



Calgary 2012

**Quo Vadis Calgary 2012: Integration
International Youth Leadership Conference**

Sponsorship Package

Welcome!

As Polish-Canadians we share a great pride in our heritage and culture as well as our achievements as a community in North America. We have built strong institutions and continue to advance our unique culture. Now the focus has shifted to integration. Integration of Polish youth in existing Polish organizations, integration among other cultural groups in the larger Canadian community, and integration of Polish youth globally. We stand today before new challenges – those of demographic change, the decline of immigration from Poland, and the task of upholding our heritage while also immersing ourselves into Canadian society. Fortunately, the solution is within our reach – we need to develop our leaders, specifically our young community leaders and build ties that will connect us. This was the impetus that started the first Quo Vadis conference.

It is with great pleasure that we inform you that Quo Vadis Calgary 2012: Integration, International Youth Leadership Conference will be held in Calgary and Canmore, Alberta from August 17th-19th, 2012. This conference is being organized by the **Quo Vadis Conference Society of Calgary (corporate access number: 5016597568)**, a registered non-profit society in Alberta. The fourth edition of the conference aims to build and strengthen Polonia networks locally, nationally and globally, teach delegates best practices of experienced leaders, as well as practical skills in public relations, fund-raising, conflict resolution, and integration.

Alberta has continually supported the Quo Vadis conferences by sending delegates, each year increasing in number. This year we are proud to host the next rendition of the conference. This year's conference will focus on the following goals:

- Professional Development;
- Integration Themed Panelists;
- Interactive Discussions; and
- Social Events and Networking Opportunities

Only through your continued sponsorship and support can we help to develop the future leaders of Polonia within Alberta, Canada, and the world. This conference represents the premier opportunity for the next generation of Polish-Canadians to experience the empowerment necessary to maintain our heritage and values in the face of ever mounting challenges. And this is where we need your help in order to succeed! Although delegates will be paying a registration fee to partially cover the costs of the conference, the Quo Vadis Calgary 2012 executive team wishes to subsidize this fee in order to make it more accessible for our target audience. We sincerely hope that you will join us as proud sponsors of the conference and consider the attached Sponsorship Package.

The mandate for Quo Vadis Calgary 2012 is to help build an integrated, socially cohesive society by building bridges within our community to promote intercultural understanding. QV aims to accomplish this goal by fostering citizenship, civic memory, civic pride and respect for core values grounded in our history. We seek to provide conference delegates an opportunity to discuss the challenges of integration within our communities. Together let us build on this immense group of intelligent and enthusiastic individuals and give them the opportunities they deserve!

Sincerely,

A handwritten signature in black ink, appearing to read 'N. Dmuchowska'.

Natalia Dmuchowska
Conference Chair

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Introduction

1.1 Vision

The Quo Vadis Conference Society of Calgary, corporate access number: 5016597568, (QV) is organizing the Quo Vadis Calgary 2012 International Youth Leadership Conference (the Conference) which will provide students and young professionals the opportunity to develop leadership qualities, gain an appreciation for Polish heritage and discuss ways to contribute to Canadian society by strengthening the communities we live in.

1.2 Mandate

QV is a non-profit society whose sole initiative is the organization of the conference. The Conference is run by students and young professionals with the fundamental purpose of helping to strengthen Polish-Canadian communities locally, nationally and globally. The mandate for QV is to help build an integrated, socially cohesive society by building bridges within our community to promote intercultural understanding. QV aims to accomplish this goal by fostering citizenship, civic memory, civic pride and respect for core values grounded in our history. We seek to provide Conference delegates an opportunity to discuss the challenges of integration within our communities. Through lectures, symposia, workshops, events, and interactive challenges, delegates will become better equipped to navigate the challenges that await them as future leaders.

1.3 Value Proposition

QV will organize a Conference focusing on the theme of integration for delegates of Polish heritage between 18 and 35 years of age. We will develop and maintain working relations with key industry representatives, mentors, and sponsors.

