



The Conference Board
of Canada

Le Conference Board
du Canada

SUMMIT SPONSORSHIP OPPORTUNITIES

Our Land, Our Future: National Summit on Indigenous Youth and Natural Resource Development

November 21 & 22, 2017

Grey Eagle Hotel and Conference Centre
Calgary, Alberta



Relationships between industry, government, and Indigenous peoples lie at the heart of Canada's natural resource sector. Each group holds a powerful position with unique rights and responsibilities. Yet, all parties rely on the others to fully achieve their long-term aspirations and objectives. Canada's future prosperity depends on these groups building respectful, collaborative, and mutually-beneficial relationships so that each can become a stronger, more supportive partner for the others. A collaborative, mutually-beneficial approach is also critical to ensuring sustainable, environmentally responsible development.

While many organizations have embraced and supported this call to action, many critical challenges persist. One such challenge is the effective and meaningful engagement of Indigenous youth.

This first-of-its-kind event will bring the perspectives, needs, and aspirations of Indigenous youth to the forefront of Canada's discourse on sustainable natural resource development. It will provide a safe, inclusive, and constructive space in which public and private sector representatives as well as Indigenous youth and leaders can candidly share their interests and priorities, with the intent of furthering shared understandings.

We need your support to make this important event happen. Your investment in this Summit will allow us to bring together high-caliber speakers from Indigenous, natural resource, and public sector organizations along-side Indigenous youth, to produce a one-of-a-kind event.

Summit Overview and Topics

Through a series of keynote speakers, panel discussions, and facilitated breakout sessions, participants will equip themselves to work effectively and collaboratively with Canada's next generation of resource sector leaders and decision-makers. In doing so, all parties will be better prepared to capitalize on emerging opportunities within Canada's 21st century resource economy.

This Summit will focus on:

- Identifying emerging issues and priorities within Indigenous communities surrounding natural resource development as well as socio-economic development
- Highlighting the challenges and opportunities facing resource sector proponents and regulators
- Exploring the relationships between identity and culture, the natural world, and resource development
- Sharing best practices for engaging Indigenous youth within the natural resource sector
- Improving understandings of Aboriginal and treaty rights, Free Prior and Informed Consent, and the Duty to Consult
- Exploring strategies for developing collaborative relationships within the natural resource sector

Why Sponsor this Event?

Effectively engaging with Indigenous youth will help to ensure they receive meaningful outcomes from resource development alongside industry, and that their interests and concerns are genuinely addressed. This event will contribute to the development of a mutually-beneficial, equitable approach to resource development that reduces uncertainty and economic risk over the coming decades.

By sponsoring this event, you will be supporting a multi-directional dialogue with Indigenous youth leaders from across Canada. You will help facilitate a greater understanding and appreciation of the challenges, constraints, and opportunities facing the different groups involved in, or affected by, the resource sector. Ultimately, your organization will be seen as a leader in ensuring all parties are better positioned to work collaboratively toward a common vision for Canada's natural resource sector.

You will also be integral to the Summit's success as, without your support, this event cannot happen to its full potential. Your sponsorship is key to ensuring contributions from key thought-leaders, speakers, and youth participants from remote Indigenous communities—a critical piece of the learning that will take place over the course of the two-day event.

Your support will also go towards producing a short post-event briefing. This document will be made available to Summit attendees as well as members of the Centre for the North and the Council on Corporate Aboriginal Relations, and will be posted to The Conference Board e-Library. You will be recognized in this briefing for your contribution.

Opportunity to Support Indigenous Youth Participation

Key objectives of this event are to provide a unique educational experience and contribute to the capacity development of Indigenous youth from across the country. As such, for the first-time ever, the Conference Board of Canada has created an opportunity for sponsors to directly fund and support the participation of youth. This will cover registration fees, travel, incidentals, and accommodations.

Working with the Conference Board's Expert Conference Team

As for all our sponsored events, the Conference Board will identify the major themes of the program, session topics, and individual speakers and keynotes. Additionally, we will recruit, confirm, and brief all speakers and liaise with them prior to and after the event. We will market the Summit, which includes the production of all online and offline marketing materials, and the development of an extensive marketing campaign to reach our database of over 130,000 of Canada's top leaders from across the public, private, Indigenous, and not-for-profit sectors. We will also work with our extensive list of marketing and media partners to reach additional key contacts.

