



REQUEST FOR SPONSORSHIP



INFORMING, ENTERTAINING, CONNECTING

We are pleased to present this prospectus seeking support for future ProfTalks Lectures events.

OVERVIEW

ProfTalks Lectures is a federally incorporated company with its head office located in Toronto.

ProfTalks was established in 2013 to bring an unparalleled opportunity for audiences in Toronto to learn from and interact live with some of the finest minds who are also effective and dynamic speakers.

Our lectures are aimed at the general public, especially persons who love to learn and want to continue to do so, but without the long-term commitment of signing up for a course. Our mantra is no tests, term papers or homework – just the pure joy of learning. We offer affordable lectures for the general public by distinguished speakers and other guest lecturers on relevant, exciting cultural and liberal arts topics, which are not discussed in a live setting anywhere else in Toronto.

ProfTalks Lectures is managed by Founder and President Libby Gillman. Her profile is provided at the end of this document.

OUR INAUGURAL EVENT

Our inaugural event took place in Toronto on Sunday, May 4, 2014 and featured 10 outstanding Canadian and American professors presenting on topics including literature, history, music, art, science and economics.

“I am a big believer in public education and getting out of the ‘Ivory Tower’, particularly in such well-thought out and well-organized forums. You have come up with a super idea and organization.”

– Professor Arne Kislenko, ProfTalks Lecturer (2014), 3M National Teaching Fellow (2011), TVO’s Best Lecturer in Ontario (2005)

Our second event took place at the Bram and Bluma Appel Salon at the Toronto Reference Library in April 2015. It featured 6 top professors from some of the best Canadian and American universities lecturing on topics ranging from politics, psychology, music, science, film and design. Both events were received extremely well by audiences and speakers alike. ProfTalks

Lectures has a proven commitment to entertaining, engaging and enlightening Toronto audiences.

EVENT PROGRAMS: *INFORMING, ENTERTAINING, CONNECTING*

Upcoming ProfTalks Lectures events will feature lectures on a variety of stimulating topics designed to appeal to adult Toronto audiences. Lecture topics might include thought-provoking topics by fascinating people: compelling leaders, newsmakers, artists, star academics, and thinkers on varied subjects such as music, art, history, culture, science and technology, literature, psychology, philosophy, current events, films, politics, style, design and BIG IDEAS.

Programs consisting of business talks designed specifically for small and medium-sized businesses as well as programs for youth and kids, possibly in conjunction with local school boards, are being investigated.

FACULTY

The ProfTalks Lectures feature the best minds, the brightest stars and focus on the most compelling issues of the day – live and in person. Speakers are selected based on their qualifications, for their ability to capture the imagination of their audience and because they provoke, stimulate and entertain.

SAMPLE PROGRAM (APRIL 25, 2015 EVENT)

Saturday, April 25, 2015	
Morning Session 9 am – 12:30 pm	Affairs of the State: the Unknown History of Sex and Scandal in the White House Professor Robert Watson, Lynn University, Boca Ration, FL
	Understanding Your Love Life: The Science of Closeness and Trust Professor Geoff MacDonald, University of Toronto, Toronto, ON
	The Bluesy Roots of American Popular Music Professor Bruce Conforth, University of Michigan, Ann Arbor, MI
Break	
Afternoon Session	Celebrity Science: From Suzanne Somers to Dr. Oz Professor Joe Schwarcz, McGill University, Montreal, QC
	Master of Suspense: the Artistry of Alfred Hitchcock

1:30 pm – 5 pm	Professor Annette Insdorf, Columbia University, New York, NY
	Designing our Homes and Cities Better: “Why Small is the New Big” Professor Lloyd Alter, Ryerson University, Toronto, ON

PROFTALKS FACULTY, APRIL 25, 2015

The faculty for the ProfTalks Lectures April 25, 2015 event:

- **Dr. Lloyd Alter** is Adjunct Professor teaching sustainable design at Ryerson University School of Interior Design. He is Managing Editor of TreeHugger, the leading media outlet for sustainability news, and contributes to the Guardian, Azure and Corporate Knights magazines.
- **Dr. Bruce Conforth** teaches folklore, blues music, popular culture and the history of social movements the University of Michigan, Ann Arbor. Dr. Conforth was the founding curator of the Rock and Roll Hall of Fame and Museum in Cleveland, OH.
- **Dr. Annette Insdorf** is the Director of Undergraduate Film Studies and a Professor in the Graduate Film Division at Columbia University. She is a renowned film critic whose commentaries can be heard on numerous DVDs. She has interviews over 100 film celebrities in her popular “Reel Pieces” series at Manhattan’s 92nd Y.
- **Dr. Geoff MacDonald** is a multi-award-winning Associate Professor of Psychology at the University of Toronto. He runs the MacDonald Lab, where his current research is at the forefront of the fascinating issues of closeness and rejection in romantic relationships.
- **Dr. Joe Schwarcz** is the Director of McGill University’s Office for Science and Society. He is well known for his informative and entertaining public lectures on topics ranging from the chemistry of love to the science of aging. He hosts The Dr. Joe Show on Montreal radio, has appeared hundreds of times on television and is the author of 14 best-sellers. Also an amateur conjurer, Dr. Schwarcz often spices up his presentations with a little magic.
- **Dr. Robert Watson** is an award-winning professor at Lynn University. He is an analyst for numerous news outlets at the local, national and international levels. He has published 36 books, two encyclopedia sets and hundreds of scholarly articles, essays and book chapters on topics in American history and politics.

EVENT VENUES

Events are held at first-class commercial venues in Toronto and could be accessible via live webcasts to Canadians across the country or in selected markets.

THE MARKET

TARGET AUDIENCE

These lectures appeal to a broad audience from young adults to boomers – those who pursue learning for the sheer joy of it to those who just want to keep abreast of current events and everyone in between. They are (in general) an educated, upmarket audience who attend for the social interaction and “the love of learning”.

Young Adults

Millennials comprise the largest generation in the Canadian workforce and they are on track to becoming our most educated generation. Millennials will be looking for innovative ways to stay current, engaged and plugged into the world around them.

Boomers

Canada is unique in that we have a large proportion of "baby boomers" relative to our population: approximately 10 million people—or about one third of our citizens—were born between 1946 and 1965. In 2015, the oldest boomers turn 69 and the youngest will be 51.

Boomers spend money on education, leisure travel, luxury items, retirement savings and health and wellness products and services.¹ Their buying power is considerable: the baby boomer generation controls almost 60% of Canada’s consumer spending, equivalent to roughly \$273 billion.²

Baby boomers will be the wealthiest generation of people to have ever retired in Canada.
– *Statistics Canada*³

Participation in all forms of adult learning rose by 10% in the American adult population last decade.⁴ However, the continuing education market is currently under-served by colleges and universities, which offer predominantly credit-based courses. In the United States, the baby boomer generation has a demonstrated demand for continuing education non-credit courses:

- 47% of 50 – 54 year-olds are enrolled in non-credit courses
- 40% of 55 – 64 year-olds are enrolled in non-credit courses

¹ Source: Roger Pierce, [Four Keys to Marketing to Canadians](#), March 20, 2013.

² Source: [The Boomer Mind: A Marketer's Essential Guide](#), September 13, 2012.

³ Source: Megan Haynes, [Advertising Grows Up with the Boomer Generation](#), August 28, 2012.

⁴ Source: National Center for Education Statistics, [Fast Facts](#).

- 23% of 65+ year-olds are enrolled in non-credit courses

In addition, those 55 years and over enrolled in non-credit courses spend an average of \$920 on tuition.⁵

With similar demographics, Canadian lifelong learners are also in need of options beyond universities and colleges. By offering a unique non-credit, one-day learning model, ProfTalks Lecture is filling this gap in Canada's continuing education market.

