



## 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 partnered with us.

Power Up North! is a conference designed to support businesses within the Northeastern region of Alberta. The 2022 event will take place in Athabasca from September 20th to 22nd.

### 2022's theme is three-fold;

1. **Adversity** - Adversity comes in many forms. In addition to the challenges that the global pandemic has left us with, there are ongoing challenges of mental health and physical limitations that effect many Albertans. Learning to overcome adversity and turning negatives into positives requires skill as well as determination.
2. **Tourism** – This stream will focus on the unique experiences that are available in the Northeast region, and assist entrepreneurs with turning these opportunities into an exciting offering for visitors to the region!
3. **The New Normal** – The last couple of years have been difficult for businesses and individuals alike. What will things look like moving forward and how do we navigate this “New Normal” that we are faced with?

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 connect with 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:

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- Premium Platinum - \$20,000+    Platinum - \$10,000+    Diamond - \$5,000+    Gold - \$3,000+    Gold/Lunch - \$3,200  
 Silver - \$1,000+    Silver/Breakfast - \$1,200    Bronze – up to \$500    Tradeshow Table - \$150  
 Brews and Chews Table - \$150    Brews and Chews Maker Rate - \$20

\*\*\* for levels of “Gold”, “Diamond”, or “Platinum” please provide an “ai” or “vector” file of your logo to use for promotional material\*\*\*

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## Partnership Levels

### Bronze – Up to \$500

**Benefits:**

- Gratitude and thanks at the opening and closing remarks.
- Name listed as a sponsor on the digital signage at the Brews and Chews, Breakfast, and Lunch.
- Thank you Certificate to display in your office.

### Silver – Up to \$1,000

**Benefits:**

- All the “Bronze” level benefits plus...
- Recognized as a sponsor in news releases and media interviews.
- Name listed on website.
- Sponsor Level recognized on printed event program.

### Breakfast Sponsor – \$1,200

**Benefits:**

- All the “Silver” level benefits plus...
- Recognition as the Breakfast sponsor during the meal.

### Gold – Up to \$3,000

**Benefits:**

- All the “Silver” level benefits plus...
- Logo on website and looped on a digital sign at the Brews and Chews, Breakfast, and Lunch, and “Resource Tradeshow”.
- Free table at the “Resource Tradeshow”.
- Logo on event posters.

### Lunch Sponsor – \$3,200

**Benefits:**

- All the “Gold” level benefits plus...
- Recognition as the Lunch sponsor during the meal.

## Partnership Levels Cont'd

### Diamond – Up to \$5,000

**Benefits:**

- All the “Gold” level benefits plus...
- 1 Minute opening remarks at conference during breakfast.
- Introduction of keynote at the luncheon.
- 1 ticket to the full event.
- Contribute swag.

### Platinum –\$10,000+

**Benefits:**

- All the “Diamond” level benefits plus...
- 2 Minute opening remarks at conference during the Brews and Chews.
- Introduction of keynote at the Brews and Chews event.
- 2 tickets to the full event.

### Premium Platinum –\$20,000+

**Benefits:**

- All the “Premium” level benefits plus...
- 2 Minute opening remarks at conference during the Gala event.
- Introduction of keynote at the Gala event.
- 4 tickets to the full event & 4 extra tickets for the Gala (1 full table)

**During the event there are two opportunities to display your company in a tradeshow style setup.**

- 1. Brews and Chews - Evening networking event.**
- 2. Resource Tradeshow - Open during breaks.**

\*\*\*The cost to participate in either the Brews and Chews or Resource Tradeshow is **\$150** for a table unless included in your other sponsorship package. IF YOU ARE A LOCAL MAKER OR CREATOR, THE COST TO PARTICIPATE AS A VENDOR IN THE BREWS AND CHEWS PORTION IS \$20.\*\*\*