silver Sponsor	contact office (exhibitor space, snack break, visual recognition \$1500)	

*Note: \$100 off for early bird registration completed 6 weeks before conference.

Conference Guide Advertising – Rate Schedule

Page Description	Rate	Exhibitor Rate
Full page (9.25" x 7.25")	\$500	\$375
Half page (4.5" x 7.25")	\$275	\$200
One third page (3" x 7.25")	\$200	\$150
One quarter page (4" x 3.5")	\$150	\$100
Delegate bag insert (300 bags)	\$250	\$90

*Note: detailed specs available on request



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Annual Sponsorships

BCCPAC Annual Gold Sponsor: Be positioned front and center at all BCCPAC events and in our publications.

A yearly gold sponsorship title with BCCPAC includes:

- 1 page ad in each issue of Our Voice
- Exhibitor space at our spring conference; a sponsored lunch with opportunity to speak with delegates; ad space in our conference book, delegate bag insert space, and premium signage space and visual recognition at the conference.
- Recognition on our website and in all sponsor lists throughout the year.

Volunteer Program Sponsors: Be recognized by BCCPAC and our membership for supporting the BCCPAC volunteer orientation, development and recognition program. BCCPAC has over 150 volunteers that work across the province to help improve public education through parent involvement. We are actively looking for sponsors that can help us reward these volunteer efforts by providing cash sponsorship to go towards training and education, as well as in kind product donations to be used as volunteer gifts.

In Kind Sponsorship: As a non-profit association, we depend on many suppliers each year to provide in-kind products and services. We develop partnerships with respected suppliers and feature them as our respected BCCPAC suppliers of choice.

A list of our typical needs includes: advertising agency services, printing, mailing house services, website design and maintenance, newswire services, public relations, videography and production, graphic design, proof reading services, legal services, online communication tools and services, swag suppliers, corporate and personal gifting suppliers, prize suppliers, award designer or supplier, market research, coffee supplier, audiovisual supplier, party rentals, catering or venue hosts, hotels, photographer, signage supplier, trade show booth supplier, office supply company, and all forms of media and communications reaching out to our target audience.

Do you provide products or services in these areas? We have partners already in many of these areas but are always looking for innovative ideas and interested suppliers as opportunities arise!

Please contact our office to discuss any of these unique sponsorship opportunities!



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Opportunities at a Glance

Advertising and Sponsorship - At a Glance (2016/2017 rates)

DESCRIPTION	DETAILS	RATE	
Mail Out Insert			
Full page, commercial	8.5" x 11"	\$1200	
Full page, non-profit	8.5" x 11"	\$600	
Our Voice Magazine			
Full page (9.25" x 7.25")	9.25" x 7.25"	\$750	
Half page (4" x 7.25")	4" x 7.25"	\$425	
One third page (3" x 7.25")	3" x 7.25"	\$325	
One quarter page (4" x 3.5")	4" x 3.5"	\$275	
Fall and Spring Conferences			
Exhibitor space	Full conference rates	Business rate \$600	Non-Profit rate \$500
Platinum Title (1 available)	contact office (exhibitor space, lunch sponsorship, premium visual recognition \$3500)		
Gold Sponsor (2 available)	contact office (event sponsorship \$2000)		
Silver Sponsor (4 available)	contact office (for snack breaks \$1500)		
Delegate Booklet Advertising			
	Dimensions	Regular Rate	Exhibitor Rate
Full page (9.25" x 7.25")	9.25" x 7.25"	\$500	\$375
Half page (4" x 7.25")	4.5" x 7.25"	\$275	\$200
One quarter page (4" x 3.5")	4" x 2.5"	\$150	\$100
Delegate bag insert (150 bags)	1 sheet, double sided	\$250	\$90

Please contact our office to enquire about discounts for multiple purchases or unique sponsorship opportunities.



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Contact Us

We look forward to discussing a potential partnership opportunity to meet your specific needs. Contact us for more details!

Joanne Anderson

Office Coordinator

joanneanderson@bccpac.bc.ca

tel: 604-474-0524

Julie Davies

Office Assistant

juliedavies@bccpac.bc.ca

Please contact by email only

General BCCPAC Inquiries

BC Confederation of Parent Advisory Councils (BCCPAC)
Suite C, 2288 Elgin Avenue, Port Coquitlam, BC V3C 2B2

tel: 604 474 0524

toll free: 1 866 529 4397

fax: 604 474 0967

info@bccpac.bc.ca

www.bccpac.bc.ca

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www.twitter.com/bccpac



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