



# EXCELeRate

GroYourBiz  
with the Speed  
of Collaboration



# SPONSORSHIP OPPORTUNITIES

Vancouver, BC | May 3 – 5, 2017

# Event Details

**Vancouver, British Columbia**  
**May 3 – 5, 2017**

EXCErate 2017 is dedicated to the full spectrum of women entrepreneurs that operate and own small, medium, or large sized enterprises from all sectors. The main focus is to foster and support the economic empowerment of women by enhancing trading opportunities among communities across Canada, the USA and Internationally.

Quality and growth oriented sessions will be the program concentration for the attending delegates. Activities will comprise of:

- Round Table Discussions
- Procurement Opportunities
- Plenary Sessions
- Meet the Experts
- Gala Reception
- Networking
- Pre and Post Tours

Delegates will include: women business owners, corporate representatives, government attendees, trade practitioners from academia, finance, customer brokerage and legal expertise, students in international trade, as well as media.

- Women will be empowered to become more engaged, active and confident taking charge of their own business growth;
- Corporations will provide insights into their global procurement strategies including local engagement and CSR;
- Government stakeholders will offer services to support globally connections;
- Financial institutions will offer tools and expectations of those seeking to leverage financial instruments;
- Trade practitioners will offer pathways to engage and demystify;
- Inspirational leaders both of global corporations and small businesses will offer real insights to shape new thinking to enable strategic directions tapping into real contributions to change: leadership and motivation for advocacy will provide directions for local, national and international levels;
- Partnerships and dialogue between key stakeholders will be initiated;
- Seeds will be planted for global connections to develop between women business enterprises and corporations between women business owners and knowledge experts and between women business owners and government.



# “Our G7 Summary” of Sponsorship Opportunities

EXCELerate 2017: “GroYourBiz with the Speed of Collaboration”— is pleased to provide your company or organization with positive profile through your sponsorship involvement.

The benefits that make up your sponsorship are guaranteed to raise your profile with this important target market of International Women Entrepreneurs. Over 400 delegates are expected, with approximately 55% being Canadian entrepreneurs. The reach of the program will touch over 10,000 women entrepreneurs in Canada, plus reach an influential business audience of 500 plus guests at the gala event.

We invite you to contact us to discuss all the possibilities of Sponsorship for your organization. We look forward to tailoring a sponsorship package to highlight your company, product or service.

Here are our **G7 Summary of Sponsorship Opportunities** for EXCELerate 2017!

- Globalize \$30,000.00
- Guide \$20,000.00
- Give & Get \$15,000.00
- Generate \$10,000.00
- Goal-Set \$ 5,000.00
- Gear-Up in-kind
- GO For It! Presenting Sponsor and Gala Dinner Speaker

In keeping with the goals of EXCELerate 2017 and our collaborative model, which is to foster the economic empowerment of women, all profit generated from this gala dinner will be donated to **a special fund (TBD)** which aims to create a world where girls are empowered to reach their potential through a quality education.

*“The globe is the gateway to the giving and getting of goods!”*



# “Our G7 Summary” of Sponsorship Opportunities

## Globalize — \$30,000

- 5 full packages to the business conference
- 5 additional banquet tickets to the Gala Reception
- 5 additional luncheon tickets
- Logo signage at business conference
- Tabletop exhibit display at business conference
- Full page advertising in Official Program Guide
- Access to delegate mailing list
- Promotional material in Delegates Package
- Opportunity to have promotional give-away products at the official luncheon and gala dinner for 500 guests
- Opportunity to include questions in forum exit surveys
- Company logo and hyperlink from website
- Extensive media coverage prior and during business conference
- Sponsor category exclusivity
- Prominent exposure and appropriate sponsorship recognition
- Comprehensive Social Media platform including Facebook, Twitter, LinkedIn, Instagram & YouTube
- Extensive pre-conference, during-conference, and post-conference Social Media mentions
- Opportunity to provide 20 guest blogs to demonstrate your leadership or authority in a specific area
- Opportunity to provide up to 15 featured expert video blogs which share best practices or value added materials to our attendees on our website that will be cross-promoted via Social Media
- Final report will be provided highlighting the reach and exposure of your organization's sponsorship





**EXCErate**

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**2017**

## “Our G7 Summary” of Sponsorship Opportunities

### Guide — \$20,000

- 3 full packages to the business conference
- 3 additional banquet tickets to the Gala Reception
- 3 additional luncheon tickets
- Logo signage at business conference
- Tabletop exhibit display at business conference
- 1/2 page advertising in Official Program Guide
- Introduction of speaker
- Promotional material in Delegates Package
- Opportunity to include questions in forum exit surveys
- Company logo and hyperlink from website
- Extensive media coverage prior and during business conference
- Prominent exposure and appropriate sponsorship recognition
- Comprehensive Social Media platform including Facebook, Twitter, LinkedIn, Instagram & YouTube
- Extensive pre-conference, during-conference, and post-conference Social Media mentions
- Opportunity to provide 15 guest blogs to demonstrate your leadership or authority in a specific area
- Opportunity to provide up to 10 featured expert video blogs which share best practices or value added materials to our attendees on our website that will be cross-promoted via Social Media
- Final report will be provided highlighting the reach and exposure of your organization's sponsorship