The Executive Program Developer for this event is:

Stefan Fournier

Senior Manager, Northern and Aboriginal Policy

The Conference Board of Canada

Phone: 613-526-3090 ext. 449 Email: stefan.fournier@conferenceboard.ca

Sponsorship Options

All sponsorship packages include logo recognition in all event marketing, including web, email, social media, direct, and on-site marketing, and all sponsoring organizations will be profiled by logo at the event, in addition to the benefits listed below and in the matrix that follows.

Partner Sponsors

Partner Sponsors receive maximum recognition and profile throughout the Summit development and marketing process. It's a great way to show leadership, build relationships, and demonstrate that your organization is attuned to the top issues.

Title Sponsors

Title Sponsors are recognized as major event sponsors. You can invite your clients and key personnel, influence the Summit agenda, and speak at the event.

Participating Sponsors

Participating Sponsors receive exposure in all pre-event and on-site marketing activities, and are afforded a speaking opportunity.

Function Sponsors

Function sponsors receive maximum exposure as the exclusive Summit sponsor. You can choose to be associated with a VIP dinner, luncheon, or networking breaks, or host a hot pre-Summit breakfast and invite your key clients and partners to attend.

Mobile Website Sponsors

Mobile Website Sponsors are recognized as the exclusive provider of the Summit's mobile website. Mobile websites provide details of the event, including the agenda, handouts, list of participants, speaker biographies, and venue information in a mobile-friendly format. Sponsors receive maximum recognition through a corporate logo and a mobile banner that links directly to your website.

e-Proceedings Sponsors

e-Proceedings Sponsors are recognized as the exclusive provider of the Summit's recorded audio-visual archives of the presentations made at the event, which are synchronized directly with the PowerPoint slides. e-Proceedings remain on the Conference Board e-Library, giving your organization profile for years to come.

Exhibiting Sponsors

Exhibiting Sponsors receive increased visibility by interacting with Summit delegates during networking and luncheon breaks. Display your marketing materials and invite your network to attend the Summit at your special sponsor rate.

Badge Lanyard Sponsors

Badge Lanyard Sponsors are recognized by corporate name and logo, featured on badge lanyard neck straps for all participants.

Indigenous Youth Sponsor

Indigenous Youth Sponsors are critical to ensuring meaningful participation on the part of Indigenous youth from across the country. Sponsorship goes directly towards covering the registration fee, travel, accommodations, and incidentals for youth to attend the event. Please note that the cost of having one youth attend could be as much as \$5,000 depending upon where they reside. We are committed to ensuring that the sponsorship dollars in this category go directly toward supporting as many youth as possible.

Sponsorship Benefits

Sponsorship Benefits	Champion* \$100,000	Partner** \$50,000	Title*** \$25,000	Participating \$15,000	Function \$10,000	Mobile Website \$10,000	e-Proceedings \$7,500	Exhibiting \$5,000	Youth**** \$5,000	Lanyard \$3,500
Sponsor Indigenous youth participation	■	■	■						■	
Speaking position at the event	Youth Lead	Keynote	Prominent	■						
Sponsorship recognition in all event marketing, including web, e-mail, social media, direct, and on-site marketing	■	■	■	■	■	■	■	■	■	■
Corporate profile displayed on the event 'Sponsors and Partners' webpage	■	■	■	■	■	■	■	■	■	■
On-site exhibit display opportunity	■	■	■	■	■	■	■	■		
Summit admissions	6	6	4	2	2	2	1	1		
A special registration fee for clients and key contacts	■	■	■	■	■	■	■	■	■	■
A branded reception at the event	■	■								
A branded function of your choice at the event					■					
Opportunity for an optional pre- or post-Summit workshop or online webinar (included in fee)	■	■	■							
Opportunity for an optional pre- or post-Summit workshop or online webinar (for an additional fee)				■	■	■	■	■	■	■
A custom e-mail to promote your sponsorship of the Summit	■	■	■	■	■	■	■	■	■	■

* The Champion Sponsor will be recognized as the lead for the Indigenous youth component of the event. \$50,000 will go directly towards paying for Indigenous youth participation.

** \$25,000 will go directly towards Indigenous youth participation

*** \$10,000 will go directly towards Indigenous youth participation

**** \$5,000 will go directly towards Indigenous youth participation (this will cover all expenses for a minimum of one Indigenous youth to attend)

For more information or to discuss your Summit sponsorship needs, contact:
Stefan Fournier by phone at 613-526-3090 ext.449 or by e-mail at stefan.fournier@conferenceboard.ca.

Insights. Understanding. Impact.

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