



2023

April 27, 2023

Good Day,

This year's **Power Up North** organizing committee has been busy planning and we are happy to report that we will be holding this year's conference, our sixth, in the **Lakeland** at the beautiful **Hotel Dene & Conference Centre** on **October 3rd, 4th and 5th 2023!** We invite you to join our partnering organizations to make this year's event a dynamic success. Please find attached the partnership package. Once you have had an opportunity to review it, we look forward to helping you partner in a way that works for you.

The Power Up North Conference is an annual event that is a true example of regional nonprofits, governments and businesses working together- propelling partnerships into action. The event has been held annually throughout Northeast Alberta and is designed to support rural economic developers, entrepreneurs and businesses who are vital to our economies and communities. The conference offers support and tools, provides inspiration, and is an opportunity to network and celebrate!

The 2023 event is **Future Focused** and the themes are centered around the **Future of Tourism**, how to **Future Proof your Business Finances**, and **The Future Face of Employment**.

Past events have emphasized the need for connection and adjusting to the new normal for entrepreneurs and businesses. This year we are future focused by highlighting three areas:

- **Tourism Opportunities** - Northeast Alberta is home to stunning lakes and tourist attractions. We want to showcase to our local entrepreneurs the potential opportunities.
- **Business Finances** – Training focused on real financial topics that will assist business owners in understanding their business finances. It is imperative that businesses understand their current financial situation to support business sustainability and growth.
- **Future Workforce** – Presentations to learn about how to work with a new demographic of employees, including millennials, and strategies for tapping into alternative employee sources such as job sharing.

Day 1 will feature an intimate preconference Wine and Cheese event with local food, beverage, and plenty of time for good old-fashioned partner networking! Trade and resource tables will be set up and registration will begin.

Day 2 offers a full day of exciting workshops and local Indigenous cultural experiences. The workshops were curated on needs assessments of local businesses and will introduce potential Lakeland tourism opportunities, through the insights of the illustrious Roger Brooks. The ever-entertaining Michael Kerr will enrapture our entrepreneurs with - *Leaders Leading Leaders*, where he will discuss how *Great Cultures Begin With Intentional Leadership From the Top and The Humour Advantage: Putting Humour to Work for Less Stress and More Success*. Then Ian Hill from The Changing Point will propose a new way of attracting and keeping employees through *Job Carving*. This day will be rounded out with many other workshops including Taunya Woods Richards who will educate entrepreneurs on how to *Nail the Numbers* in their business and *Strategize for a Profitable Future*, with additional presentations on the various Alberta Business GRANTS available and how to apply.

Day 3 finishes strong with an in-depth session by our keynote speaker, Roger Brooks. The inspiring Roger Brooks will enlighten us with a presentation directed at enhancing local economic development through Tourism and how to revitalize our downtowns and regions to become hot destinations. Alongside Roger Brooks, we have presentations geared towards small business that feature how to understand business Market Research, new ways to Fund your business and how to manage all of the Business Hats & Blind Spots of an entrepreneur.

This will be an exciting business and economic development conference in Northern Alberta that you will not want to miss!

We look forward to connecting with you, please see attached for your opportunity to partner for 2023 Power Up North!

Best regards,

Lisa Ford

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Partnership Package

Thank you to the original founders of the Power Up events in Alberta, ATB, Alberta Ministry of Jobs, Economy and Innovation, and Business Link, as well as all the long-term partners who have collaborated with us.

Power Up North! is a conference designed to support businesses within the Northeastern region of Alberta. The 2023 event will take place in the Lakeland October 3rd, 4th, and 5th.

2023's theme is FUTURE FOCUSED:

- 1. Future Focused Tourism**
- 2. Future Proof Your Finances**
- 3. Future Face of Employment**

If you would like to be a sponsor for the event, please complete the information below and select your partnership level from the attached options. If you have another idea for sponsorship, please contact the person who gave you this to discuss options.

Organization Name: _____

Contact Name: _____ Contact Email: _____

Phone Number: _____ Website: _____

Social Media Handles.

Facebook: _____ Twitter: _____ Instagram: _____

Linked In: _____ Other: _____

Partnership Options:

- Bronze - \$500
- Silver - \$1,000
- Gold Sponsor - \$3,000
- Lunch Sponsor - \$3,500
- Diamond - \$5,000
- Platinum - \$10,000
- Title Sponsor - \$20,000

Partnership Package



Bronze – \$500

Benefits:

- Sponsor Level recognized on printed event program
- Printed name on PUN website

- Thank you Certificate to display in your office

Silver – \$1,000

Benefits:

- Name listed as a sponsor on digital signage at the event
- Sponsor level recognized on printed event program

- Printed name listed on PUN website
- Thank you Certificate to display in your office

Gold – \$3,000

Benefits

- Sponsor Level recognized on printed event program
- Logo listed as a sponsor on digital event signage
- Logo listed on PUN website

- Logo on event posters
- Free table at the Resource Tradeshow
- Thank you Certificate to display in your office

Lunch Sponsor – \$3,500 – TAKEN

Benefits:

- Recognition as Lunch Sponsor during the event
- Opportunity to give 15-minute presentation during the Lunch meal
- Sponsor level recognized on printed event program

- Logo listed as a sponsor on the digital signage at the Event
- Logo listed on PUN website
- Logo listed on event posters
- Thank you Certificate to display in your office

Diamond – \$5,000 –

Benefits:

- Opening remarks and introduction of local **cultural experience**
- 4 tickets to the full event
- Free table at the Resource Tradeshow
- Opportunity to contribute swag to participant welcome bag
- Sponsor Level recognized on printed event program

- Logo listed as a sponsor on digital signage at the Event
- Logo listed on PUN website
- Logo on event posters
- Thank you Certificate to display in your office

Platinum –\$10,000

Benefits:

- Opening remarks at the **Pre-Conference Wine and Cheese**
- 4 tickets to the full event
- Free table at the Resource Tradeshow
- Opportunity to contribute swag to participant welcome bag
- Sponsor Level recognized on printed event program
- Logo listed as a sponsor on digital signage at the event
- Logo on PUN website
- Logo on event posters
- Thank you Certificate to display in your office

Title Sponsor –\$20,000

Benefits:

- Recognized as Title Sponsor in news releases and media interviews
- Opening remarks and **introduction of keynote speaker at Knock it Out of the Park** event
- 4 tickets to the full event & 4 extra tickets to the Knock it Out of the Park event (1 full table of 8)
- Free table at the Resource Tradeshow
- Opportunity to contribute swag to participant welcome bag
- Sponsor Level recognized on printed event program
- Logo listed as a sponsor on digital signage at the Event
- Logo on event posters
- Logo on PUN website
- Thank you Certificate to display at your office