MARKETING AND PROMOTION

We use comprehensive marketing techniques and campaigns to promote upcoming ProfTalks Lectures events. For example, for our last event, our marketing campaign was comprised of:

PRINT MARKETING

- 4 quarter-page advertisements in the Saturday edition of The Globe and Mail
- 20,000 promotional postcards delivered to households in targeted affluent areas such as Rosedale and Forest Hill
- 5,000 promotional postcards displayed and distributed at high profile cultural venues such as the Young Centre for the Performing Arts and the St. Lawrence Centre for the Arts

DIGITAL MARKETING

- A state of the art website with embedded event software. See www.proftalks.ca
- 1 month of featured advertising space on Toronto Life, Where and Torontoist websites
- E-blasts with reach of up to 500 subscribers
- Multiplatform social media campaign aimed at engaging audiences

RADIO MARKETING

- 56 30-second spots on Jazz FM over a period of 2 weeks

⁵ Source: National Centre for Education Statistics, NHES Survey conducted by the National Center for Education Statistics, as reported in the *New York Times*, Abby Ellin, [As Older Students Return to Classrooms an Industry Develops](#), November 11, 2006.

SPONSORS

ProfTalks Lectures offers sponsors an extraordinary opportunity to demonstrate leadership, commitment, and visibility in supporting and promoting a dialogue about current events, science, history, politics, art, music, books, and ideas.

Sponsors will benefit in key areas:

1. Significant brand recognition in print and digital advertising
2. High visibility to a high net worth and well-educated audience
3. Positive profile in promoting continuing education opportunities and the value of lifelong learning.
4. Speaking opportunities

We offer sponsors the opportunity to participate at multiple levels. Benefits for each level of sponsorship are outlined below.

SPONSORSHIP PROGRAM				
Sponsorship Level	Media Partner	Gold	Silver	Bronze
Value	Full page print and online ad space; dedicated e-blast to subscribers. Details to be arranged upon agreement.	\$15000	\$10000	\$5000
Number of sponsorships available at this level	1	2	4	unlimited
Speaking Opportunities	✓	✓	✓	
Complimentary registrations	6	6	4	2
Discount on supplemental client registrations	15%	15%	10%	10%
Opportunity to introduce a speaker	✓	✓	✓	
Logo recognition with link to sponsor's website on ProfTalks Lectures website	✓	✓	✓	✓
Logo recognition in e-blast before event	✓	✓	✓	✓
Sponsor profile in dedicated e-blast before	✓	✓		

event				
Logo and in-text recognition in e-blast following the event	✓	✓	✓	✓
On-site banner sign (to be provided by sponsor)	✓	✓	✓	
Logo recognition on promotional postcard delivered to 20,000 targeted households	✓	✓		
On-site activation (may include sales or giveaways by sponsor)	✓			

We are happy to discuss opportunities for increased brand recognition, pre-event partnerships and on-site activations can be discussed. In addition, we would be pleased to negotiate multi-event sponsorships that would afford increased sponsor visibility, such as naming rights or joint programming.

CONCLUSION

ProfTalks provides Torontonians and Canadians with a unique forum which promotes discussion of topics and issues important to Canadians in an entertaining and thought-provoking setting.. It provides positive, beneficial value for sponsors and attendees, and an opportunity to showcase leading thinkers in their fields, from art to business to politics to science and beyond. Vital and timely content will attract attendees from across our communities, highlighting sponsors in a leadership role of personal learning even after school is out.

APPENDIX

PROFILE OF LIBBY GILLMAN

Libby is an experienced business advisor and strategist, trained as a corporate and commercial lawyer. Libby is a leading specialist in financial institution regulation and electronic payment systems and has a strong background in strategy and development of new industry initiatives.

Libby is a partner in Gillman Professional Corporation (“GPC”), Barristers & Solicitors. Prior to joining GPC, Libby was a member of the risk management practice of Cap Gemini Ernst & Young, the Senior Vice President, General Counsel and Secretary of Visa Canada Association and senior legal counsel at The Bank of Nova Scotia responsible for the domestic retail bank.

Libby received her BA and LLB degrees from the University of Manitoba and is a member of the Law Society of Upper Canada.

Libby brings her vision, strong management skills and business acumen to ProfTalks Lectures.