

Xcelerate Summit

October 25th & 26th, 2017

Invitation to Sponsor

PURPOSE:

Xcelerate Summit promises to deliver two days of meaningful and practical content, networking and business connection opportunities to celebrate and business owners and employers across South Central Ontario.

AUDIENCE:

The target audience is prospective and current local business owners/entrepreneurs across all sectors from South Central Ontario and surrounding communities. Employee size will vary from 0-100 employees. Events will either contain content that would be relevant across the entire target audience or be broken out into segments to target owners in specific stages of business operation and/or employee size.

EVENT SCHEDULE:

Day One and Two of Xcelerate Summit will see two knowledgeable keynote speakers, in depth panel speakers, and rounds of breakout sessions designed to provide up to date information and content on a micro and macro scale.

Wednesday, October 25th – Operations & Innovations

Time: 8:00 a.m. – 4:00 p.m.

Location: Georgian College, Barrie Campus

Participation Fee: \$100.00 Target Audience: 150-200

Event Details:



Kicking off Xcelerate Summit with opening keynote, Eric Termuende, who is on a mission to change the way we talk about work and get fulfillment from it. An author, speaker, and entrepreneur, Eric is co-founder of NoW Innovations, and Lead Content Strategist for True Calling Canada. He travels the world talking about the future of work and multiple generations in the workplace.

Thursday October 26th – Sales & Marketing

Time: 8:00 a.m. – 4:00 p.m.

Location: Georgian College Campus

Participation Fee: \$100 Target Audience: 150-200

Event Details:



Featuring one of the signature pieces of Xcelerate Summit, the President's Panel provides entrepreneurs and employees an inside view of the struggles and triumphs of Presidents and CEOs experiences during their business development. Concluding the Thursday afternoon of Xcelerate Summit will be keynote speaker, Erin Bury, Managing Director at 88 Creative. She has appeared in publications including The New York Times, Forbes, CNN, and Canadian Business, and was named one of Marketing Magazine's top 30 Under 30 marketers. Her claim to fame is being retweeted by Oprah – *twice*.

Social Night featuring Sonic Coalition: Speakers, participants, business owners and sponsors are invited to Kenzington Burger Bar (Downtown Barrie) in celebration of the closing of Xcelerate Summit for an evening of connecting, networking and engagement.

SPONSORSHIP OPPORTUNITIES:

Sponsoring Xcelerate Summit will provide your organization with opportunities for exposure across each day’s events. A variety of opportunities are available to suit your needs:

Summit Sponsor (\$7,000)

- Full conference sponsorship coverage for the duration of the event

Feature Sponsor (\$3,500) – exclusively sponsor one of the following:

- Opening Keynote Speaker: *Eric Termuende*
- Closing Keynote Speaker: *Erin Bury*
- Presidents Panel – **SOLD!**
- Trends Panel – **SOLD!**
- Innovation Alley (Day One)
- Resources Showcase (Day Two) - **SOLD!**

Networking Sponsor – SOLD!

- Exclusive sponsorship of the Social Night

Breakout Sponsor (\$2,500) – 2 out of 4 SOLD!

- Sponsor one of four breakout sessions

Contributing Sponsor (\$1,000)

- Contributing to the conference coverage for the duration of the event

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	Summit Sponsor	Feature Sponsor	Networking Sponsor	Breakout Sponsor	Contributing Sponsor
Amount	\$7,000	\$3,500	\$2,500	\$2,500	\$1,000
Sponsorship Options	Full conference sponsorship coverage for the duration of the event	Sponsor one of the featured elements of the event	Sponsorship coverage of the networking social night	Sponsor one of four breakout series	Contributing to the conference coverage for the duration of the event
Free Registrations	Unlimited	4	3	3	1
Promotion material in swag bags	Add giveaway with swag bags	Add giveaway with swag bags	Add giveaway with swag bags	Add giveaway with swag bags	Add giveaway with swag bags
Delegate program	Full page ad with company logo in program	½ page ad with company logo in program	¼ page ad with company logo in program	¼ page ad with company logo in program	List
Resources Showcase Expo	Table or booth within the Showcase Expo	Table or booth within the Showcase Expo	No	No	No
Place their own banners	Banner displayed or podium sign	Banner displayed or podium sign	Banner displayed or podium sign	Banner displayed or podium sign	No

