



2024 Innovation Week

Sponsorship Opportunities

about techNL

techNL is a not-for-profit membership association that enables a thriving innovation-driven economy in Newfoundland and Labrador. techNL provides visibility, business growth services and a collective influential voice to the tech sector in Newfoundland and Labrador with a vision to make Newfoundland and Labrador the most sought-after Canadian tech ecosystem, globally recognized for its collaborative community, diversity and quality of life.

A key focus on business growth includes programs and services to support talent pipeline expansion, member connections, digital transformation and ecosystem development in Newfoundland and Labrador.

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

innovation week

about innovation week

innovation week is newfoundland and labrador's largest annual tech conference, designed to inform, captivate, and elevate techNL members, partners, stakeholders, students, and valued sector members.

the event fosters growth opportunities for the techNL community by enhancing connections to expertise, funding, capital for scaling, customers, partners, and increased visibility.

innovation Week features expert speakers, breakout sessions, investor one-on-ones, exhibitions, pitches, networking events, and more. It highlights the achievements of techNL member companies, showcases sector success, and provides opportunities for learning, connection, and growth.

why sponsor innovation week

sponsoring innovation week offers several benefits for your organization including enhanced visibility, networking opportunities, and connection to sector leaders, experts, and top talent.

position your company as a sector leader with a crucial role in the development and growth of the tech sector in newfoundland and labrador.

sponsor benefits in numbers



500+ guests
attend in-person



250,000+ social media
accounts reached
within 30 days



30 media hits

innovation week

previous sponsors include...



day one: learn	
	launch event
	expert speaker
	networking break - coffee
	expert panel discussion on raising capital
	luncheon with speaker
	practical working sessions
	tech fest
day two: collaborate	
	sunrise hike
	expert keynote
	tech company exhibits: the latest and greatest tech
	networking break - coffee
	cross-sector tech market
	cross-sector tech market social
day three: celebrate	
	networking for students + tech company exhibits
	pre-award refreshments
	tech industry awards ceremony
	tech industry awards ceremony social

overview

we welcome innovative approaches to sponsorship. if you have a creative idea, let's talk!

sponsor of	fee
major sponsorship - platinum	\$ 10,000
major sponsorship - gold	\$ 6,500
major sponsorship - silver	\$ 4,000
expert speakers - keynotes and panel options	\$ 5,000
food and refreshment breaks - lunch	\$ 5,000
food and refreshment breaks - coffee	\$ 3,000
food and refreshment breaks - other	\$ 1,000
practical working sessions - 4 options	\$ 4,000
cross-sector tech market - platinum	\$ 7,500
cross-sector tech market - gold	\$ 5,000
cross-sector tech market - silver	\$ 2,500
student networking event - platinum	\$ 6,000
student networking event - gold	\$ 4,000
student networking event - silver	\$ 2,000
industry awards - 5 options	\$ 4,000
industry award ceremony + networking social - platinum	\$ 7,500
industry award ceremony + networking social - gold	\$ 5,000
industry award ceremony + networking social - silver	\$ 2,500
additional options	
vip investor-startup networking	\$ 5,000
physical space	\$ 500 - \$ 3,000
evening networking socials	let's talk
virtual space	let's talk

major sponsorship

innovation week

date: 1-3 october 2024

where: st. john's convention centre

why: connect directly with the tech sector and increase your visibility with discounted tickets, premium speaking opportunities, and key logo placement.

benefits	platinum \$ 10,000	gold \$ 6,500	silver \$ 4,000
company logo featured on main promotional image			
company recognized in the official press release			
2-min speaking opportunity (during the <i>high-profile media launch</i>)			
2-min company video to be played during an appropriate session (to be pre-determined by techNL)			
2-min speaking opportunity during an appropriate session (to be pre-determined by techNL)			
interactive engagement table/booth at event			
pop-up banner signage displayed			
recognition on slideshow at the event			
social media post(s) highlighting your company			
company logo and description listed on techNL website event page and in powerpoint slides at the event	large	medium	small
complimentary tickets to attend	6	4	2

expert speakers

innovation week

date: 1-2 october 2024

where: st. john's convention centre

why: exclusive opportunities to interact with the keynote speaker, including potential private meetings or events, and the opportunity to introduce the keynote on stage.

benefits	expert panel \$7,500	expert keynotes \$ 5,000
on stage introduction of the speaker(s) during their session		
opportunity for private meeting with speakers and potential vip event (dependent on availability)		
pop-up banner signage displayed		
recognition on slideshow at the event		
social media post(s) highlighting your company		
company logo and description listed on techNL website event page and in powerpoint slides at the event		
complimentary tickets to attend the keynote session	2	2

food and refreshment breaks

innovation week

date: 1-3 october 2024

where: st. john's convention centre

why: promote your business to a captive audience during one of our lunches or coffee breaks via speaking opportunities, swag, banners, and more. Sponsor a custom food or drink option to make your business stand out. other options can include sponsorship of an artisan barista, a smoothie bar, energy bites, etc. let's talk!

benefits	lunch \$ 5,000	coffee break \$ 3,000	other options \$ 1,500
2-min company video to be played prior to sponsored break			
2-min speaking opportunity prior to sponsored break			
company-branded assets to be given out during break (optional if sponsor provides)			
pop-up banner signage displayed			
company logo and description listed on techNL website event page and in powerpoint slides at the event			
social media post highlighting your company			

practical working sessions

innovation week

date: 1-2 october 2024
 where: st. john's convention centre

why: tailor your sponsorship to your ideal audience within the tech sector by supporting one of our specialized working sessions. these expert-led practical working sessions will concentrate on skill-building based on pre-identified sectorial challenges and opportunities.