# “Our G7 Summary” of Sponsorship Opportunities

## Give & Get — \$15,000

- 2 full packages to the business conference
- 2 additional banquet tickets to the Gala Reception
- 2 additional luncheon tickets
- Logo signage at business conference
- Tabletop exhibit display at business conference
- 1/2 page advertising in Official Program Guide
- Promotional material in Delegates Package
- Company logo and hyperlink from website
- Media coverage prior and during business conference
- Prominent exposure and appropriate sponsorship recognition
- Comprehensive Social Media platform including Facebook, Twitter, LinkedIn, Instagram & YouTube
- Extensive pre-conference, during-conference, and post-conference Social Media mentions
- Opportunity to provide 10 guest blogs to demonstrate your leadership or authority in a specific area
- Opportunity to provide up to 5 featured expert video blogs which share best practices or value added materials to our attendees on our website that will be cross-promoted via Social Media
- Final report will be provided highlighting the reach and exposure of your organization's sponsorship







## “Our G7 Summary” of Sponsorship Opportunities

### Generate — \$10,000

- 1 full package to the business conference
- 1 additional banquet ticket to the Gala Reception
- 1 additional luncheon tickets
- Logo signage at business conference
- Tabletop exhibit display at business conference
- Promotional material in Delegates Package
- Company logo and hyperlink from website
- Media coverage prior and during business conference
- Appropriate exposure and sponsorship recognition
- Comprehensive Social Media platform including Facebook, Twitter, LinkedIn & YouTube
- Extensive pre-conference, during-conference, and post-conference Social Media mentions
- Opportunity to provide 5 guest blogs to demonstrate your leadership or authority
- Opportunity to provide up to 2 featured expert video blogs which share best practices or value added materials to our attendees on our website that will be cross-promoted via Social Media
- Final report will be provided highlighting the reach and exposure of your organization's sponsorship

### Goal-Set — \$5,000

- 1 full package to the business conference
- 1 additional luncheon ticket
- Logo signage at business conference
- Promotional material in Delegates Package
- Company logo and hyperlink from website
- Appropriate exposure and sponsorship recognition
- Comprehensive Social Media platform
- Opportunity to provide 1 guest blog & 1 expert video blog

### Gear-Up — in-kind

- 1 package to the business conference (excluding gala dinner)
- Logo signage at business conference
- Company logo and hyperlink from website
- Exposure/name recognition in Official Program Guide
- Approved in-kind products & services that directly offset conference costs

# “Our G7 Summary” of Sponsorship Opportunities

## GO For It! — Gala Dinner Speaker

Introduction of an internationally renowned speaker and OWN THE GALA!

This event is open to all the delegates plus additional business people and government representatives, as well as trade practitioners from different sectors.

### Plus

- 10 full packages to the business conference
- 10 additional banquet tickets to the Gala Reception
- 10 additional luncheon tickets
- Panel session & dialogue with your organization
- Opportunity to provide Financial Workshops
- Logo signage at business conference
- Tabletop exhibit display at business conference
- Full page advertising in Official Program Guide
- Written message to delegates in Official Program Guide
- Written message to potential sponsors in Official Sponsorship Opportunities
- Access to delegate mailing list
- Promotional material in Delegates Package
- Opportunity to have promotional give-away products at the gala dinner
- Opportunity to include questions in forum exit surveys
- Company logo and hyperlink from website
- Extensive media coverage prior and during business conference
- Sponsor category exclusivity
- Prominent exposure and recognition as the Presenting Sponsor
- First Right of refusal to continue as a Presenting Sponsor for future EXCElerate conferences
- Comprehensive Social Media platform including Facebook, Twitter, Instagram & YouTube
- Extensive pre-conference, during-conference, and post-conference Social Media mentions
- Opportunity to provide unlimited guest blogs to demonstrate your leadership or authority in a specific area
- Opportunity to provide unlimited featured expert video blogs which share best practices or value added materials to our attendees on our website that will be cross-promoted via Social Media
- Final report will be provided highlighting the reach and exposure of your organization's sponsorship

\* Sponsor to be responsible for speaker's fees and travel costs.





# Sponsorship Form

Company: \_\_\_\_\_

Contact: \_\_\_\_\_

Title: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ Province: \_\_\_\_\_ PC: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

Website: \_\_\_\_\_

## Commitment Level

Globalize – \$30,000

Guide – \$20,000

Give & Get – \$15,000

Generate – \$10,000

Goal-Set – \$5,000

Gear-Up – In-Kind

GO For It! – Gala Dinner Speaker: \$50,000+

Call me to discuss our sponsorship involvement in this collaborative event

## Payment Method

Cheque enclosed

Bill me

## Logo/Camera Ready Art

Will e-mail EPS logo file to:

Barbara.Mowat@GroYourBiz.com

## Please make cheques payable to “EXCElerate 2017”

Mail with this sponsor form to:

**EXCElerate 2017**

2625A Alliance Street

Abbotsford, BC V2S 3J9 Canada

## Questions?

Contact Barbara Mowat

1-604.534.5007 • Cell: 1-604.644.8298

E-mail: Barbara.Mowat@GroYourBiz.com

May 3 – 5, 2017 • Vancouver, BC | Canada • [www.EXCElerate2017.com](http://www.EXCElerate2017.com)