



2023 Innovation Week Sponsorship Opportunities

OCTOBER 31 - NOVEMBER 2



Purpose

To enable a thriving innovation-driven economy in Newfoundland and Labrador.

Vision

To become the most sought-after Canadian tech eco-system, globally recognized for its collaborative community, diversity, and quality of life.

Strategic Priorities



Business Growth
Services



A collective influential
voice to the tech sector in
newfoundland and
labrador



Visibility



2023 - 2024

Sponsorship Opportunities

For companies and organizations aligned with techNL's vision and purpose, sponsorship presents opportunities that combine support for our collective mission with promotion for your business.

techNL sponsorship opportunities offer a range of benefits, including increased visibility, industry engagement, and a platform to showcase your alignment with the overarching vision of the technology sector in Newfoundland and Labrador.

For more information on the available options throughout Innovation Week, please take a moment to review the information in this package.

Innovation Week

Main Sponsors

| BENEFITS | PLATINUM \$10,000 (1) | GOLD \$6,500 | SILVER \$4,000 |
|---|-----------------------------|-------------------------|-------------------|
| Prominent pop up banner signage displayed throughout the week and at the opening event | ✓ | ✓ | ✓ |
| Complimentary tickets to attend the event (1 table) | 8 | 6 | 4 |
| Company logo and description listed on Innovation Week website event page | ✓ | ✓ | ✓ |
| Company logo included on <i>Innovation Week</i> promo image to be distributed on all techNL social media channels and in the e-newsletter | ✓ | | |
| Company recognized in official press release | ✓ | | |
| Social media post highlighting your company on its own | 3 | 2 | 1 |
| Company video to be played during an appropriate session | ✓ | | |
| 2 minute speaking opportunity | At media launch event | throughout IW sessions* | |
| Inclusion in the student event | ✓ | ✓ | ✓ |
| Sponsorship recognized in power point and announced at event | ✓ | ✓ | ✓ |

Innovation Week

Additional Options

| BENEFITS | \$6,000 | \$4,000 | \$1,000 |
|--|------------------------|--|--|
| Lunch Break Sponsor | ✔ | | |
| <ul style="list-style-type: none"> - 2 minute speaking opportunity - Prominent pop-up banner displayed in catering area - Recognition in power point and announced at event - Logo & description listed on Innovation Week website event page - One social media post highlighting company on its own | Day 1 = \$6,000 | | |
| Coffee Break Sponsor | | ✔ | |
| <ul style="list-style-type: none"> - Prominent pop-up banner signage displayed in coffee break area - Company assets displayed at coffee stations - Recognition in power point and announced at event - Logo & description listed on <i>Innovation Week</i> website event page | | Day 1 = \$4,000 Day 2 = \$4,000 | |
| Wifi Sponsor | | | ✔ |
| <ul style="list-style-type: none"> - Company assets displayed throughout lobby - Recognition in power point and announced at event - Logo & description listed on <i>Innovation Week</i> website event page | | | Day 1 = \$4,000 Day 2 = \$4,000 |



Innovation Week

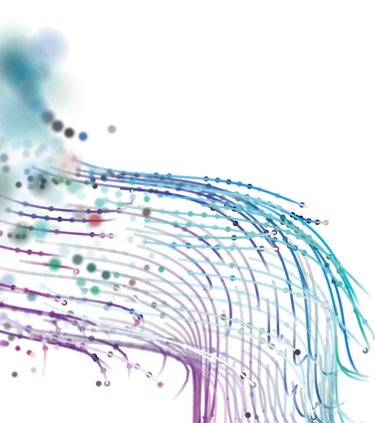
Breakout Sessions

This year, Innovation Week will be hosting breakout sessions with potential topics such as sales, Ai, raising capital, operations, etc.

The cost of sponsoring each session is \$6,000 with benefits detailed below.

