



OCT 8-9
2025

RISE

Next Level Strategies for Success

SPONSORSHIP

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Rising Together: Spark 2025 Sponsorship Invitation

The **Spark Women's Leadership Conference** was born out of a shared determination among local business leaders, executives, entrepreneurs, and aspiring professionals in Northeastern British Columbia. Together, we sought to create meaningful professional development opportunities close to home, eliminating the need for costly and time-consuming travel to distant urban centers like Calgary or Vancouver.

By hosting Spark in **Fort St. John**, we offer an accessible, affordable, and impactful leadership conference tailored to the unique needs of our region. Spark minimizes the barriers of high costs, lengthy travel, and days spent away from work and family, ensuring professional growth remains within reach for our talented and driven workforce.

Spark is more than just a conference—it's a catalyst for unleashing the potential of Northeastern BC. It equips participants with the tools to advance their careers, elevate their confidence, and drive the success of our vibrant and ambitious community.

This year, under the theme "**Rise: Next-Level Strategies for Success**," Spark invites attendees to elevate their confidence, expand their skills, and embrace transformative growth. With inspiring speakers, hands-on workshops, and a community of like-minded women, Spark 2025 will challenge participants to dream big, aim high, and rise to new heights in their professional development.

Why Your Support Matters

To our **returning sponsors**, your steadfast partnership has been the foundation of Spark's success over the past decade. Your support has inspired and empowered countless women to achieve their goals and contribute to the thriving success of our region. Thank you for standing with us, and we invite you to join us once again for this transformative event.

To our **new sponsors**, Spark 2025 offers an incredible opportunity to align your organization with a movement that champions local talent, fosters growth, and drives innovation. Your partnership will directly support professional development in our community, creating lasting impacts for participants and their workplaces.

Let's Make Spark 2025 Unforgettable!

We are always looking for ways to make Spark even better. If you have feedback, questions, or ideas to enhance the conference experience, we would love to hear from you. Together, we can ensure Spark 2025 delivers unparalleled value and impact.

Join us in empowering women to rise, reach new heights, and transform their futures. Your support can ignite the spark that drives change—not just for individuals, but for our entire community.

Thank you for considering this opportunity to sponsor Spark 2025. Let's rise together!

Sincerely,

Carolynn Oliver

Sponsorship Chair

sponsorship@sharingthespark.com | 250-264-8220



+ Conference Partner **\$10,000**

+ Sponsorship Opportunities

We offer six premium opportunities for Conference Partnership at \$10,000 each. However, if these don't align with your goals, you can mix and match from the options below to reach a total of \$10,000 to achieve **Conference Partner** status.

- **Keynote Speaker** (3 sponsorship opportunities)
 - ✓ Signage displaying your name and logo will be prominently displayed during the session
 - ✓ Introduction of session/speaker by sponsor representative
 - ✓ Table-top Promotion opportunity (*creativity is encouraged!*)
Please note: Any leftover items will be returned to the sponsor
- **Lunch Sponsor** (2 sponsorship opportunities)
 - ✓ Naming rights: "(Your Company Name) Spark Luncheon." Showcase your brand with tabletop signage or creative promotional items (unused items will be returned).
 - ✓ Featured on all luncheon-specific digital signage, the conference program, and more.
- **Breakfast Sponsor** (1 sponsorship opportunity)
 - ✓ Naming rights: "(Your Company Name) Spark Breakfast." Promote your brand with unique tabletop items (leftover items will be returned). Tailor your sponsorship to suit your brand while earning the prestigious recognition of a Conference Partner!

+ Conference Partner Promotional Package

- Display Company Signage during social networking (signage must conform to conference guidelines).
- 3 Complimentary In-Person Conference Registrations **OR** 6 Virtual Registrations, allowing your team to connect with attendees and participate in sessions
- Logo Promotion across multiple platforms:
 - Website, Mobile app, On-screen display during conference intermissions, Conference program and social media channels (*Facebook, Instagram, and LinkedIn*)

- 2 Pop-Up Banners in the main banquet room (all meals and plenary sessions are held here; banners must be provided by the sponsor).
- Inclusion in Pre-Event Marketing, including promotion via our social media channels (*Facebook, Instagram, and LinkedIn*).
- We aim to give back by providing a post-conference report, which will include details of how your name and logo were featured. The reach and engagement of our marketing efforts and key attendee feedback gathered from our post-conference survey.

As a **Conference Partner**, you will receive significant visibility and meaningful engagement opportunities to connect with our audience and align your brand with our mission. We understand that \$10,000 is a substantial commitment, and we are dedicated to ensuring you receive excellent value in return.



