



# GAME ON




POWER THROUGH CHANGE

*like a Boss*

A VIRTUAL EVENT  
MAY 19, 2022

SPONSORSHIP PACKAGE

[sharingthespark.com](https://sharingthespark.com) | [#SparkConf2022](https://twitter.com/SparkConf2022) | [#SparkGameOn2022](https://twitter.com/SparkGameOn2022)

   @sharingthespark

It seems that change is our new norm as we've been in a period of constant change of shifting, unfamiliar, and uncomfortable ground for over 18 months. It's been challenging on our personal and professional lives, working to maintain some sanity in this period of great uncertainty while supporting our coworkers, teams, friends, and family.

Change is the most difficult thing we do as human being. It requires active engagement and that is exhausting. It's why we see and feel so much resistance to change in all aspects of our lives. Our 2022 conference theme is 'Game On – *Power Through Change Like a Boss*'. It's time to own the change that we experience every day! Learning to navigate a constantly shifting landscape with grace and curiosity, while bringing your team and coworkers along with you is a skill that must be constantly honed. The reality is that nobody knows what the future holds or how things are going to work out and that is terrifying for most people. Spark 2022 will provide the insights and tools to *Power Through* with confidence and inquisitiveness.

**Spark**  
*provides a unique,  
local opportunity for  
learning and creates  
the blueprint for  
increased success in  
the region.*

We had hoped to be back with an in-person event again for 2022, however, the future remains uncertain, and we place a high priority of everyone's safety. This year's event will once again be delivered virtually. In 2021, we saw an increase in our participation locally and from afar. Spark remains committed to providing quality professional development for the Peace region – it's our primary goal. We are dedicated to fostering growth through empowerment and connection of community through professional development. The opportunity to learn from each other and connect with each other, as well as gain perspectives from those in different environments is an enriching experience for everyone.

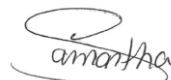
Spark Women's Leadership Conference is the brainchild of a local group of business owners, executives, community leaders, entrepreneurs, and "futurepreneurs" who were frustrated at having to travel out of the region for professional development, spending precious time away from home and the demands of a busy career. The decision to host a Leadership Conference in Fort St John was simple: minimal travel, affordable expenses, and less time away from the workplace and home commitments. The program is designed by the women of the Peace Country for the women of the Peace Country.

If you have a great idea for the conference and you do not see it in this package, please contact us to discuss it. We hope to have the opportunity to partner with you for the 2022 Spark Conference. Please contact us should you have any questions, concerns, or feedback about our program.

Sincerely,



Jennifer Moore  
Executive Director  
[info@sharingthespark.com](mailto:info@sharingthespark.com)  
250-262-2714



Sam Warren  
Sponsorship Chair  
[sponsorship@sharingthespark.com](mailto:sponsorship@sharingthespark.com)  
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## SPONSORSHIP LEVEL DELIVERABLES

	PARTNER \$10,000+	GOLD \$5,000 - \$9,999	SILVER \$2,500 - \$4,999	BRONZE \$1000 - \$2,499	COMMUNITY < \$999
Complimentary Conference Registration - Virtual	✓ 4	✓ 3	✓ 2	✓ 1	
Spark WOW Box	✓ 4	✓ 3	✓ 2	✓ 1	
LOGO Promotion – Website, Event Platform, Power-point, Conference Program, Social Media	✓	✓	✓	✓	✓
Inclusion in pre-event marketing (social media: Facebook and Twitter)	✓	✓	✓	✓	✓



ITEM	DESCRIPTION
<b>KEYNOTE SPEAKERS</b> <b>\$6,000 X 3</b> <b>GOLD</b>	As the keynote speaker sponsor, you will also receive the following: <ul style="list-style-type: none"> <li>• Opportunity to address the attendees (3 minutes) and introduce the keynote speaker</li> <li>• Company logo displayed during keynote</li> </ul>
<b>PLATFORM &amp; LIVE STREAM</b> <b>\$7,500</b> <b>GOLD</b>	With the changes to delivery this year, an event platform is needed to deliver all aspects of the conference. This sponsorship will see the platform co-branded with your organization. The exposure of your organization will not be restricted to the event itself but the 30 days of following the event when the sessions will be available to attendees to revisit the learnings.