More information will be released soon. If you do have questions, please reach out.

| BENEFITS | Breakout Session |
|---|---|
| Prominent pop-up banner signage and company assets displayed in session room |  |
| Logo & description listed on <i>Innovation Week</i> Website |  |
| Social media post highlighting your organization as the session sponsor |  |
| 2 complimentary seats for your company to attend the session |  |





INNOVATION WEEK

STUDENT NETWORKING EVENT

NOVEMBER 1



Innovation Week

Student Networking Event

Wednesday, November 1

| BENEFITS | PLATINUM 6,000 | GOLD \$3,000 | SILVER \$1,500 |
|--|-------------------|-----------------|-------------------|
| 2 minute speaking opportunity | ✓ | | |
| Prominent pop up banner signage displayed | ✓ | ✓ | ✓ |
| Company logo and description listed on event webpage | ✓ | ✓ | ✓ |
| Company logo included on promo image to be distributed on techNL social media channels and in the e-newsletter | ✓ | | |
| Company recognized in official press release | ✓ | | |
| Social media post highlighting your company on its own | 3 | 2 | 1 |
| Company video to be played during event | ✓ | ✓ | |
| Sponsorship recognized in power point and announced at event | ✓ | ✓ | ✓ |



INNOVATION WEEK
INDUSTRY AWARD
SOCIAL NETWORKING EVENT

NOVEMBER 2





Innovation Week

Industry Award Social Networking Event

Thursday, November 2

| BENEFITS | PLATINUM \$4,000 (1) | GOLD \$3,000 (2-4) | SILVER \$2,000 |
|--|----------------------------|--------------------------|-------------------|
| Prominent pop up banner signage displayed at the event | ✓ | ✓ | ✓ |
| Complimentary tickets to attend the event (1 table) | 6 | 4 | 2 |
| Company logo and description listed on techNL website event page | ✓ | ✓ | ✓ |
| Logo included on Industry Awards promo image to be displayed on techNL social media channels and the weekly e-newsletter | ✓ | ✓ | ✓ |
| One social media post highlighting your company on its own | 3 | 2 | 1 |
| Short video to be played at ceremony | ✓ | ✓ | |
| 2 minute speaking opportunity | ✓ | | |
| Company recognized in press release | ✓ | | |
| Participate in presenting Tech Company of the Year award (together with the award sponsor) | ✓ | | |





INNOVATION WEEK INDUSTRY AWARDS

NOVEMBER 2

\$4,000 PER AWARD





TECH COMPANY OF THE YEAR

WOMEN IN TECH ADVOCATE

CHAMPION OF YOUTH

COMMUNITY LEADERSHIP

START-UP OF THE YEAR





Innovation Week

Industry Awards

Thursday, November 2

| BENEFITS | Tech Company of the Year Award | Women in Tech Advocate Award | Champion of Youth Award | Community Leadership Award | Startup of the Year Award |
|--|---------------------------------------|-------------------------------------|--------------------------------|-----------------------------------|----------------------------------|
| Naming rights for award | ✓ | ✓ | ✓ | ✓ | ✓ |
| 2 complimentary tickets to attend award ceremony | ✓ | ✓ | ✓ | ✓ | ✓ |
| Company logo and description listed on techNL website event page | ✓ | ✓ | ✓ | ✓ | ✓ |
| Company representative to present award onstage during ceremony | ✓ | ✓ | ✓ | ✓ | ✓ |
| Sponsorship recognized in power point and announced at event | ✓ | ✓ | ✓ | ✓ | ✓ |
| Company name included on the award winner announcement social media post | ✓ | ✓ | ✓ | ✓ | ✓ |

\$4,000 per award





Please note: this is a general guideline for techNL sponsorship opportunities.

We encourage you to reach out with any thoughts, ideas, and questions.

We are happy to work with your organization to hear ideas on suggested events, speaker series, and ways that we can partner with our members.

For more information contact:

e: regan@technl.ca

