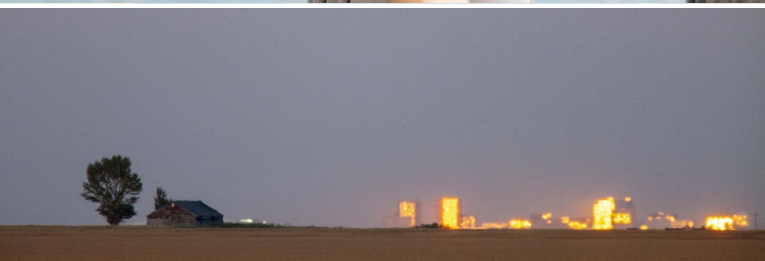


ENGAGEMENT PACKAGE

Saskatchewan Economic Development & Leadership Forum



November 24-25, 2021



COLLABORATION
INNOVATION
INSPIRATION



Hosted by the Saskatchewan Economic Development Alliance (SEDA), this annual forum provides a space where all sectors can share expertise and resources to support our common client: community.

As a business leader and community builder, you know that adaptability and responsiveness are essential to meet challenges we may be facing. Large or small, urban or rural, communities across Saskatchewan need tools to tackle changes creatively. We invite organizations and firms to participate in the 2021 Virtual Forum as a valued sponsor. Support SEDA's mandate of assisting Saskatchewan communities to thrive!



PROGRAM HIGHLIGHTS

Opening Keynote • November 24

Resilient Communities • Nikolas Badminton

Nikolas is the Chief Futurist and Think Tank leader at Futurist.com, a Fellow of the RSA, and the futurist that the world's most impactful companies, A-list Hollywood, and international media turn to for big ideas, new thinking and opinion. Nikolas has advised NASA, Google, Microsoft, United Nations, United Way, Bank of Canada, Government of Canada, UK Home Office, Government of Cayman Islands, American Express, AT&T, Thales, Rolls Royce, Heineken, Procter & Gamble, IDEO, and many more.



Opening Keynote • November 25

Big Little Legends • Gair Maxwell

The “notorious” Gair Maxwell will kick off day two with a focus on how communities can define their difference. Endlessly curious about the origin of legends and myths, Gair is a global authority in helping organizations create iconic, larger-than life brands that attract legions of customers and top talent—without having to resort to “pushy” marketing tactics. Gair is a renowned speaker, author, marketing consultant and co-founder of The Seamless Brand™, a marketing firm that helps organizations sharpen their message and anchor their story. A former broadcaster, Gair did more than 10,000 interviews and 30,000 broadcasts in a two-decade radio and television career.



Closing Keynote • November 24

The Shifting Energy Arena • Doug Opseth

We have begun to experience a massive value shift into renewable energies — a trend that is likely to accelerate. Sask Power's Director of Generation Asset Management and Planning will walk us through the updated feasibility on small nuclear reactors and discuss a transformation roadmap for Saskatchewan.



Additional keynote confirmations pending.

WHAT TO EXPECT

COLLABORATION

Count on tapping into challenges and opportunities facing Saskatchewan. Dialogue not just with our expert presenters, but with fellow delegates.

INNOVATION

You'll gain invaluable perspectives on emergent and best practices for organizations, communities, and regions.

INSPIRATION

Surrounded by others who are making an impact locally and provincially, you'll celebrate the contributions being made and come away refreshed and inspired.

Concurrent Session & Roundtable Streams

Local & Regional Economies

- Rural Rocks. Deb Brown, Save Your Town
- Fostering Regional Collaboration Panel. South Sask Ready; FDC Regional Development Commission; Southeast Sask Economic Partnership (invited)
- Youth Entrepreneurship Clubs. **ROUNDTABLE**

Agriculture & Agri-forestry Sector

- Leveraging Saskatchewan Biomass. Tina Rasmussen, Meadow Lake Tribal Council; Rod McCullough, City of Melville
- Grow with Indoor Farming. Nia Pryce, The Growcer

Tourism & Visitor Economy

- Community & Business Differentiation. Margaret Doyle of What's Your Story'
- Sustainable Tourism & Cluster Success. Jonathan Foster, Gros Morne Institute
- Tourism Hubs. Meredith Maywood, Oxford Tourism

Infrastructure

- SMART Communities of the Future. Panelists TBA
- Successful community broadband. **ROUNDTABLE**

Capacity Building

- Transforming Organizational Culture. Alicia Buckley, Aboriginal Friendship Centres of SK
- Benefits of Municipal Development Corps. Carla Guerrero, Purpose Driven Development
- LINKEDIN for Industry Attraction. Guillermo Mazier, Conway Data
- Starting a reconciliation initiative **ROUNDTABLE**

