

Training Course on Research Impact Assessment

March 5-8
2017
BANFF CENTRE, BANFF

ALBERTA
INNOVATES 

Sponsorship Opportunities

Training Course on Research Impact Assessment
Banff, Alberta

Join us
at the next
Training Course on
Research Impact Assessment
to learn how to **assess** and **demonstrate** the
impacts achieved through **research**
and **innovation**. Your **competitive**
advantage
awaits!

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SPONSOR THE 2017 COURSE - PROFILE YOUR ORGANIZATION AND CONNECT WITH A VIBRANT COMMUNITY OF PRACTICE.

What is the Training Course?

The Training Course on Research Impact Assessment is one of the ways Alberta Innovates in helping build local expertise for global competitiveness in assessing the impact of research and innovation (R&I)*. The practical, three and a half day course aims to develop a shared understanding and common language about impact assessment among members of the R&I ecosystem in Alberta and beyond. The goal is to build local capacity to plan, assess and communicate impact results to inform decision making and contribute to improving Alberta's competitiveness in research and innovation. The course is facilitated by experienced academics and practitioners in the field of performance measurement and evaluation.

Who will be attending?

The course is open to all members of the R&I ecosystem. The target audience includes researchers, evaluators, program managers, entrepreneurs, knowledge brokers and decision makers who work in policy or research and innovation contexts and who want to learn more about impact assessment. Specific sectors targeted for recruitment include: research and development for government, research funding organizations, academia (trainees and grantees), not-for-profits and industry in Alberta and Canada.

The focus of the training course is predominately on lessons from the health sciences. Where appropriate, the course lessons will be generalized to other areas of research and innovation to include clean energy and smart agriculture applications to align to the provincial areas of R&I focus.

Space is limited to 50 participants. The Course and its affiliate, the International School on Research Impact Assessment (ISRIA), have a track record of selling out every year.

How will participants benefit?

Course participants will gain knowledge and skills about the why, what, who, and how of impact assessment. The course advances knowledge about research and innovation impact assessment frameworks, tools and approaches. In addition to the instructional program and one-on-one time with faculty, the course provides a forum for participants to network with a growing global community of practice.

Why provide sponsorship?

The event provides:

- Opportunities to network and engage with a growing community of practice in impact assessment across Alberta and Canada,
- Increased profile and awareness of sponsor organizations through event promotions and/ or correspondence (e.g., advertisement of products/ services that support impact assessment),
- Recognition as a partner who is helping build global and local ("glocal") capacity in impact assessments.

* Formally known as the Training Course on Health Research Impact Assessment hosted by Alberta Innovates – Health Solutions.

Sponsorship Guidelines

Platinum

\$15,000 +

As a platinum level sponsor, organizations will receive the following benefits:

- One complimentary registration for the course.
- An organizational representative may make a brief acknowledgment of the sponsorship at the beginning of one of the course's social events.
- Platinum-level logo placement on all course materials (course program, website, participant workbook, on the on the digital Sponsor reel projected throughout the event).
- Verbal recognition from the podium as a Platinum Sponsor.
- Platinum sponsors may provide sufficient quantities of educational materials, approved by the Course Advisory Committee, to be inserted into participant packages.
- Invitation to the Course alumni events for subsequent and ongoing engagement with the community (tentatively scheduled to occur bi-annually).

Gold

\$10,000 +

As a gold level sponsor, organizations will receive the following benefits:

- An organizational representative may make a brief acknowledgment of the sponsorship at the beginning of one of the course's social events.
- Gold-level logo placement on all course materials (course program, website, participant workbook, on the on the digital Sponsor reel projected throughout the event).
- Verbal recognition from the podium as a Gold Sponsor.
- Gold sponsors may provide sufficient quantities of educational material, approved by the Course Advisory Committee, to be inserted into participant packages.

Silver

\$5,000 +

As a silver level sponsor, organizations will receive the following benefits:

- Silver-level logo placement on all course materials (course program, website, participant workbook, on the on the digital Sponsor reel projected throughout the event).
- Verbal recognition from the podium at the opening ceremonies as a Silver Sponsor.

Custom Options: Contact us to learn what alternative options for sponsorship may be possible.

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To Become a Sponsor

Complete the enclosed application form and email it to: heidi.chorzempa@albertainnovates.ca

If you have questions about sponsorship or support of the training course, please call Kathryn Graham at: 780-429-9338.

Sponsorship participation will be confirmed within ten business days of receipt of the application and full payment. Please note that sponsorship benefits will commence (as appropriate) once payment has been received (all amounts are listed in Canadian dollars).

Please make cheques payable to: **Alberta Innovates**

For more information about the training course, please visit <http://www.aihealthsolutions.ca/our-impact/assessing-research-impact/training-and-development/ria/>

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Sponsor Application

Please complete this application form and email it to:

Email : heidi.chorzempa@albertainnovates.ca

Mail:
Suite 1500, 10104 103 Avenue
Edmonton, AB, Canada
T5J 4A7

Date: _

Contact Information

Company Name (as it will appear in promotional material):

Contact Name:

Contact Position:

Address:

City:

Province:

Postal Code: _

Phone:

Email:

Website Address:

Select Your Sponsorship Option:

- Platinum (\$15,000+)
- Gold (\$10,000+)
- Silver (\$5,000+)
- Other, Custom option (\$ value)

Next Steps:

Upon review and acceptance of your application, Alberta Innovates will invoice your organization. Sponsorship benefits will commence once full payment has been received.

Name of the authorized company representative for invoicing (if different from contact name above):

Position:

Signature: _____