1.4 Objectives

In order to fulfill our mandate, QV has focused its efforts on providing the following:

- Professional Development;
- Integration Themed Panelists;
- Interactive Discussions; and
- Social Events and Networking Opportunities

1.4.1 Professional Development

Delegates will take part in a professional conference and will have the opportunity to develop their practical skills in the fields of public relations, fund-raising, conflict resolution, and teamwork. For many delegates, this is their first opportunity to meet other like-minded individuals in a professional setting. The ability to professionally communicate thoughts and ideas is essential to the future success of our delegates, and the Conference provides a medium to accomplish this. To give back to our partners, QV and the Conference will develop a report of recommendations based on ideas generated at the Conference. The report will help

future decision and policy makers incorporate a plan for community integration into their mandates as well as to better understand cultural diversity.

1.4.2 Integration Themed Panelists

In order to help provide delegates a broad view of the challenges of integration, the Conference will host several speakers from various fields to address the delegates. The aim of the panelists is to inspire new ideas and help focus conversation around the Conference theme. Panelists will be chosen based on their role in industry, past experiences, and ability to inspire. Some talks will have a broad community scope, while others will be focused on delegates' personal development. This combination of speakers helps support our vision. QV also strives to establish long term, mutually beneficial partnerships with a broad range of industries. QV will be active in promoting these partners, the delegates, and the Conference locally and abroad.

1.4.3 Interactive Discussions

Delegates will have the opportunity to discuss the thoughts, reactions and ideas they have after listening to the panelists and lecturers. There will be facilitated question & answer periods, as well as an opportunity for the delegates to brainstorm with their peers. All of this helps spark lively debate and discussions that last well after the Conference is complete. This is also a chance for delegates to meet new people and strengthen the bonds across the country. Interactive discussions will work to simultaneously expose delegates to a broad range of topics, and create a working relationship with other delegates.

1.4.4 Social Events and Networking Opportunities

In order to provide our students and young professionals with valuable networking opportunities and give back to our partners, QV will be hosting two main networking events; an Interactive Expose and an Evening Social with sponsors. These events provide key opportunities for QV delegates to interact in a less formal setting and cement their friendships.

Conference Details

2.1 Conference Description

Quo Vadis offers the opportunity for young adults to gain an appreciation for their Polish heritage while learning how to contribute to their respective societies and strengthen the communities they live in. Quo Vadis was founded on a basis of giving students and young professionals of Polish descent an opportunity to gain valuable leadership skills and networking, while appreciating and emphasizing the spirit and values of coming from a Polish background.

This year's theme has been chosen to be integration; integration of Polish youth into existing Polish organizations, integration among other cultural groups in the larger Canadian community, and integration of Polish youth globally.

2.2 Dates and Locations

Quo Vadis is an annual congregation of students, professionals, and young adults of Polish heritage, with delegates coming from all over Canada, the United States, and Europe.

Held on the weekend of August 17th to the 19th, Quo Vadis Calgary 2012 will be the 4th installment of this conference series, and will take place in Canmore, Alberta, Canada.

2.3 The Organizers

Each year, Quo Vadis is organized and hosted by a collection of talented students and young professionals, with backgrounds spanning from areas such as arts, sciences, business, and several other fields. Many of the past and present Quo Vadis organizers have experienced the Conference as a delegate, and have then taken the initiative to help organize proceeding Conferences.

2.4 The Conference Structure

Through lectures, workshops, events, and interactive challenges, delegates will be able to develop their leadership qualities and create and strengthen their networks throughout the Conference weekend.

2.4.1 Lectures

QV is organizing several outstanding individuals to address the delegates on a variety of subjects themed around integration. Our focus for Panelist selection will be to find inspiring individuals with a significant community involvement that have a proven understanding of integration within a community. Through the lectures, delegates will better understand the challenges our communities are faced with.

2.4.2 Workshops

Workshops are an opportunity for delegates to share the thoughts and feelings they develop over the course of the Conference. Delegates have an opportunity to brainstorm ideas and recommendations to provide our communities. Through these workshops, delegates have the opportunity to offer a solution to the challenges identified during the Conference within existing organizations as well as all aspects of their personal and professional lives.

2.4.3 Interactive Challenges

Interactive challenges are an opportunity for delegates to work together to solve a challenge. This is an opportunity for the delegates to break into smaller groups to lead, work as a team, communicate and achieve goals. Delegates will also be able to better develop their networks at this time.

