



National Centre of Excellence for
Immersive Tech at Algoma University

REALITY CHECKPOINT

SPONSORSHIP PACKAGE

Empowering Innovation Through Real-World XR Problem-Solving

Brought to you by

**National Centre of Excellence for
Immersive Technologies (NCoE)
at Algoma University**

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What is it?

Reality Checkpoint – XR Solutioning Live is a first-of-its-kind monthly problem-solving series where academic and industry experts analyze real challenges and propose practical XR, AR/VR, and AI-powered solutions live.

Hosted by Algoma University's National Centre of Excellence for Immersive Technologies (NCoE), the series brings together industry, students, faculty, innovators, and community partners in a shared space to accelerate innovation, strengthen regional competitiveness, and support economic growth.

Each month, one faculty expert and one industry expert tackle real problems submitted by businesses, public sector teams, NGOs, and startups. Sessions are recorded, shared online, and used as learning and discovery tools across Ontario and beyond.

Sponsorship of Reality Checkpoint provides organizations with a unique opportunity to:

- » Position themselves at the intersection of XR, AI, and applied innovation.
- » Gain recurring visibility across a growing academic–industry ecosystem.
- » Support meaningful work that drives talent development, economic growth, and technology adoption in regional Ontario.
- » Build brand association with a university-based innovation hub to make a real-world impact.

Purpose of Sponsorship

The Reality Checkpoint – XR Solutioning Live is a monthly, cross-sector innovation series hosted by Algoma University's NCoE. Sponsorship enables partners to:

- » Align with emerging technologies (XR/VR/AR/AI) and applied innovation.
- » Engage with students, faculty, industry, and public sector stakeholders.
- » Support knowledge exchange and community problem-solving.
- » Elevate their brand through recurring visibility across digital and physical platforms.

Fast Facts

- » **12 sessions annually** (monthly)
- » **2 experts per session** (1 academic + 1 industry)
- » **25–30 participants per event** (in-person + online)
- » **An estimated 2500–5,500 views per recorded session**
- » **Cross-sector audience:** students, professionals, and companies
- » **Hosted at Algoma University's XR Studio – Brampton**



About the NCoE

The National Centre of Excellence for Immersive Technologies (NCoE) at Algoma University supports innovation, entrepreneurship, research, and workforce development in XR, AI, and immersive learning. The NCoE connects academia, industry, and the community to accelerate applied innovation.



Why Sponsor Reality Checkpoint

- » Visibility across a growing cross-sector audience.
- » Direct exposure to emerging talent and academic experts.
- » Brand positioning around innovation, digital transformation, and future technologies.
- » Association with a credible, university-hosted innovation series.

Sponsorship Overview

Sponsorship supports the monthly XR Solutioning Live series, enabling expert-led analysis of real challenges submitted by industry, community, and students. Sponsors receive brand visibility, engagement opportunities, and optional feature integrations.

Annual Sponsorship Tiers

Annual tiers deliver the most excellent value and create year-round alignment.



Premier – \$20,000/year

Highest visibility; exclusive platform opportunities.

Benefits:

- » Logo on all posters and all social media graphics (12 posters + 24 social posts annually).
- » Logo in XR Studio on digital screen (visible in recordings/reels).
- » Logo on webpage and in all recorded videos.
- » Naming recognition at the start of every session.
- » Guaranteed selection of one challenge per year.
- » 4 VIP seats per session.
- » Invitation to the annual partner roundtable.

Exclusive Add-On Benefit:

Spotlight Interview: 15–20 minute recorded feature + 60–90s highlight reel, webpage placement, and social distribution.

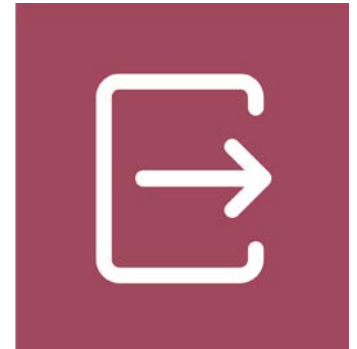


Standard – \$10,000/year

Mid-tier visibility across selected digital and print assets..

Benefits:

- » Logo on 6 social posts annually.
- » Logo on 6 posters annually.
- » Logo on webpage (mid-tier placement).
- » Mention at alternating sessions.
- » Priority seating (2 seats per session).
- » Optional challenge submission (not guaranteed).
- » Invitation to the annual partner roundtable.



Core – \$5,000/year

Foundational visibility; entry into the ecosystem.

Benefits:

- » Logo on webpage (standard placement).
- » Invitation to all sessions.
- » One co-branded social post per year.
- » No poster or social asset placement.

Session Sponsorship *(Optional, Flexible)*

Suitable for organizations wanting one-time visibility or testing sponsorship engagement.

Session Sponsor – \$1,500/session

Benefits:

- » “Today’s Session Sponsored By...” recognition.
- » Logo on session-specific poster and livestream.
- » 2 VIP seats for that session.
- » One social media announcement.
- » Mention in the YouTube video description for that month.

This sponsor is tied to the session, not the content or sector.

