

SPONSORSHIP PROPOSAL



WELCOME TO STIR THE POTENTIAL

ABOUT THE EVENT

Stir the Potential is the Innovation Conference about future proofing your business and using innovation and creativity to explore problem solving and new business opportunities.

This dynamic event is about breaking free from conventional thinking and exploring innovative problem solving. It's about inspiring individuals to recognize their potential and to embrace open-mindedness to explore new possibilities.

At Stir the Potential, guests will hear from a roster of intriguing guest speakers who have learned how to examine the world from a futuristic point of view, defied convention, and conquered adversity.

In addition to thought provoking talks, attendees will have an opportunity to participate in a variety of workshops and interactive sessions aimed at sparking new ideas and developing innovative solutions that can be applied to any industry.

Stir the Potential is the first step in creating extraordinary possibilities - empowering people to defy the status quo and ask "what if?" It will challenge people to think about the needs of the future to create improved outcomes in our community and beyond - or maybe even a new company!

WHO WILL ATTEND

Professionals: Individuals in leadership roles seeking fresh perspectives and innovative strategies to enhance their organizations and drive success.

Entrepreneurs: Visionary leaders aiming to disrupt markets and explore new business opportunities.

Students and Emerging Talent: Young minds eager to jumpstart their careers with a foundation of innovative thinking.

Community Leaders: Advocates for change and social impact, keen on unlocking new avenues for positive transformation.

Curious Minds: Anyone with a passion for learning, a thirst for innovation, and a desire to explore uncharted territories of thought.

WHY IT MATTERS

Sault Ste. Marie is **ready for change**. With new leadership and readiness for fresh ventures, our community is primed for a brighter future.

At the heart of this promising shift lies Stir the Potential - an initiative designed to foster innovation, ignite collaboration, and cultivate out-of-the-box thinking.

Stir the Potential is the first event of its kind in our region.

Our mission is clear: to empower individuals and businesses to embrace innovation as a fundamental part of their daily experience. We believe that, by doing so, we can help propel our community into an era of sustained growth and opportunity.

Stir the Potential welcomes individuals from diverse backgrounds and professions, united by a shared enthusiasm for breaking the mold and redefining what's possible.

It is with great excitement and hope that we seek your support in bringing this conference to life. Your commitment to this endeavor will contribute to the collective progress of our community, and we believe that this is a chance to leave a lasting mark on the future of Sault Ste. Marie.

EVENT LOGISTICS

Delta Hotel - Sault Ste. Marie Waterfront

208 St Mary's River Dr, Sault Ste. Marie, ON, P6A 5V4

Monday, May 27, 2024 (Full Day)

Event Registration
Breakfast
Speakers
Lunch
Interactive Sessions
Dinner

Tuesday, May 28, 2024 (Half Day)

Breakfast
Keynote Speakers
Event Summary

EVENT SPEAKERS



Nik Badminton - Futurist, Researcher, Keynote Speaker and Media Producer

Nik is a global futurist that mentors top executives and the highest levels of government to explore desirable futures, anticipate unforeseen risks, and strengthen strategic planning. His #1 best selling book 'Facing Our Futures' – released internationally on Bloomsbury Business – helps executives ignite curiosity and embrace futures thinking.

He has spent 30+ years working with leadership at over 300 leading organizations at the frontline of foresight, strategy and disruption – including NASA, United Nations, Google, Microsoft, Intel, WM, United Way, Bayer, American Express, Bank of Canada, Rolls Royce, Procter & Gamble, IDEO, US Department of State, UK Home Office and many more.



Bob McDonald - Host of CBC's Quirks & Quarks

Bob McDonald is one of Canada's best-known science journalists, bringing science to the public for more than 40 years. In addition to hosting Quirks & Quarks, the award-winning science program that is heard by 500,000 people each week, Bob is also a science correspondent for CBC TV's The National, and host and writer of the children's series Head's Up.

Bob has written and hosted numerous television documentaries and more than 100 educational videos in Canada and the United States. He has also written five bestselling science books, and contributed to numerous textbooks, magazines, and newspapers, including The Globe and Mail. His latest book is An Earthling's Guide to Space, published in 2019.



Gilad Cohen - Founder of JAYU, Artist and Photographer

Gilad is a Toronto-based artist specializing in portraiture, as well as travel and event photography. Since 2008, Gilad has also worked as a community mobilizer with a focus on connecting audiences to urgent and compelling human rights stories through multimedia arts. Gilad is deeply passionate about mental health, often speaking about it publicly and advocating for better practices in the arts and non-profit sectors.

In 2012, Gilad founded JAYU, an award-winning Toronto-based charity that serves the arts community through the annual Human Rights Film Festival, The Hum, a human rights podcast which he produces and co-hosts, as well as the iAM Program, an initiative that provides arts and social justice mentorship to more than 200 equity-deserving youth from across the GTA each year.