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)**
- ***SOLD*** **Attendee Book** - Co-branded label affixed to the inside cover of the book that each attendee receives. **(\$7500 Value)**



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- ***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)**
- ***SOLD* Cold Brew Station** - This has become a must have at the conference, it was extremely popular in 2024. 2 cold brew stations, coffee, milk, cream and syrups. **(\$5000 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 and Spark. **(\$6000 Value)**
- **Platform Sponsor** - Spark uses Whova, an award-winning event management platform, to provide an exceptional experience for our attendees, speakers and sponsors. Whova allows us to seamlessly host an in-person, hybrid and virtual event, ensuring maximum flexibility and engagement. 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)**
- **Plenary Speaker (3 Sponsorships Available)**
Signage displaying your name and logo will be prominently displayed during the session.
 - ✓ Introduction of session/speaker by sponsor representative
 - ✓ Table-top Promotion opportunity (*creativity is encouraged!*)*Please note: any leftover items will be returned to the sponsor.* **(\$5000 Value)**
- **Venue** - Display company zap banner/signage at Registration Desk
(*Note: signage must conform to conference signage guidelines*) **(\$5000 Value)**
- ***SOLD* 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)**



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- ***SOLD* Red Carpet Backdrop (Step and Repeat)** - You will have prominent inclusion on the Photo Op – a popular photo backdrop for photos at the event which are then shared on social media and other locations. **(\$5000 Value)**
- ***SOLD* Conference Marketing Material** - We are looking for an individual or organization who specializes in graphic design and layout to create the marketing materials. **(\$5000 Value)**

+ Gold Sponsor Promotional Package

- Display company signage during social networking (Note: signage must conform to conference sign guidelines)
- 2 x Complimentary In-Person Conference Registrations
- Logo Promotion across multiple platforms:
 - Website, Mobile app, On-screen display during conference intermissions, Conference program and social media channels (*Facebook, Instagram, and LinkedIn*)
- 2 x Pop Up Banner in Main Banquet room (All meals & plenary sessions take place here)
- Inclusion in pre-event marketing (social media: *Facebook, Instagram, and LinkedIn*)

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

+ Sponsorship Opportunities

- **Professional Development Workshop Sessions (3 of 4 available)**
Signage displaying your name and logo will be prominently displayed during the session.
 - ✓ Introduction of session/speaker by sponsor representative
 - ✓ Table-top Promotion opportunity (*creativity is encouraged!*)

Please note: any leftover items will be returned to the 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)**



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- ***SOLD* Décor** - Centerpiece branding will incorporate your company name/logo **(\$3500 Value)**
- ***SOLD* Printing Sponsor** - Logo on program as the printing sponsor **(\$3500 Value)**
- **Refresh and Recharge - (2 of 4 Available)** - Display company zap banner/signage in coffee break area.
 - ✓ Naming rights: "Refresh and Recharge with [insert company name]" **(\$3000 Value)**
- **Conference Photographer** - Promotion through the emcee of the roaming photographer. Branding of the photo download page post event. **(\$2500 Value)**
- **Headshots Photographer** - Promotion through the emcee of the roaming photographer. Branding of the photo download page post event. **(\$2500 Value)**

+ Silver Sponsor Promotional Package

- Display company signage during social networking (Note: signage must conform to conference sign guidelines)
- 1 x Complimentary In-person Conference Registration
- Logo Promotion across multiple platforms:
 - Website, Mobile app, On-screen display during conference intermissions, Conference program and social media channels (*Facebook, Instagram, and LinkedIn*)
- 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 "Your company name" Bookstore hosted by Spark. Opportunity to have some space for attendee engagement at the bookstore. **(\$2000 Value)**



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- ***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 - Co-Branded with your organization and Spark **(\$2000 Value)**
- Conference Bag - Co-branded with your organization and Spark **(\$2000 Value)**
- ***SOLD*** Lanyard - Co-branded with your organization and Spark **(\$1500 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)**
- ***SOLD*** 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)**

+ Bronze Sponsor Promotional Package

- Display company signage during social networking (Note: signage must conform to conference signage guidelines)
- Logo Promotion across multiple platforms:
 - Website, Mobile app, On-screen display during conference intermissions, Conference program and social media channels (Facebook, Instagram, and LinkedIn)
- Inclusion in pre-event marketing (social media: Facebook, Instagram, and LinkedIn)

Angel Sponsorship **\$500** ***ALL ANGEL SPONSORSHIPS SOLD***

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.

NEW Community Sponsorship **\$500-\$1000**



We are excited to introduce a new sponsorship category: Community Sponsor, with contributions ranging from **\$500 to \$1,000**.

What Your Support Means

Every dollar we receive helps us create the best possible Spark Women's Leadership Conference. Community Sponsorships will be pooled together to support an area of the conference that has not yet received full sponsorship, ensuring that all aspects of the event receive the funding they need.

Sponsorship Benefits

Community Sponsors will receive:

- Logo promotion across multiple platforms (website, mobile app, on-screen display during intermissions, and in the conference program).
- Pre-event marketing inclusion on our social media channels (Facebook, Instagram, and LinkedIn).
- Recognition in our post-conference report, detailing the impact of your sponsorship.

Flexible Sponsorship Options

If you can contribute more than \$1,000, but we do not have a sponsorship opportunity available at that exact amount, we will ensure you receive the benefits of the sponsorship tier that best matches your contribution—whether that's Partner, Gold, Silver, or Bronze.

Why It Matters

Your support helps us remove barriers to leadership development, ensuring that women in our community have access to high-quality professional growth opportunities. By contributing as a Community Sponsor, you are directly investing in the future success of women in Northeastern BC.

Would you like to explore how this sponsorship aligns with your organization's goals? Let's connect!



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 Carolynn to discuss it! 250.264.8220

Spark 2024 **Highlights**