Experience Add-Ons (Optional Enhancements)

These provide flexibility and additional brand moments without complicating obligations.

01

Studio Branding Add-On – \$5,000/ 6 months

- » Sponsor logo displayed on XR Studio digital wall.
- » Appears in photos, reels, and recordings.

02

Technology Showcase Add-On – \$1,500

- » 1-minute pre/post-session spotlight on sponsor technology.
- » Recognition on the webpage for that month.

03

Challenge Spotlight Sponsor – \$750

- » Sponsor logo on monthly challenge board slide.
- » Recognition on a social post featuring that challenge.

04

Networking & Hospitality Sponsor – \$500/session

- » Logo on registration desk sign.
- » Recognition in session reminder email.

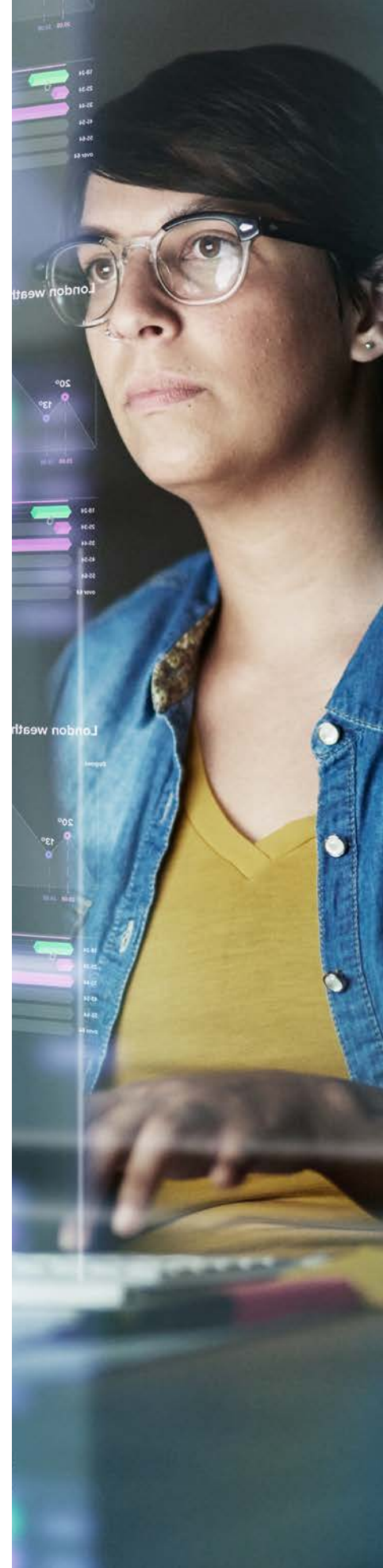
05

Talent & Recruitment Add-On – \$1,000

- » Highlight a job posting or internship during a session
- » Listing in the event newsletter.

Spotlight Interview (Premier Exclusive)

A recorded 15–20 minute feature that highlights the sponsor’s story, technology, and vision. A 60–90-second highlight reel will be shared on all NCoE social channels and posted on the sponsorship webpage.



Year-Round Visibility

Sponsors receive recurring visibility across:

Deliverable	Premier	Standard	Core	Session Sponsor	Add-Ons
Logo on Webpage	✓ Premium	✓ Mid-tier	✓ Standard	-	Optional
Logo on Posters	✓ (All 12)	✓ (6 annually)	-	Session Only	Add-On
Logo on Social Posts	✓ (24 annually)	✓ (6 annually)	1/year	1/session	Add-On
On-Screen Branding	✓	-	-	Session Only	Add-On
VIP Seating	✓ (4)	✓ (2)	-	✓ (2)	-
Challenge Submission	Guaranteed	Considered	-	-	-
Roundtable Access	✓	✓	-	-	-

How Sponsorship Works

- » Sponsorship tiers are annual commitments.
- » Benefits are delivered monthly over 12 sessions.
- » Add-ons may be selected at any time during the year.
- » All sponsorships are coordinated with Algoma University's Advancement Office.

Audience & Reach

- » Students (computer science, business, gaming, XR pathways).
- » Faculty and researchers across multiple fields.
- » Startups and SMEs exploring XR/AI adoption.
- » Public sector innovation teams.
- » Industry partners from Architecture, Engineering, and Construction (AEC), health, manufacturing, logistics, and creative sectors.

Expected Reach (estimates):

- » 40-60 attendees per month (in-person + online).
- » 500-1,500 views per recorded session.
- » 5,000+ annual social media impressions linked to the series.



Posters



Social media campaigns



Livestream and recorded content



XR Studio displays



Event webpage



Printed materials

Sponsor Stewardship and Reporting

Annual sponsors receive:

- » Year-end impact summary (views, attendance, engagement).
- » Monthly analytics package (web traffic, video views, social reach).
- » Invitation to feedback consultation.

All sponsorship requests will be coordinated with Algoma University's Advancement Office.

Contact



For inquiries, please contact:

Michael Andich at michael.andich@algomau.ca

Phone: 365-440-0429