<b>LUNCHEON</b> <b>\$7,500</b> <b>GOLD</b>	Food is challenging during a virtual event but we will have co-branding Skip the Dishes cards included in the box and encourage attendees to order their preferred lunch with plenty of time to have it delivered for the lunch session. Attendees at the event will be treated to the chef's culinary creation of the day. As the luncheon sponsor, you will also receive the following: <ul style="list-style-type: none"> <li>• Opportunity to address the attendees (3 minutes)</li> <li>• Naming rights, "(insert name here) Spark Luncheon" which will be used on all digital signage, program, etc</li> <li>• Co-branded Skip the Dishes gift cards</li> </ul>
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<b>AUDIO VISUAL</b> <b>\$5,000</b> <b>GOLD</b>	As the audio visual sponsor, you will also receive the following: <ul style="list-style-type: none"> <li>• Logo inclusion "Audio Visual Sponsor" on presentations</li> <li>• Repeated mentioned by the emcee during the program</li> </ul>
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<b>CONFERENCE MARKETING MATERIAL IN KIND</b> <b>GOLD</b>	As an in-kind conference marketing sponsor, we are looking for an individual or organization who specialize in graphic design and layout to create the marketing materials.
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<b>VENUE</b> <b>\$2,500</b> <b>SILVER</b>	As the venue sponsor, you will also receive the following: <ul style="list-style-type: none"> <li>• Branding on our conference program</li> <li>• Multiple mentioned from the emcee during the program.</li> </ul>
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<b>REGISTRATION</b> <b>\$5,000</b> <b>GOLD</b>	As the registration sponsor, you will also receive the following: <ul style="list-style-type: none"> <li>• Co-branding on the Registration Site and confirmation email</li> <li>• The opportunity to include a personalized thank you message for all registering attendees, which will be included in the registration confirmation email.</li> </ul>
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# Bold Promotions

<b>UNBOXING SPONSOR</b> <b>\$5,000</b>  <b>GOLD</b>	All the rage and we've been doing our research! We are building an amazing box for the first 350 registrants. The boxes will be delivered / shipped prior to the event and be filled with a variety of items that Sparklers have come to treasure and use throughout the year. The custom designed box will co-brand with Spark and your organization.
<b>WATER BOTTLES</b> <b>\$7,500</b>  <b>GOLD</b>	Spark is always looking for ways to reduce our environmental impact and these water bottles are very popular with our attendees and other community members. Each attendee will receive a water bottle that is co-branded with Spark and your company.
<b>CONFERENCE JOURNAL</b> <b>\$6,000</b>  <b>GOLD</b>	A coveted item that we see through the community throughout the year. Each attendee received a conference journal to make notes from the speakers, journal, or even doodle. These journals will be branded with your company's logo
<b>CONFERENCE PEN</b> <b>\$1,500</b>  <b>BRONZE</b>	We all know what a great pen is like to write with. We trial a lot of pens to make sure the one in the box is not only beautiful but also a joy to write with. The pen will be co-branded with your organization and Spark.
<b>BOX SNACKS</b> <b>\$2,000 X 2</b>  <b>BRONZE</b>	We need fuel to keep us going and we have some great ideas for snacks to fuel the Sparklers as the day's event proceed – that is if they can wait to eat the amazing snacks we are putting in the box. All snacks will be branded with a custom designed sticker for your organization.
<b>BOOK</b> <b>\$8,500</b>  <b>GOLD</b>	Many of our professional speakers have published books on the bestseller list. We would like to provide one book to our attendees as part of their registration package. They also have an opportunity to have the book signed and speak to the author. As the book sponsor, you will also receive the following: <ul style="list-style-type: none"><li>• Branded label affixed inside book cover</li></ul>
<b>OFFICE ITEMS</b> <b>\$1,500 (x4)</b>  <b>BRONZE</b>	Post-It Notes, customized special paper clips, rules, etc. Working from home for many of us has demonstrated how handy the office supply cabinet was in meeting our organizational needs. We want to make sure that we are just as prepared, regardless of being at home or the office. A branded item will be included in the box.