\$10,000 CHANGEMAKER SPONSOR

- ◇ High profile (verbal & electronic) recognition prior and during event as Forum Presenting Sponsor
- ◇ Speaking Opportunity
- ◇ Host a Roundtable Session on a topic of your choice
- ◇ Official sponsor of an Award of Excellence:
 - ◆ Logo branding on award plaque
 - ◆ Presentation to recipient
 - Pre-recorded and played during the conference
 - Posted online for 12 months
 - Distributed via social media
- ◇ Logo on promotional materials including 12 months on the event website
- ◇ Logo featured on event registration page (online) and confirmation email to registrants
- ◇ Back cover advertisement (camera ready) in print and electronic forum program
- ◇ Insertion of two 30 second videos to run during the forum (one per day)
- ◇ Unlimited event registrations
- ◇ Logo recognition on virtual event screensaver and profile in virtual event app
- ◇ Dedicated social media announcements on social media platforms before & after event
- ◇ Branded logo on one swag item to be included in delegate kits or opportunity to provide an item of choice (must fit kit size parameters)
- ◇ Sponsor of a "Fireweed Artisan Box" door prize

\$5,000 GROWTH SPONSOR

- ◆ Recognition (verbal & electronic) as Plenary Session Partner and opportunity to moderate the plenary session
- ◆ Official sponsor of an Award of Excellence
 - Logo branding on award plaque
 - Presentation to recipient
 - * Pre-recorded and played during the conference
 - * Posted online for 12 months
 - * Distributed via social media
- ◆ Branded logo on one swag item to be included in delegate kits
- ◆ Logo on promotional materials including 12 months on the event website
- ◆ Logo featured on event registration page (online) and confirmation email to registrants
- ◆ Half-page advertisement (camera ready) included in print and electronic forum program
- ◆ Insertion of one 30 second video to run once during the forum
- ◆ One group event registration
- ◆ Logo recognition on virtual event screensaver and profile in virtual event app
- ◆ Dedicated social media announcements on social media platforms before & after event
- ◆ Sponsor of a "Fireweed Artisan Box" door prize

SPONSORSHIP OPPORTUNITIES

BE THE CHANGEMAKER



DAILY COMMUNITY SPONSOR

Use this opportunity to showcase your community's advantages and share initiatives and partnerships that helped you to get there! Available only to Saskatchewan communities and their respective economic development organizations.

Only Two Opportunities Available

Sponsorship with one individual registration: \$1,500 + GST
Sponsorship with group registration: \$2,000 + GST

Sponsors are responsible for:

- recognition of and welcome to Traditional Territory; and
- opening comments from Mayor, Chief, or local elected official.

Benefits

- 15-minute session at the beginning of the day to highlight your community (can include a video or presentation)
- Community/organization logo added to list of forum sponsors on the conference website, conference app and in pre-promotional flyer and in the event program
- Includes individual or group registration

\$2,500 RESILIENCE SPONSOR

- ◆ Recognition (verbal & electronic) as Concurrent Session Partner and opportunity to moderate the concurrent session
- ◆ Organization logo on pre-promotional materials including 12 months on the event website
- ◆ Quarter-page advertisement (camera-ready) included in print and electronic forum program
- ◆ Logo recognition on virtual event screensaver and profile in virtual event app
- ◆ Dedicated social media announcements on social media platforms before & after event

\$1,000 NETWORK SPONSOR

- ◆ Organization logo on the event website for 12 months
- ◆ Organization logo included in print and electronic forum program
- ◆ One individual event registration
- ◆ Logo recognition on virtual event screensaver and profile in virtual event app

OTHER PARTNERSHIP OPPORTUNITIES

We invite your organization to partner in other ways such as providing door prizes and/or gifts in kind. Please contact the SEDA office at 1-877-551-SEDA to discuss how we can provide you with the best partnership opportunity.



PARTNER COMMITMENT FORM

Please fill out this form and email to seda@seda.sk.ca

Name: _____ Title: _____

Company/Organization: _____

Mailing Address: _____

City: _____ Prov: _____ Postal Code: _____

Ph: _____ Fax: _____ Email: _____

LEVEL OF PARTNERSHIP

- CHANGEMAKER SPONSOR \$10,000
- GROWTH PARTNER \$5000
- RESILIENCE PARTNER \$2500
- NETWORK PARTNER \$1000
- DAILY COMMUNITY PARTNER \$1500/\$2000

PAYMENT

Cheque Enclosed

Please Invoice Me

Visa MasterCard

Name on Card: _____

Card Number: _____

Expiry Date: _____

3 Digit Security Code (on back of card): _____

Signature: _____

Billing Address (if different from above) : _____

Once completed, please mail or fax form to:

Saskatchewan Economic Development Alliance (SEDA)
Box 113 Saskatoon, SK S7K 3K1 email: seda@seda.sk.ca