2.4.4 Recommendation Package

Upon completion of the Conference, QV will compile a publicly available recommendation package that delegates can use in their own communities. This document will consist of official recommendations the delegates are making in order to facilitate integration in their communities. The document will focus on the Polish-Canadian community however it will include information pertaining to other cultural, ethnic, and religious groups in the Canadian diaspora.

Calgary - Canada's Cultural Capital for 2012

Every year, a new city is chosen to represent Canada as the Cultural Capital. This year, the City of Calgary has been given this great honor, and rightfully so. With its immense diversity and the rapid growth, the City of Calgary is one of the most culturally vibrant cities in Calgary.

The mandate for Canada's Cultural Capital this year is to build an integrated, socially cohesive society by building bridges between communities to promote intercultural understanding. Upon receipt of funding from the Cultural Capital Projects Grant, the City of Calgary and Calgary 2012 logos will be used on all promotional material for the Conference.

The Recommendation Package the Conference will create will support the City of Calgary's, Calgary 2012 mandate. With the amount of exposure the Cultural Capital receives this Recommendation Package has the potential to support integration initiatives within various communities across Canada.

Benefits to Delegates

Participating in the Quo Vadis Calgary 2012 International Youth Leadership Conference will help delegates develop leadership, integration, and communication skills. The Conference will also provide delegates with a network of eager, like-minded individuals

A partnership with QV will help the Conference delegates develop important skills as they evolve and grow within their studies and professional careers. In overcoming the many challenges involved in cultural organizations, delegates need to be equipped with proper training to overcome any and all obstacles. Delegates involved in the Conference brainstorming sessions will also contribute to the recommendation package that will benefit other cultural groups, the Canadian government, as well as the Polish government. Delegates will also learn to network professionally and build leadership skills.

Benefits to Your Organization

QV and the Conference strives to provide your organization with numerous opportunities for exposure among students and young professionals.

5.1 Partner Benefits

Through partnership with the Quo Vadis Calgary 2012 International Youth Leadership Conference, you are guaranteed exposure to students and young professionals from all over Canada and the US. These are youth who utilize their leadership and team skills, as well as demonstrate a motivation and drive to better themselves and take charge of their development. These are the type of individuals that can contribute to keeping an organization innovative and competitive in today's diverse global marketplace.

5.2 Last Years Delegates

Delegates attend from all over the world. 63% of participants from last year's conference were Canadian, 13% were from the United States, 6% were from Poland, and the remaining 15% representing other European countries. There were 15 Delegates representing 38 North American cities and 30 delegates representing 50 European cities. The average age for delegates at last year's conference was 26 years. A wide variety of educational and professional backgrounds are represented; Political Science and Diplomacy, Business, Applied Science, Engineering, Sciences, Mathematics, Education and Social Work, Arts, Medicine, and Technology.

5.3 Opportunities for Exposure

QV has the following opportunities to offer its Sponsors:

- Complete Event Association (i.e. Leadership Panel sponsored by platinum sponsor)
- Advertisement in the program booklet delivered to 300 delegates, VIPs, as well as media, and government officials
- Recognition during the conference
- Opportunity to place promotional materials in delegates' registration kits
- Company or Organization Business Card placed in lanyard
- Media exposure in news articles about the conference
- Recognition of sponsorship level and name and logo on promotional materials
- Tickets to attend a special Quo Vadis Calgary 2012 Social and Networking Event
- Name, logo, hyperlink, and company information on Quo Vadis Calgary 2012 website
- Receive a certificate of recognition and a Quo Vadis Calgary 2012 package mailed after the conference, including a copy of the Recommendation Package
- Social media exposure on Quo Vadis Calgary 2012 Facebook and Twitter pages
- Company logo on Quo Vadis Calgary 2012 materials

