



SEPT 25-26
2024

Fearless

UNLOCK YOUR POWERFUL POTENTIAL

SPONSORSHIP PACKAGE

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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.

We are thrilled to announce our theme "**Fearless: Unlock Your Powerful Potential**". We will invite our attendees to step boldly into their power, grow their confidence, and build empowering connections. We plan to motivate, inspire, and equip attendees with the insights and skills required to courageously turn their professional aspirations into reality. Our goal is to embark on this conference with "Fearless" curiosity and the unwavering belief that we all have the ability to "Unlock Our Powerful Potential."

To our returning sponsors: This event would 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 ten years, all because of your support.

To our new sponsors: We invite any opportunity to drop by and speak to you and your organization, in person, about why Spark is necessary for our region and what role your organization could play in the 2024 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 partner with you for the 2024 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

Conference Partner **\$10,000**

+ Sponsorship Opportunities

- Keynote Speaker x 2 - Opportunity to address attendees (3 minutes)
- Lunch x 2 - (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.
- Breakfast x 1 - (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 Breakfast” which will be used on all digital signage, program, etc.

+ Conference Partner Promotional Package

- Display company signage during social (note: signage must conform to conference signage guidelines)
- 3 x Complimentary In-person Conference Registrations
- LOGO Promotion – Website, Mobile App, On Screen during Conference Intermissions, Conference Program, Social Media
- 2 x Pop Up Banner in Main Banquet room (all meals & plenary sessions take place here) Banners will need to be provided by Sponsor.
- Inclusion in pre-event marketing (social media: Facebook and Twitter)



Gold Sponsor \$5000-7500

+ Sponsorship Opportunities

- **SOLD!** **Audio Visual** - As the audio-visual sponsor, you will also receive the following: • Logo inclusion “Audio Visual Sponsor” on presentations • Signage on the main stage. **(\$7500 Value)**
- **Attendee Book** – Co-branded label affixed to the inside cover of the book that each attendee receives. **(\$7500 Value)**
- **SOLD!** **H2O Bar** - An H2O bar with infused water options will be available to the attendees in place of water on each table. Each attendee will receive a water bottle that is co-branded with Spark and your company. These coveted water bottles will showcase your company long after the event. **(\$7500 Value)**
- **Platform Sponsor** - 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 sessions. **(\$7500 Value)**
- **SOLD!** **Conference Journal** - Each attendee receives a conference journal to make notes during the conference and after. These journals will be co-branded with your company’s logo. **(\$6000 Value)**
- **Plenary Speaker (Max 4 Sponsorships Available)**
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!*)
– *please note: any leftover items will be returned to sponsor.* **(\$5000 Value)**
- **Venue** - Display company zap banner/signage at Registration Desk
(note: signage must conform to conference signage guidelines) **(\$5000 Value)**
- **Registration Site** - 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. **(\$5000 Value)**
- **SOLD!** **Wow Sponsor** - To add some fun to the event, a fun promotional item will be given to each attendee co-branded with Spark and your business. **(\$5000 Value)**

- **SOLD!** **Conference Marketing Material** - As an in-kind conference marketing sponsor, we are looking for an individual or organization who specializes in graphic design and layout to create the marketing materials. **(\$5000 In-Kind Value)**

Gold Sponsor **\$5000-7500** *Continued...*

+ Gold Sponsor Promotional Package

- Display company signage during social (note: signage must conform to conference signage guidelines)
- 2 x Complimentary In-person Conference Registration
- LOGO Promotion – Website, Mobile App, Power-point, Conference Program, Social Media
- 2 x Pop Up Banner in Main Banquet room (all meals & plenary sessions take place here)
- Inclusion in pre-event marketing (social media: Facebook and Twitter)

Silver Sponsor **\$2500-4999**

+ Sponsorship Opportunities

- **Professional Development Sessions (Max 8 Sponsorships Available)**
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!*)
– *please note: any leftover items will be returned to sponsor.* **(\$3500 Value)**
- **SOLD!** **Bathroom Pizzaz** - The Spark bathroom will be a place that you do not want to miss visiting! The bathroom will be branded from floor to ceiling with Spark inspiration **(\$3500 Value)**
- **SOLD!** **Décor** - Centerpiece branding will incorporate your company name/logo **(\$3500 Value)**

- **SOLD!** **Printing Sponsor** - Logo on program as the printing sponsor (**\$3500 In Kind Value**)
- **Refresh and Recharge** - (**4 Sponsorships Available**) - Display company zap banner/signage in coffee break area.
✓ Naming rights: "Refresh and Recharge with [insert name]" (**\$3000 Value**)
- **Conference Photographer** - Shameless promotion through the emcee of the roaming photographer. Branding of the photo download page post event. (**\$2500 In-Kind Value**)

Silver Sponsor **\$2500-4999** *Continued...*

+ Silver Sponsor Promotional Package

- Display company signage during social (note: signage must conform to conference signage guidelines)
- 1 x Complimentary In-person Conference Registration
- LOGO Promotion – Website, Mobile App, Power-point, Conference Program, Social Media
- Inclusion in pre-event marketing (*Social media: Facebook, Instagram, and LinkedIn*)

Bronze Sponsor **\$1000-2499**

+ Sponsorship Opportunities

- **SOLD!** **Bookstore** - Presentation Rights in the bookstore name "_____ Bookstore hosted by Spark. Opportunity to have some space for attendee engagement at the bookstore. (**\$2000 Value**)
- **SOLD!** **Coffee Sleeves** - Co-branded custom designed coffee sleeves used for conference pre-promotion in local cafes and at local events with a similar target audience (**\$2000 Value**)
- **SOLD!** **Conference Pen** - Branded with your organization and Spark (**\$2000 Value**)
- **SOLD!** **Conference Bag** – Co-branded conference bag with logo or company name and Spark (**\$2000 Value**)



- **SOLD!** Lanyard - Co-branded of lanyard with logo or company name and Spark (\$1500 In-Kind Value)
- **SOLD!** Bookmark - Co-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 (\$1000 Value)
- Transportation - Window cling signage to be provided for all shuttle vehicles branded with conference logo and "Official Shuttle of the 2024 Spark Conference" (\$1000 Value In-Kind Value)

Bronze Sponsor \$1000-2499 *Continued...*

+ Bronze Sponsor Promotional Package

- Display company signage during social (note: signage must conform to conference signage guidelines)
- LOGO Promotion – Website, Mobile App, Power-point, Conference Program, Social Media
- Inclusion in pre-event marketing (social media: Facebook and Twitter)

Angel Sponsorship \$500

SOLD! *Only 10 Spots Available!*

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.

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.



Didn't see anything 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.

Spark 2023 Highlights

