



Archives Association of Ontario

Sponsor Us!



Sponsorship Package 2017-2018



About the AAO

The Archives Association of Ontario is a member-driven organization that fosters a community of information specialists by representing and serving archives and records professionals.

We offer a variety of services to the Archival community in Ontario, including a longstanding **Archives Advisor program** and **information technology support** through our shared archival access platform, [Archeion](#).

The **Archives Advisor** travels throughout the province to consult on local archival issues, from how to organize space and purchase equipment, to advising on best practices and mitigating serious preservation threats. **Archeion** support includes maintaining a complex, multi-institutional platform for archival descriptions and digital objects.

We **organize workshops** and **professional development opportunities**, sustain a **large annual conference**, and promote information sharing and collaboration for our members through committees, special interest groups and communications such as our listserv and member newsletter, *Off the Record*.

Our **five local chapters** cover the majority of the province and organize community events and networking opportunities.



Above: University of Toronto iSchool Students at the 2017 AAO Conference in Toronto.
On the cover: Opening plenary of the 2017 AAO Conference in Toronto. Photos by Tracey Krause.

Why Support the AAO?

If information is power, archivists and records professionals are its generators. They assist in preserving our shared memory and provide access to irreplaceable evidence that helps us better understand the present and prepare for the future.

The AAO is dedicated to supporting archives and archivists in Ontario who are working tirelessly to improve and maintain these vital resources, from the earliest documents recording the history of our province, cities and towns, to cutting-edge processes in preserving digital information into the future.



Emergency Response and Salvage Workshop, City of Ottawa Archives, 2015. Photo by Silvia Kindl

Our members value our services as a lifeline to information and resources that would be difficult to support on their own. And our growing network of professionals connect to discuss issues as diverse as community engagement, information protection and privacy, crowdsourcing data, and digital scholarship.

Supporting the AAO cuts through the noise and gives direct access to an engaged individuals and organizations who want to learn about your products and services.

Benefits of Sponsorship

- We give you exclusive access to an engaged network of dedicated individuals and organizations.
- We offer meaningful visibility for your products and services, including focused branding opportunities through our website and newsletter, and exclusive sponsorship packages that match high-engagement areas, such as our workshops, institutional forum, and Archeion.
- Our annual conference brings the community together, providing a great opportunity to reach new audiences.

The Archives Association of Ontario



by the numbers in 2016-17

Staff Services

Archives Advisor

-  **391** e-mail consultations
-  **19** site visits
-  **18** phone consultations


Archeion Assistant

-  **42** institution training visits
-  **134** persons trained

Off the Record

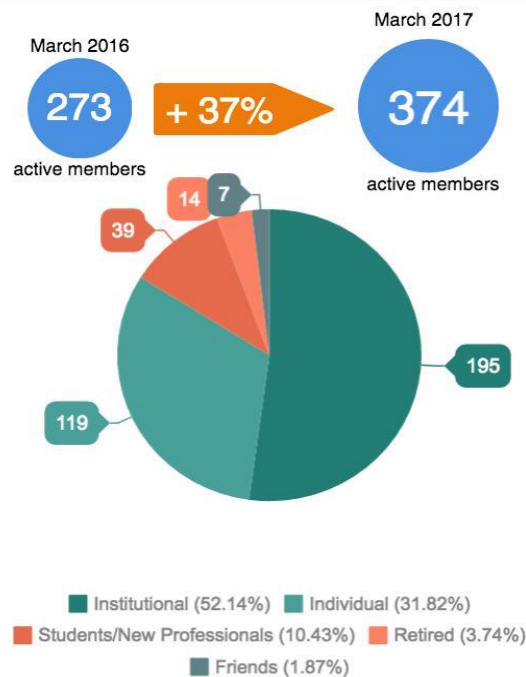
-  **4** issues **41** articles
- 560** downloads

2016 Conference

- 74** attendees
-  many Persian rolls consumed



Membership



Archeion



Sponsorship Opportunities

Corporate Sponsorship Benefits	Platinum Level (\$10,000)	Gold Level (\$5,000)	Silver Level (\$2,000)	Bronze Level (\$500)
Logo and link to company website on Archives Marketplace	*	*	*	*
Logo and link to company website on new member e-mail	*	*	*	
Quarter page advertisement in <i>Off the Record</i>				4 issues
Half page advertisement in <i>Off the Record</i>			4 issues	
Full page advertisement in <i>Off the Record</i>	4 issues	4 issues		
Custom e-mail to all members	*	*	*	
Official, exclusive Institutional Issues Forum			*	
Official, exclusive Professional Development Workshop sponsor		*		
Official, exclusive Archeion sponsor	*			