5.4 Levels of Sponsorship

Platinum - \$8,000 plus

- 8 tickets to attend special Quo Vadis Calgary 2012 Social and Networking Event
- Name, logo, hyperlink, and company information under sponsors section on Quo Vadis Calgary 2012 website plus logo appearing on home page
- Full page advertisement in the program booklet delivered to 300 delegates, VIPs, as well as media, and government officials
- Media exposure: Article prior to the Conference and after the conference
- Receive a certificate of recognition and a Quo Vadis Calgary 2012 package mailed after the conference, including a copy of the Recommendation Package
- Recognition as a Platinum Sponsor and large size positioning of name and logo on all promotional materials
- Recognition at opening and closing ceremonies, and throughout the Conference as a Platinum Partner
- Social media exposure on Quo Vadis Calgary 2012 Facebook and Twitter pages
- Opportunity to place up to two different promotional materials in registration kit
- Company logo on all Quo Vadis Calgary 2012 materials
- Company/Organization Business Card placed in lanyard
- Complete Event Association (i.e. Leadership Panel sponsored by platinum sponsor)
- Exclusive Sponsor at Quo Vadis Calgary 2012 – the only one in the specific sector

Materials do not include anything printed/released prior to receipt of sponsorship

Gold - \$3,000 plus

- 6 tickets to attend special Quo Vadis Calgary 2012 Social and Networking Event
- Name, logo, hyperlink, and company information under sponsors section on Quo Vadis Calgary 2012 website
- Half page advertisement in the program booklet delivered to 300 delegates, VIPs, as well as media, and government officials
- Media exposure: Article prior to the Conference and after the conference
- Receive a certificate of recognition and a Quo Vadis Calgary 2012 package mailed after the conference, including a copy of the Recommendation Package
- Recognition as a Gold Sponsor and medium size positioning of name and logo on all promotional materials
- Recognition at opening and closing ceremonies as a Gold Partner
- Social media exposure on Quo Vadis Calgary 2012 Facebook and Twitter pages
- Opportunity to place up one promotional material in registration kit

Materials do not include anything printed/released prior to receipt of sponsorship

Silver - \$1,500 plus

- 4 tickets to attend special Quo Vadis Calgary 2012 Social and Networking Event
- Name, logo, and hyperlink under sponsors section on Quo Vadis Calgary 2012 website
- Quarter of a page advertisement in the program booklet delivered to 300 delegates, VIPs, as well as media, and government officials
- Media exposure: Article prior to the Conference and after the conference
- Receive a certificate of recognition and a Quo Vadis Calgary 2012 package mailed after the conference, including a copy of the Recommendation Package
- Recognition as a Silver Sponsor and small size positioning of name and logo on all promotional materials
- Recognition at opening and closing ceremonies as a Silver Partner
- Social media exposure on Quo Vadis Calgary 2012 Facebook and Twitter pages

Materials do not include anything printed/released prior to receipt of sponsorship

Bronze - \$500 plus

- 2 tickets to attend special Quo Vadis Calgary 2012 Social and Networking Event
- Name and logo under sponsors section on Quo Vadis Calgary 2012 website
- Receive a certificate of recognition and a Quo Vadis Calgary 2012 package mailed after the conference, including a copy of the Recommendation Package
- Recognition as a Bronze Sponsor and small size positioning of name and logo on some promotional materials

Materials do not include anything printed/released prior to receipt of sponsorship

Honorable Mention - \$100 plus

- Name listed in program booklet
- Name under sponsors section on Quo Vadis Calgary 2012 website, or right to remain anonymous

Additional Opportunities

We are flexible with our entitlement packages and partners are encouraged to contact us to discuss alternative options

Quick Facts about Quo Vadis

Who?

The Conference is aimed towards students and young professionals between the ages 18-35.

What?

A weekend-long conference for youth of Polish heritage to connect, network, learn skills, and appreciate their roots!

When?

Friday, August 17th to Sunday, August 19, 2012.

Where?

Canmore, Alberta, Canada (100km West of Downtown Calgary)

Why?

To build and strengthen communities across Canada, the United States, and Europe.

Contact Quo Vadis Conference Society of Calgary

Thank you for taking the time to read the details about the Conference. For further information regarding sponsorship opportunities and your company's involvement please do not hesitate to contact either our Conference Chair or Project Manager:

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Adam Broniewski
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Sponsorship donations may be made out to:
“Quo Vadis Conference Society of Calgary”

and mailed to:

Quo Vadis Calgary 2012
3711 Underhill Place NW
Calgary, Alberta, T2N 4G3

Thank you again for your consideration,

Quo Vadis Conference Society of Calgary
& Quo Vadis Calgary 2012: Integration, International Youth Leadership Conference

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