



*Forging new paths for 40 years*



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**open**  2004  
**house**  
 JOIN US APRIL 2 AND 3

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*Are you coming with us?*

The path you choose can make all the difference.

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For sponsorship opportunities,  
 call Carly Handel at 604-453-4099  
 or visit [www.openhouse.bcit.ca](http://www.openhouse.bcit.ca).



Produced by BCIT Community Relations, November 2003.

*BCIT – Forging new paths for 40 years.*



## The path you choose can make all the difference.

For 40 years now, the British Columbia Institute of Technology has been helping individuals from BC and beyond to progress on their career paths. Along the way, we've made a significant difference to the BC economy; an influence that will only grow as we continue to expand our unparalleled training, our applied research, and technology transfer activities.

We expect more than 20,000 people to come explore the many paths offered at BCIT at our two-day Open House on April 2 and 3, 2004. They'll include our industry partners, members of the community, and the learners who will be tomorrow's decision-makers.

Will you be there, too? This is an ideal opportunity for you to get your corporate message across to the people who will make a difference in this province's economy now and in the years to come.

We welcome your involvement in Open House 2004. Read over the various levels of sponsorship opportunities available, and call today to join us on the path to a vibrant future for BC.

### Contact Information:

Carly Handel, Student Leader, Corporate Sponsorship  
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Telephone: 604-453-4099 Fax: 604-436-5762

Please make cheques payable to: BCIT Open House 2004

British Columbia Institute of Technology  
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[www.openhouse.bcit.ca](http://www.openhouse.bcit.ca)

Sponsorship level	Diamond (\$10,000)	Platinum (\$5,000)	Gold (\$2,500)	Silver (\$1,000)	Bronze (\$500)	Support (\$200)
<b>Exclusivity</b>						
Exclusivity in type of business or industry	Yes					
First opportunity to continue support next year	Yes	Yes				
<b>Hospitality and Networking</b>						
Access passes to VIP hospitality lounge	4 tickets	4 tickets	2 tickets			
Invitation to BCIT Foundation's annual donor recognition event in May 2004	4 tickets	2 tickets	2 tickets	1 ticket	1 ticket	
<b>Advertising and Promotions*</b>						
Advertisement on exterior tower sign at main BCIT entrance	Name or logo	Name or logo				
Placement on BCIT Open House Web site	Logo	Logo	Logo	Name	Name	
Acknowledgement in press release announcing event	Name	Name				
Booth space in high traffic location	Path Finder tent	Path Finder tent	SE2			
Acknowledgement in program and other promotional pieces	Logo	Logo	Logo	Logo	Name	Name
<b>Corporate Recognition</b>						
Corporate recognition on event invitation*	Logo	Name	Name			
Recognition on Open House Web site	Logo	Logo	Name	Name	Name	Name
Recognition on BCIT Alumni Association Web site	Logo	Logo	Name	Name		
Opportunity to place company memento in 40th Anniversary time capsule	Yes	Yes	Yes	Yes	Yes	Yes
<b>Post-event Recognition</b>						
Recognition in post-event thank you in <i>Update</i> and <i>Alumni Ambassador</i> newsletters	Large logo	Small logo	Name	Name		
Recognition in BCIT Foundation 2004 annual report	Name	Name	Name	Name	Name	Name
Recognition in post-event thank you ad	Logo	Name	Name	Name	Name	Name

\*In order for any logo to appear on advertisements or promotional material, it must be received prior to printing deadlines in a vector-based EPS file.