session A) generative ai in software development:
 how it's changing the game for juniors and seniors alike (featuring local senior devs)

session B) technical sales and partnerships:
 how to grow your customer base and revenue in a rapidly changing landscape (featuring senior sales/partnerships experts)

session C) tba

session D) tba

benefits	\$5,000 per session
2-min speaking opportunity during the sponsored session	
company logo on digital screen outside the breakout room	
pop-up banner signage displayed	
company logo and description listed on techNL website event page and in powerpoint slides	
social media post highlighting your company	

cross-sector tech market

+ networking social

date: 2 october 2024

where: st. john's convention centre

why: the cross-sector tech market is an opportunity to support a dynamic, pitching platform for innovative, diverse, and visionary technology creators. creators will present their services and solutions aimed at driving digital transformation across various sectors. sectors in the audience include mining, defence, healthcare, energy, and more.

benefits	platinum \$7,500	gold \$ 5,000	silver \$ 2,500
naming rights for the event			
company logo featured on a main promotional image			
company recognized in the official press release			
2-min speaking opportunity during the opening of ceremony			
company video to be played during award ceremony			
pop-up banner signage displayed			
social media post highlighting your company			
company logo and description listed on techNL website event page and in powerpoint slides at the event	large	medium	small
complimentary tickets to attend	6	4	2

student networking event

date: 3 october 2024

where: st. john's convention centre

why: connect with more than 250 post-secondary students and more than 20 tech employers directly by supporting our massive student networking event!

benefits	platinum \$ 6,000	gold \$4,000	silver \$ 2,000
naming rights ie. student networking event sponsored by [company name]			
2-min speaking opportunity			
company recognized in the official press release			
1-min company video to be played at the beginning of the session			
company-branded assets to be given out at event <i>(optional if sponsor provides)</i>			
pop-up banner signage displayed			
social media post highlighting your company			
company logo and description listed on techNL website event page and in powerpoint slides at the event	large	medium	small
connect with 250+ students from a variety of fields <i>(marketing, computer science, software development, and more)</i>			

student networking event 2023

connect with more than 250 post-secondary students and more than 20 tech employers directly by supporting our massive student networking event! see the pictures from last year:



industry awards

date: 3 october 2024

where: st. john's convention centre

why: the techNL industry awards showcase and celebrate the incredible achievements of tech companies and innovators in the newfoundland and labrador tech sector. recognize these trailblazers during innovation week to celebrate their success, inspire others, and foster a sense of community within the tech sector.

a w a r d A) equity diversity inclusion advocate

a w a r d B) champion of youth

a w a r d C) community builder

a w a r d D) startup of the year

a w a r d E) tech company of the year

benefits	\$4,000
naming rights for award	
2 complimentary tickets to attend	
company representative to present the award onstage	
pop-up banner signage displayed	
company logo and description listed on techNL website event page and in powerpoint slides at the event	
social media post highlighting your company	
demonstrate your commitment to the industry and be associated with the most celebratory energy of the week	

industry award ceremony

+ networking social

date: 3 october 2024

where: st. john's convention centre

why: make a splash this innovation week by helping the tech sector celebrate its best and brightest at the annual techNL industry awards ceremony!

benefits	platinum \$7,500	gold \$ 5,000	silver \$ 2,500
naming rights for the event			
company logo featured on a main promotional image			
company recognized in the official press release			
2-min speaking opportunity during the opening of ceremony			
company video to be played during award ceremony			
pop-up banner signage displayed			
social media post highlighting your company			
company logo and description listed on techNL website event page and in powerpoint slides at the event	large	medium	small
complimentary tickets to attend	6	4	2

additional opportunities

innovation week

if the options listed above do not suit your position, check out the additional opportunities on the following pages, priced specifically for the startup community!

reach out to dwayne@technl.ca for more details.

please note that if you have any ideas, we would love to hear them and collaborate with you to make something happen.

get creative!

benefits may include:

- company name associated with item sponsored
- pop-up banner signage displayed
- company logo and description listed on techNL website event page and in powerpoint slides at the event
- social media post highlighting your company
- company-branded assets to be given out at event (*optional if sponsor provides*)
- among others

evening networking socials

date: 30 september - 3 october 2024

why: everyone knows the real conversations happen after the conference. make your business known by supporting one of our many socials throughout innovation week.

evening networking social sponsorship options include:

- food/drink at a social
- transportation (cabs, uber)
- local musicians
- and so much more - reach out!

vip investor-startup networking

why:

- sponsor some of the most impactful conversations at innovation week - when curated discussions will take place between local tech companies and private investors (VCs, etc.)

vip investor-startup networking sponsorship options include:

- naming rights
- access to VIPs and investors
- logo/pop-up banner placement

physical space

date: 30 september - 3 october 2024

where: st. john's convention centre

why: hundreds of people will be joining us in-person for IW, share your values by sponsoring one of the physical spaces and amenities on site at the conference.

options include:

- lounge area \$ 500
- a smoothie bar, custom food option, an artistic barista \$ 500
- internet \$ 750
- quiet meeting space \$ 850
- charging stations \$ 1,000
- headshot station \$ 2,500
- one-on-one meetings (investors + startups) \$ 3,000

virtual space

why: connect with all of newfoundland and labrador by having your brand responsible for extending IW's reach across the province.

options include:

- flight discounts
- event livestreams
- and so much more - reach out!

thank you!

please note

These options are given as a general guideline and we encourage you to reach out with thoughts, ideas, and questions. We are happy to work with your organization to hear suggested benefits, speakers, events, along with additional ways that we can partner with our member companies.

e: dwayne@technl.ca
w: technl.ca