<b>AROMA PUTTY</b> <b>\$2,500</b>  <b>SILVER</b>	The Aroma Putty is a scented stress reliever you can stretch, squish and squeeze. A branded container will be included to fuel Sparklers through the event.
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<b>COFFEE</b> <b>\$2,000</b>  <b>BRONZE</b>	Coffee is often considered the fuel that keeps the economy moving and we don't want anyone to operate on an empty tank. A sample of branded coffee will be included to fuel Sparklers through the event.
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<b>TEA</b> <b>\$2,000</b>  <b>BRONZE</b>	There is a growing segment of the population that is discovering tea and we want to make sure they get a chance to fill their tea-fix with some great branded tea in the box.
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<b>LIP BALM</b> <b>\$1,000</b>  <b>COMMUNITY</b>	A good lip balm is hard to find and vital to life in the north. This co-branded, carefully selected item will become a vital part of the Spark women's arsenal.
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<b>LOCAL ITEMS</b>  <b>VARIOUS PRICE POINTS</b>	Spark is committed to supporting local businesses and entrepreneurs. If you are interested in sponsoring a locally produced item, please reach out to use to hear about the options and what would be a great fit for your organization.
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<b>WORKSHOP SESSIONS x 4</b> <b>\$3,500</b>  <b>SILVER</b> <b>MNP</b>	Workshop sessions will be offered to smaller in-person groups with the speakers while they are here. These will be hosted on the day before and the day following the event. Your sponsorship will have you as a presenting sponsor. As the sponsor of a workshop session, you will also receive the following: <ul style="list-style-type: none"> <li>• Logo displaying your name and logo will be prominently displayed during the session</li> <li>• Introduction of session/speaker by sponsor representative</li> </ul>
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<b>PRINTING IN-KIND</b>  <b>SILVER</b>	As the sponsor of printing, you will also receive the following: <ul style="list-style-type: none"> <li>• Logo on program as the printing sponsor</li> </ul>
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**Ideal Office Solutions**

<b>CHILL OUT &amp; CHARGE UP!</b> <b>\$1,500 x 2</b>  <b>BRONZE</b>	As the Chill Out & Charge Up sponsor you will also receive the following: <ul style="list-style-type: none"> <li>Naming rights: "Chill Out &amp; Charge Up with (insert name)"</li> </ul>
<b>COFFEE SLEEVES</b> <b>\$2,000</b>  <b>BRONZE</b>	As the coffee sleeve sponsor, you will also receive: <ul style="list-style-type: none"> <li>Co-branded custom designed coffee sleeves used for conference promotion in local cafes and at local events with a similar target audience</li> </ul>
<b>BOOKMARK</b> <b>\$1,000</b>  <b>COMMUNITY</b>	A branded bookmark that is professionally printed and inserted into the conference book that is part of each attendee's registration package. One side is dedicated to the promotion of your business.
<b>ANGEL SPONSOR</b> <b>\$200 x (max 40)</b>  <b>COMMUNITY</b> <b>Petronas (12)</b>	<p>Welcome to our Angel Sponsorship Program designed to provide conference registration to individuals who, due to economic circumstances, would otherwise not be able to attend the Spark Conference. Applications for Angel Sponsorships will be accepted for consideration and disbursed accordingly to those selected. The number of Angel attendees will be dependent on the number of Angel Sponsors. These spots will be for virtual registration and will include the Spark WOW Box for each angel attendee.</p> <p>Angel Sponsors will receive a breakdown of recipient data, i.e. how many Angel attendees as well as demographic breakdown. Angel sponsors will also receive a "You are an Angel" certificate of thanks and a copy of the Thank You letters provided by each Angel attendee.</p>

**Didn't see something that sparked your interest? Have a great idea for an addition to the conference?**

**We would love to hear from you! Call us to discuss it!**

**Jennifer 250.262.2714**

**Samantha 250.264.2123**

Sponsors (Silver or higher) may provide product contributions (swag) for the attendees, but items must be pre-approved by the conference organizers to ensure that they are appropriate for the needs of the attendees, will fit inside the Spark Experience Box, and support our goal of professional development. Any leftover items will be returned to the sponsor.