	Summit Sponsor	Feature Sponsor	Networking Sponsor	Breakout Sponsor	Contributing Sponsor
Public recognition from podium OR introducing sponsored component	Recognition from podium at all events as Summit Sponsor AND 2-3 minute company introduction during remarks at opening ceremony	Recognition from podium during transition to sponsored element as Feature Sponsor	Recognized at opportunities as the Networking Sponsor	Recognized at Breakout Series as the series sponsor	No
Signage (Logo displayed during sponsored activity)	Logo on sponsor recognition slide with others for the duration of the event with a single page slide with company tagline and website	Logo on sponsor recognition slide with others during the element presentation with a single slide with tagline/website (where applicable)	Logo on sponsor recognition signage and banners	Logo on sponsor recognition signage, banners, and presentations	List
Xcelerate Summit website	Identification as Summit Sponsor on web site, including company logo, 500 character description and link to company website	Identification as element sponsor on website, including company logo, 250 character description and link to company website	Identification as a Networking Sponsor on website, including 140 character description company logo and link to company website (tweet-size caption)	Identification as Breakout Sponsor on website, including 140 character description company logo and link to company website (tweet-size caption)	List
Advertising – Print (grouped and sized proportionally)	Logo included and identified as Summit Sponsor	Logo included	Logo included	Logo Included	No
Social Media (Facebook, Twitter) (proportional based on sponsorship level)	Identification as Summit Sponsor on social media, including company logo, 500 character description and link to company website on Xcelerate Summit Facebook page	Identification as Feature Sponsor of element on social media, including company logo, 250 character description and link to company website on Xcelerate Summit Facebook page	Identification as a Networking sponsor on social media including 140 character description company logo and link to company website on Xcelerate Summit Facebook page	Identification as Breakout Sponsor on social media, including 140 character description company logo and link to company website on Xcelerate Summit Facebook page	Thank you on social media
PR (media) Media coverage opportunities will be pursued in addition to PR opportunities through partner organizations.					



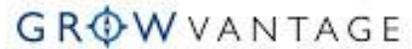
EVENT PARTNERS:

Recognizing the importance of collaboration and the significant level of activity within the community during small business week, this series of events is being planned by key community business service providers. Each of the Xcelerate Summit delivery partners will be bringing financial and/or in-kind resources to support the delivery of the event and as such, will receive recognition as a partner and sponsor where appropriate. The partners are:

BNI Ontario Central North



Grow Vantage



Simcoe County Young Professionals Association



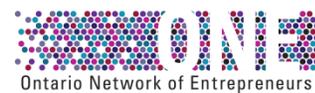
Henry Bernick Entrepreneurship Centre



Barrie Chamber of Commerce



Small Business Centre of Barrie, Simcoe County and Orillia





Sponsor Commitment

Sponsor Organization Name (exact name to be used in promotional materials):

Organization Contact: _____

Email: _____

Organization Address: _____

City: _____ Prov: _____ Postal Code: _____

Telephone: _____ Website: _____

Organization Facebook Page (if applicable): _____

Organization Twitter Handle (if applicable): _____

Sponsorship Commitment:

Summit (\$7,000) Feature (\$3,500) Breakout (\$2,500) Contributing (\$1,000)

Name of Authorizing Officer: _____

Signature of Authorizing Officer: _____

Payment Method:

Credit Card (Visa/MasterCard)* Cheque** Invoice Required

*Credit Card Number: _____

Name on Card: _____

Expiry Date: _____

Signature: _____

**Cheques can be made payable to the Barrie Chamber of Commerce

Sponsor commitment forms can be submitted via email to smallbusiness@barrie.ca

or via mail to:

Xcelerate Summit.co
c/o Small Business Centre
3rd Floor, Barrie City Hall
70 Collier St. P.O. Box 400
Barrie, ON L4M 4T5