Ted Nolan - Former NHL Player/Coach and Co-founder of 3NOLANS

Ted Nolan, born in 1958 on Garden River First Nation, learned resilience and pride from his parents. He had a successful NHL career, cut short by injury. Transitioning to coaching, he achieved notable success, including a Jack Adams Award in 1997. Ted also coached the Latvian Men's National Ice Hockey Team at the 2014 Sochi Olympics.

3NOLANS was co-founded in 2013 by Ted Nolan and his sons Brandon Nolan and Jordan Nolan as a way to offer a hockey skills development camp for First Nation youth in First Nation communities across Canada.

He values pride, strength, and dream-chasing as cornerstones of success and is a positive role model for First Nations people in Canada.

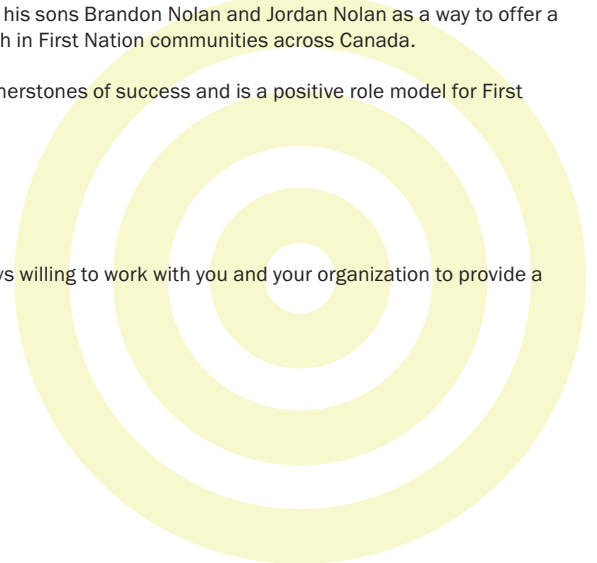
CONTACT

On the following page, we provide pre-determined options for sponsorship levels but are always willing to work with you and your organization to provide a curated experience that meets your needs.

Thank you,

Lori McDonald

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Sault Ste. Marie Innovation Centre
705-942-7927 ext. 3138
lmcdonald@ssmic.com



SPONSORSHIP LEVELS

EXCLUSIVE SPEAKER SPONSOR: \$10,000 (LIMITED TO 4 OPPORTUNITIES)

- Top tier logo placement on all event marketing materials
- Signage on/near the stage at the event (signage to be provided)
- Recognition at opening and closing speeches
- Speaker will mention your company as a sponsor before or after their talk
- Opportunity to have a booth at exhibition area
- Opportunity to provide material or swag into registration bag for guests
- Two exclusive social media posts profiling your organization as a Speaker Sponsor
- Table (8 tickets) to attend the conference

VISIONARY SPONSOR: \$7,500

- Prime logo placement on all event marketing materials
- Exclusive sponsorship recognition on social media (post highlighting your business – can be tailored to suit your needs)
- Recognition as a Visionary Sponsor during opening and closing remarks
- Opportunity to have a booth at exhibition area
- Opportunity to provide material or swag into registration bag for guests
- Four tickets to attend the conference

INNOVATION SPONSOR: \$5,000

- Prominent logo place on all event materials
- Recognition as an Innovation Sponsor during the opening and closing remarks
- Social and digital media recognition leading up to the conference
- Opportunity to have a booth at exhibition area
- Opportunity to provide material or swag into registration bag for guests
- Three tickets to attend the conference

CHANGE MAKER SPONSOR: \$2,500

- Logo placement on event materials
- Recognition as a Change Maker Sponsor during the opening and closing remarks
- Opportunity to provide material or swag into registration bag for guests
- Two complimentary tickets to the event

COMMUNITY PARTNER: \$1,000

- Logo placement on event materials
- Recognition as a Community Partner during the opening and closing remarks
- Opportunity to provide material or swag into registration bag for guests
- One complimentary pass to attend the event

SPONSOR A STUDENT: \$250-300

Pricing determined by registration date

- Help cover the cost for a student to attend the conference by paying for their ticket – students may be chosen by you, or we can work with the College or University to help recommend a student in our area.
- Recognition in opening and closing remarks as a Student Sponsor.
- *Costs subject to early bird and regular pricing models

CUSTOM SPONSORSHIP:

- We are happy to work with you based on specific needs and objectives as an organization
- Please connect with us to discuss your requirements and how we can create a unique sponsorship opportunity for your organization

CONTACT:

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STIRTHEPOTENTIAL.CA

S A U
I N N O V A T I O N
C E N T R E M A R I E