

ABOUT US

THE 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 cost of training can be prohibitive for those working and living in the North. Most training takes place in a larger urban centre such as Calgary or Vancouver and travel time generally, includes a day at the beginning and a day at the end leading to a week away from work. 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.

Northeastern British Columbia is a region with tremendous talent, energy, passion, and drive. The Spark Women's Leadership Conference provides a unique, local opportunity for learning, and creates the blueprint for increased success in the region. This professional development opportunity enhances the career path of attendees and provides opportunities for advancement in their lives.

The theme of our 2023 conference is "Rock Star Moves – Step into your Greatness". The past couple of years have shown us how resilient we are and that no matter how big or small the hurdle is, we don't allow it to stop us.

Greatness comes from the courage to push through fear and doubt and grow in confidence and assurance. It is in pushing through the uncomfortable and scary spaces that we hit our stride. There is no 'around'; there is only 'through'. This year's conference will help you identify your greatness and activate it.

To our returning sponsors: This event could not be possible without your generous support and commitment. We invite you to join us again as we motivate, educate, and empower our female workforce. We are very proud of what has been accomplished and what has been built up over the past nine years, all because of your support.

This year we celebrate our 10th Anniversary, and we cannot be more excited to be able to bring this event back live, that we know you all missed so much. The energy that the attendees feel and bring into the room can never be emulated in a virtual event. Building on the success of the last 2 years, we will continue to have a livestream option for the event.

To our new sponsors: We invite any opportunity to drop by and speak personally to you and your organization about why Spark is necessary for our region and what role your organization could play in the 2023 event.

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 2023 Spark Conference. Please contact us should you have any questions, concerns, or feedback about our conference.

Sincerely,

Samantha Warren
Sponsorship Chair
250-264-2123
sponsorship@sharingthespark.com

ITEM	DESCRIPTION
KEYNOTE SPEAKER(S) \$10,000 X 2 CONFERENCE PARTNER	As the keynote speaker sponsor, you will also receive the following: <ul style="list-style-type: none"> • Opportunity to address the attendees (3 minutes) and introduce the keynote speaker • Display company zap banner/signage during keynote (note: signage must conform to conference signage guidelines)
EVENING EVENT \$15,000 CONFERENCE PARTNER	As the social event sponsor, you will also receive the following: <ul style="list-style-type: none"> • Opportunity to address the attendees (3 minutes) • Display company zap banner/signage during social (note: signage must conform to conference signage guidelines) • Preferred seating (upon request) • 4 Additional tickets to evening event (upon request) • Naming rights, “(insert name) Spark Social” which will be used on all digital signage, program, etc
LUNCHEON \$10,000 X 1 CONFERENCE PARTNER	As the luncheon sponsor, you will also receive the following: <ul style="list-style-type: none"> • Opportunity to address the attendees (3 minutes) • Display company zap banner/signage during breakfast (note: signage must conform to conference signage guidelines) • Shameless Table-top Promotion opportunity! (Creativity is encouraged: tabletop signage, thoughtful promotional items – please note: any leftover items will be returned to the sponsor) • Naming rights, “(insert name here) Spark Luncheon” which will be used on all digital signage, program, etc
AUDIO VISUAL \$7,500 GOLD	As the audio visual sponsor, you will also receive the following: <ul style="list-style-type: none"> • Logo inclusion “Audio Visual Sponsor” on presentations • Signage on the main stage
BREAKFAST \$7,500 GOLD	As the breakfast sponsor, you will also receive the following: <ul style="list-style-type: none"> • Opportunity to address the attendees (2 minutes) • Display company zap banner/signage during breakfast (note: signage must conform to conference signage guidelines) • Shameless tabletop promotion opportunity! (Creativity is encouraged: tabletop signage, thoughtful promotional items – please note: any leftover items will be returned to sponsor) • Naming rights, “(insert name here) Spark Breakfast” which will be used on all digital signage, program, etc

BOOK \$7,500 GOLD	<p>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 attendee 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:</p> <ul style="list-style-type: none"> • Branded label affixed inside book cover
PLATFORM & LIVE STREAM \$7,500 GOLD	<p>With the addition of livestream, an event platform is used to connect our virtual attendees with the live event... 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 following the event when the sessions will be available to attendees to revisit the learnings.</p>
H₂O BAR \$7,500 GOLD	<p>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. An H₂O bar with infused water options will be available to the attendees in place of water at each table. Each attendee will receive a water bottle that is co-branded with Spark and your company. These coveted waterbottles will showcase your company long after the event.</p>
CONFERENCE JOURNAL \$6,000 GOLD	<p>A coveted item that we see through the community long after the conference ends. Each attendee received a conference journal to make notes from the speaker, journal, event food etc. These journals will be branded with your company's logo.</p>
VENUE \$5,000 GOLD	<p>As the venue sponsor, you will also receive the following:</p> <ul style="list-style-type: none"> • Branding on our conference program • Spark's self-connection creativity is encouraged • Display company zap banner/signage at Registration Desk (note: signage must conform to conference signage guidelines)
REGISTRATION SITE \$5,000 GOLD	<p>As the registration site sponsor, you will also receive the following:</p> <ul style="list-style-type: none"> • Co-branding on the Registration Site and confirmation email • The opportunity to include a customized thank you message for all registering attendees, which will pop up when registration has been completed. • Display company zap banner/signage at Registration Desk (note: signage must conform to conference signage guidelines)
GRAPHIC RECORDER \$5,000 IN-KIND GOLD	<p>A standard part of the program since the first year. Sessions are recorded through illustration and the Spark Steering Committee has big plans for the future of these images. Your organization will be co-branded on all of the images and there are signage opportunities at the graphic recording space</p>

