



# 2025 In-Person Symposium SPONSORSHIP PACKAGE



[president@atesl.ca](mailto:president@atesl.ca)

# A MESSAGE FROM THE 2025 SYMPOSIUM MANAGERS

We are thrilled to extend a warm invitation to you to participate in this year's in-person symposium hosted by ATESL.

This year, ATESL is hosting a one-day symposium on May 23, 2025, in addition to the virtual conference in Fall, where English language educational professionals gather to exchange insights and expertise, foster collaboration, and build meaningful connections.

The theme for the 2025 symposium is "Infinite Paths: EAL for a Transformed World." We anticipate that approximately 100 EAL (English as an Additional Language) teachers and administrators from across Alberta will attend.

We believe that your participation as a sponsor would greatly enrich our conference, providing valuable resources and insights to our attendees. We invite you to explore the attached package detailing the various opportunities available to showcase your products and services to our engaged audience.

Thank you for considering this opportunity, and we hope to see you at the conference.

Warm regards,

**Janet Kwong and Elina Stop**  
2025 ATESL Symposium Managers



# ABOUT ATESL

As the professional organization for Teachers of English as a Second Language in Alberta, ATESL's mission is to promote the highest standards of teaching and provision of English Language programs for learners in Alberta whose first language is other than English.

## WHAT WE DO

### **Professional Development Opportunities**

Encouraging and providing professional development opportunities that are consistent with generally accepted principles of adult learning and with currently understood principles of second language learning and teaching.

### **Creating Awareness**

Creating awareness about immigration, settlement of immigrants, and English language learning by communicating with government, business, and the general public.

### **Communicating Standards**

Encouraging awareness of issues of accountability and program standards by communicating with English language program providers and learners.

### **Developing Policies & Procedures**

Working collaboratively with government to develop policies and procedures which govern the provision of English language programs and related services for immigrants to Canada.

### **Involving Learners**

Encouraging and supporting the participation of learners in the decision-making processes that determine their educational choices.

### **Liaising**

Liaising with other organizations, local, provincial, national, and international, engaged in education.



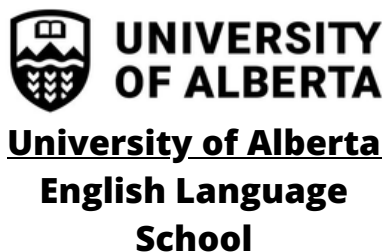
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# WHY SPONSOR?

- ATESL Symposium brings together ESL educators, administrators, and academics from both adult settings and K-12.
- We anticipate the symposium will draw close to 100 delegates from every region of Alberta.
- The ESL professionals attending this conference strive to welcome newcomers and help provide them with essential life and language skills needed to successfully adapt to life in Canada.
- You can help recognize the dedication of the learners, teachers, and leaders in the ESL field by supporting the ATESL 2025 Symposium as a sponsor.
- Your organization has the potential to impact thousands as conference participants return to their institutions to share their material and memorable experiences gained at the conference.



# THANK YOU TO OUR 2024 CONFERENCE SPONSORS



# SPONSORSHIP PACKAGE

ATESL 2025 Symposium offers the following sponsorship package.

## GOLD

## \$500

### **Recognition for this level of sponsorship includes:**

- Two (2) complimentary conference registrations
- Exhibitor table included (Value \$300)
- Recognition on ATESL website (with link to sponsor's webpage), and quarterly newsletter to provincial membership
- Recognition on social media (LinkedIn, Facebook and Instagram)
- Formal acknowledgment and recognition during opening and closing remarks
- Recognition in post-event thank you to attendees



# IN-KIND DONATIONS

In-kind donations to the ATESL 2025 Symposium are also welcome and will be acknowledged during the symposium and on the symposium webpage. We are currently seeking donations of gifts for our speakers and door prizes for our attendees and welcome all manner of gift cards. If you are interested in gift donations, please contact our Symposium Managers at [symposium@atesl.ca](mailto:symposium@atesl.ca).

Have an idea that isn't listed here? Let us know!

# JOIN US!

## SECURE YOUR SPONSORSHIP TODAY!



### **Make connections**

Share your brand and connect with attendees during the event and beyond



### **Advancement in ESL**

Your sponsorship impacts the ESL field. Help us light the future!



[president@atesl.ca](mailto:president@atesl.ca)



## SPONSORSHIP

To show your support for the ATESL 2025 Symposium, please **send an email to [president@atesl.ca](mailto:president@atesl.ca)** To find out more, find the Sponsorship Package agreement on the ATESL website.

## SPONSORSHIP PAYMENT CONTRACT

The benefits of sponsorships have specific timelines and will begin upon receipt of payment. **All sponsorship payments must be received before the payment deadline of May 9, 2025.** If payment is received after this date, certain benefits cannot be guaranteed due to time restrictions and logistics. Benefits for sponsorship will be according to the description of the sponsorship package. Every effort will be made to accommodate requests for alternative benefits.

IMPORTANT DEADLINES	
Sponsorship Commitment	May 2, 2025
Sponsorship Payment	May 9, 2025



# Sponsorship Package 20 25



## Sponsorship Contact Information

To show your support for the ATESL 2025 Symposium, please send an email to the ATESL president.

Please direct enquiries to:  
[president@atesl.ca](mailto:president@atesl.ca)

## Conference Sponsorship Committee

**May Yeung (ATESL President)**  
[president@atesl.ca](mailto:president@atesl.ca)

**Publishers and Exhibitors**  
[symposium@atesl.ca](mailto:symposium@atesl.ca)

## ATESL 2025 Symposium Managers

**Janet Kwong and Elina Stop**  
[symposium@atesl.ca](mailto:symposium@atesl.ca)



ALBERTA TEACHERS  
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A SECOND LANGUAGE