Young professionals network during a coffee break at the 2016 AAO Conference in Thunder Bay
Photo by Tracey Krause

More Information: Exclusive Sponsorship Opportunities

Archeion Sponsorship

Archeion is an online research tool that provides access to descriptions of archival records held by AAO member institutions across Ontario. It contains thousands of records receives over 7,000 unique visits every month. The AAO employs a part time Archeion Coordinator specifically to manage the Archeion site and to communicate with AAO members and non-members about how to use Archeion. As an ambassador of our organization, the Archeion Coordinator also provides training for archival professionals regarding how to upload to the site. We are offering the following benefits to the Archeion Sponsor:

- "Sponsored by" on the main [Archeion site](#), including company logo
- "Sponsored by" on the About Us page on the Archeion site, including company logo
- *Sponsorship* tab on main Archeion web page linked to information about your company and the company website
- Company logo added to the following web resources associated with Archeion: [Twitter feed](#) and [Archeion page](#) on the AAO website
- Inclusion of an ad announcing Archeion and its new sponsor in the AAO's quarterly newsletter, [Off the Record](#)
- Inclusion of company logo and description of the sponsorship included in the signature line of all emails sent by the Archeion Coordinator
- Promotion of Iron Mountain at training sessions performed by the Archeion Coordinator for AAO members and non-members, including inclusion of company logo on slides and distribution of promotional materials
- Promotion of your company at presentations performed by the Archeion Coordinator for AAO members and non-members, including inclusion of company logo on slides and distribution of promotional materials
- Free Exhibitor Booth at the annual AAO Conference

The screenshot shows the Archeion website interface. At the top, there is a blue header with the Archeion logo, a search bar, and navigation icons. Below the header, the main content area is divided into two columns. The left column is titled "Browse by" and lists several categories: Archival descriptions, People and organizations, Archival institutions, Subjects, Places, and Digital objects. Below this is a section titled "Popular this week" with a link to "United Church of Canada Archives 176". The right column is titled "Welcome" and features a large blue banner with the Archeion logo and the text "ARCHIVES ASSOCIATION OF ONTARIO". Below the banner, there is a small text line: "Archeion brings together information about archives held by organizations all over Ontario. Archeion is a service provided by the".

Professional Development Workshop Sponsorship

The AAO hosts 4-5 professional development workshops annually. These workshops are advertised to archivists across Ontario and are typically attended by 15-20 professionals.

As the official sponsor, you will have premium advertising opportunities including:

- Logo recognition on the following:
 - Workshop advertising
 - Communications to workshop participants
 - Workshop registration webpage
- Opportunity to distribute promotional material at all workshops
- Free Exhibitor Booth at the annual AAO Conference

Institutional Issues Forum Sponsorship

The AAO's Institutional Issues Forum is held annually in the Archives of Ontario at York University. It is typically attended by 25 institutional leaders from across Ontario and is always held in the last week of October.

As the official sponsor, you will have premium advertising opportunities including:

- Logo recognition on the following:
 - Forum advertising
 - Communications to forum participants
 - Forum information on AAO website
- Opportunity to speak at the event
- Opportunity to distribute promotional material at the event
- Free Exhibitor Booth at the annual AAO Conference



2017 Institutional Issues Forum at the Archives of Ontario, Toronto

Photo by Dana Thorne



Presentation of the prestigious Alexander Fraser Award at the 2014 Conference.

A Special Thank You To These Previous AAO Sponsors!



SPONSORSHIP AGREEMENT

Our Organization (please print company name)

will support the Archives Association of Ontario (AAO). To indicate your commitment, please submit the following agreement to the AAO office by email at aao@aao-archivists.ca.

AUTHORIZED CONTACT PERSON

Name

Title

Address

City

Province/State

Postal Code/Zip Code

Telephone

Email

Signature

Date

LEVEL OF COMMITMENT (please indicate):

Platinum Level \$10,000	<input type="checkbox"/>	Silver Level \$2,000	<input type="checkbox"/>
Gold Level \$5,000	<input type="checkbox"/>	Bronze Level \$500	<input type="checkbox"/>

Upon receipt of this agreement, an invoice for sponsorship will be issued by AAO. Payment made by cheque can be sent to the following address:

The Archives Association of Ontario
411 Richmond Street East
Suite 200
Toronto, Ontario M5A 3S5

QUESTIONS? PLEASE CONTACT:

FUNDRAISING COMMITTEE CHAIR:

Dana Thorne
pastpresident.aaoarchivists@gmail.com

AAO ACCOUNT COORDINATOR:

Mariam Bokhari
aao@aao-archivists.ca

Thank you for supporting us!
For more information about our association,
please visit <http://aao-archivists.ca/>