WOW SPONSOR \$5,000 GOLD	<p>A new addition to this year's program! To add some fun to the event, a fun promotional item will be given to each live attendee co-branded with Spark and your business. Additionally, you will have prominent inclusion on the Step & Repeat – a popular photo backdrop for photos at the event which are then shared on social media and other locations.</p>
CONFERENCE MARKETING MATERIAL IN-KIND GOLD	<p>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.</p>
SIGNATURE EVENING DRINK SPONSOR \$4,000 SILVER	<p>The Spark Signature drink will be featured during our evening event. Every attendee will receive one free drink upon arrival. You will get naming rights to the drink and also will have your logo displayed on the bar.</p>
PROFESSIONAL DEVELOPMENT SESSIONS x (max 10) \$3,500 SILVER	<p>As the sponsor of a professional development session, you will also receive the following:</p> <ul style="list-style-type: none"> • Signage displaying your name and logo will be prominently displayed during the session • Introduction of session/speaker by sponsor representative • Shameless Table-top Promotion opportunity! (Creativity is encouraged) table-top signage, thoughtful promotional items – please note: any leftover items will be returned to sponsor
BATHROOM PIZZAZ \$3,500 SILVER	<p>Another new addition this year, the Spark bathroom will be a place that you don't want to miss visiting! The bathroom will be branded from floor to ceiling with Spark inspirations. Your sponsorship will also As the concierge basket sponsor you will have your logo applied to the baskets which are filled with items that our attendees might require during the conference; toiletry items, breath mints, hand lotion, etc</p>
DÉCOR \$3,500 SILVER	<p>As the centerpiece sponsor, you will also receive the following:</p> <ul style="list-style-type: none"> • Centerpiece branding – centerpieces will have company name/logo either on or in the centerpiece
SPEAKER AIRFARE IN-KIND GOLD/SILVER	<p>The airfare sponsorship is very important to the success of the Spark Conference. The ability to offer airfare to our Spark speakers is a critical component for the Spark Conference to offset the costs to bring highly qualified speakers to the event.</p>

PRINTING IN-KIND SILVER	As the sponsor of printing, you will also receive the following: <ul style="list-style-type: none"> Logo on program and workbook as the printing sponsor
HEADSHOT PHOTOGRAPHER(S) X 2 IN-KIND SILVER	Two professional photographers will be on site during the conference to take professional headshots of attendees. The headshots will be provided to the attendees in digital format for use on social networking sites such as LinkedIn and Twitter. We are looking for professional photographers to provide their expertise as an “in kind” sponsorship: <ul style="list-style-type: none"> Attendee introductions & contact information Display company zap banner/signage at or near photographer set up (note: signage must conform to conference signage guidelines)
REFRESH AND RECHARGE \$2,500 x 3 SILVER	As a Refresh and Recharge sponsor you will also receive the following: <ul style="list-style-type: none"> Display company zap banner/signage in coffee break area Naming rights: “Refresh and Recharge with (insert name)”
CONFERENCE PHOTOGRAPHER \$2,500 IN-KIND SILVER	As the Conference Photographer sponsor, you will also receive the following: <ul style="list-style-type: none"> Shameless promotion through the emcee of the roaming photographer Branding of the photo download page post event
BOOKSTORE \$2,000 BRONZE	As the Bookstore sponsor, you will also receive the following: <ul style="list-style-type: none"> Presentation Rights in the bookstore name “Books are hosted by Northern Lights College” Opportunity to have some space for attendee engagement at the bookstore
COFFEE SLEEVES \$2,000 BRONZE	As the coffee sleeve sponsor, you will also receive: <ul style="list-style-type: none"> Co-branded custom designed coffee sleeves used for conference pre-promotion in local cafes and at local events with a similar target audience
CONFERENCE PEN \$1,500 BRONZE	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.
CONFERENCE BAG \$1,500 BRONZE	As the conference bag sponsor, you will also receive the following: <ul style="list-style-type: none"> Branding of conference bag with logo or company name

EVENING MUSIC \$1,500 BRONZE	As the evening music sponsor, you will also receive: <ul style="list-style-type: none"> Recognition as the sponsor of the background live music during the evening event
LANYARD \$1,500 IN-KIND BRONZE	As the lanyard sponsor, you will also receive the following: <ul style="list-style-type: none"> Co-branding of lanyard with logo or company name and Spark
BOOKMARK \$1000 BRONZE	A branded bookmark that is professionally printed and inserted into the conference book that is part of each attendee's package. One side is dedicated to the promotion of your business.
ANGEL SPONSOR \$500 x (max 15) COMMUNITY	<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 determined by the number of Angel Sponsors</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</p>
TRANSPORTATION IN-KIND BRONZE	As the transportation sponsor of the event, you will also receive: <ul style="list-style-type: none"> Window clings/signage to be provided for all shuttle vehicles branded with conference logo and "Official Shuttle of the 2023 Spark Conference"

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 Samantha to discuss it! 250.264.2123

Sponsors 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 and support our goal of professional development. Any leftover items will be returned to the sponsor.



SPONSORSHIP LEVEL DELIVERABLES

	PARTNER \$10,000+	GOLD \$5,000 - \$9,999	SILVER \$2,500 – \$4,999	BRONZE \$1000 – \$2,499	COMMUNITY < \$999
Complimentary In-person Conference Registration	✓3	✓2	✓1		
LOGO Promotion – Website, Mobile App, Powerpoint, Conference Program, Social Media	✓	✓	✓	✓	✓
Pop Up Banner x 2 in Main Banquet room (all meals & plenary sessions take place here)	✓	✓			
RESERVED Seating for evening event (upon request)	✓				
Inclusion in pre-event marketing (social media: Facebook and Twitter)	✓	✓	✓	✓	✓

