

ALTERNATIVE CHANNEL

A "SUSTAINABLE" SPONSORING OPPORTUNITY
participate in the change for better!

FORUM
ALTERNATIVE CHANNEL
MONTREAL - APRIL 29th & 30th, 2009

**ALTERNATIVE
CHANNEL**

**CORPORATE SOCIAL RESPONSIBILITY
&
THE FUTURE OF CAPITALISM**

www.alternativechannel.tv
International channel of sustainable development

**ALTERNATIVE
CHANNEL**

Responsible communication, sustainable marketing

WHO WE ARE IN A NUTSHELL...

About Alternative Channel

Alternative Channel is a communications firm that helps corporations and civil society organizations more clearly and powerfully communicate their sustainable development. We use an ensemble of products and services to help fulfill our clients' communication goals.

Alternative Channel owns and operates a network of online media properties devoted to uniting individuals, organizations to access, share and discuss content on sustainable development issues:

rethos.com

www.rethos.com is a Web 2.0 platform aggregating content on solutions to social and environmental issues.



www.AlternativeChannel.tv is a multi-lingual, Web TV platform focused on sustainable development. Its content is managed using a proactive editorial approach that emphasizes quality and integrity. Our global network of more than 400 non-profit partners, corporations and citizen generate the website's premium content.



Facebook Debates Application enables over 60 million members of Facebook to engaged in sponsored and user-generated discussion topics.

Founded in 2006 by seasoned communication entrepreneurs, Alternative Channel has satellite offices in Paris and New York, in addition to its Montreal headquarters.



ALTERNATIVE CHANNEL FORUM 2ND EDITION

Corporate Social Responsibility & The Future of Capitalism

The theme

No one can ignore that capitalism and social responsibility must now coexist. During this Forum, the hidden virtue of capitalism will be explored as participants exchange ideas on the evolution of social responsibility within corporations and society at large. You will hear international leaders tell their stories and share their visions of how corporations must build their competitive edge by investing in sustainable development.

Summary of Ceremonies

Languages: English and French

Date: 29-30 April 2009

Place: Montreal

Parallel Events: Paris and Geneva

Duration: 2 Days

Number of Participants: 600 onsite & 250 online

Venues: (to be confirmed)

- Excentris, space-age multimedia centre founded by Daniel Langlois
- La Tohue, one of Cirque du Soleil's venues

Agenda, Day One

Day One's events are web-cast live to parallel events in Paris and Geneva.

9:00am	Participants are welcomed.
10:00am	The conference is kicked-off by Alternative Channel's master of ceremonies and the event's anchor sponsor.
11:40am	Participants choose between 3 themed workshops.
12:30pm	A prestigious expert in corporate social responsibility presents a keynote address on the future of capitalism.
1:15pm	Lunch is served.
2:30pm	Themed workshops.
3:45pm	Networking session, coffee is served. Participants can visit attendees' exhibitions.
4:45pm	Prestigious expert on social enterprise presents keynote address.
5:30pm	End of day's activities.
7:30	Cocktail reception, dinner and gala.



Agenda, Day Two

Day Two's events are web-cast live to parallel events in Paris and Geneva.

9:30am	Participants chose from among 3 themed workshops.
10:30am	A veteran of the sustainability movement presents a keynote address.
11:15am	Participants chose from among 3 themed workshops.
12:00pm	Networking session. Participants can visit attendees' exhibitions.
1:15pm	Lunch is served.
2:30pm	Participants chose from among 3 themed workshops.
4:00pm	Conference comes to a close with intimate round table discussions with leading experts in corporate social responsibility and sustainability.

Speaker's Corner Sessions

Throughout the Forum's activities, speaker's corner sessions will be held, allowing participants to have their opinions and ideas shared across the web, on Alternative Channel and other leading web properties.

Invited Keynote Speakers (to be confirmed)

- Muhammad Yunus – Founder, Grameen Bank
- Pierre Omidyar – Founder, eBay and Omidyar Network
- Franck Riboud – CEO, Groupe Danone



SPONSORSHIP OPPORTUNITY

Anchor Sponsor (limited to 1)

125,000 \$

1. Extensive Brand Visibility

- Unique presenter of the Forum – brand associated to the Forum Logo with the mention “**Corporation presents**” everywhere appears the Forum Logo.
- Extensive, principal brand **visibility and sponsorship recognition before, during and after the event** in multiple media – print, online, onsite, broadcast, and more

2. **Three (3) customized social responsibility reports** (distributed editorial), in video & text/image

3. **Diffusion (4 months) across our network** of web properties (MSN, Canoe, Sympatico, etc.)

4. **Presence (4 months) in our weekly newsletter** – distributed to 42 000 subscribers.

5. Opportunity to present “**keynote address**” on day one of the event

Associated Sponsor (limited to 4)

50,000 \$

1. Extensive Brand Visibility

- Brand associated to the Forum Logo with the mention “**In Association with**” everywhere the Forum Logo appears.
- Extensive, principal brand **visibility and sponsorship recognition before, during and after the event** in multiple media – print, online, onsite, broadcast, and more

2. **Two (2) customized social responsibility report** (distributed editorial), in video & text/image

3. **Diffusion (2 months) across our network** of web properties (MSN, Canoe, Sympatico, etc.)

4. **Presence (2 months) in our weekly newsletter** – distributed to 42 000 subscribers.

5. Sponsor representative **speaking opportunity** during day two

Event Sponsor

20,000 \$

1. Brand Visibility

- Extensive, secondary visibility **before, during and after the event** – print & online

2. **One (1) customized social responsibility report** (distributed editorial), in video & text/image

3. **Diffusion (1 months) across our network** of web properties (MSN, Canoe, Sympatico, etc.)

4. Presence in 4 weekly newsletter campaign following or in advance of the event

5. **Presence** on, and sponsorship of, **discussion panel**



OUR 1st EDITION... WAS A SUCCESS!



Alternative Channel Forum, April 30th, 2008, Barcelona

Keynote address of **Nobel Peace Prize laureate Rigoberta Menchú Tum**, on « The protection of cultural minorities », presented with Thubten Wangchen, director of the Foundation of the House of Tibet in Barcelona.

Event Overview

440 participants

40 countries represented

live web broadcast in **3** languages

30 journalists present

More than **600** articles of press coverage

April 2008 on Alternative Channel

438,000 page views

33,000 unique visitors



OUR 1st EDITION... continued

The Forum in Images

Posters





OUR 1st EDITION... continued

Alternative Channel Founders in Presentations



Members of Alternative Channel's Editorial Committee





OUR 1st EDITION... continued

The Forum's Keynote Presenter



Live Web Broadcast





OUR 1st EDITION... continued

Forum Paraphernalia





ALTERNATIVE CHANNEL FORUM 2ND EDITION

Corporate Social Responsibility & The Future of Capitalism

Why should your corporation be part of our sponsors?

Positioning - Associate your brand with a conference and media company centered exclusively on Sustainable Development.

Visibility – Benefit from content broadcast in three languages worldwide and on multiple online platforms, using multiple forms of interactive technology.

Return on Investment - Our partners consistently experience a 30% return in the form of revenues driven from their exposure on our platform.

Credibility - We focus exclusively on sustainable development issues, using an editorial filtering process that emphasizes the quality and integrity of our content

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