



## Working to Scale: Reconciliation, Revitalization, Retention, Regional Transportation, and Revenue Generation in Rural and Remote Contexts

**NOVEMBER 16-18, 2022**

**BEST WESTERN NORTH BAY HOTEL & CONFERENCE CENTRE**



### ABOUT NORTHERN DIRECTIONS

The next Northern Directions Conference is scheduled to be a two-and-a-half-day event on November 16, 17 & 18, 2022. We expect more than 150 people to gather for the in-person proceedings taking place in North Bay, Ontario. With another 50 or more joining online. This year's conference will be held in combination with the annual meeting and conference of the Canadian Rural Revitalization Foundation.

The goal of Northern Directions is to explore evidence-based interventions and policy that will spur growth in the various regions of Northern Ontario. Meetings between the private sector, policy makers, academics, and the public are meant to set priorities for the coming twelve months. Priorities tied to specific actions and assigned to specific actors.

The Northern Directions conference will continue to operate annually. From 2022 forward, however, it will be delivered as a hybrid virtual and in-person conference. A hybrid approach will not only address the lingering results of COVID-19 but also acknowledges the reality of travelling across the vast geography of Northern Ontario. This approach will maximize the diversity of participants and ensure that the findings reflect the needs of our communities.

Each year conference attendees are updated on progress against the prior year's goals. Annual evaluations of investment attraction and economic growth initiatives and the implementation of prior year action items will measure the progress of the project and how successfully our communities are growing.



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# SPONSORSHIP OPPORTUNITIES



## SPONSOR NORTHERN DIRECTIONS

Sponsoring the event puts your business in the centre of the conversation about economic growth and diversification – partnership in this event will bring return to your organization in many ways.

- Showcase your brand to experts and decision-makers across the region
- Identify expansion opportunities for your business
- Strengthen your position as a leader in Northern Ontario
- Connection building across public and private sectors
- Break into southern Ontario markets through participants interested in the success of Northern, Western, and Central Ontario
- Expand your market reach through social media advertising and live streaming

## SPONSORSHIP LEVELS



### PRESENTING SPONSOR \$15,000 - ONE available

The Presenting Sponsor enjoys high visibility and impact alongside important Northern Ontario issues as sessions and discussions are held with attendees.

- "XXX Presents Northern Directions" on all event material
- Digital banner up with logo during event
- Physical banner up during event
- Company signage during event (2 large signs 18" x 24")
- 4 tickets to the event
- Speaking opportunity (15 minutes)
- Display booth at the event
- Large ad in event program
- Opportunity to put branded handout and gift in attendee gift bags
- Sponsorship recognition in Due North e-newsletter and NPI Annual Report
- Sponsorship recognition on NPI website including a link from your logo to your website
- Sponsorship recognition on all NPI social media platforms
- Verbal recognition at event



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## **GOLD EVENT SPONSOR \$5,000 - FOUR available**

Gold Level Event Sponsors enjoy visibility and impact alongside important Northern Ontario issues as sessions and discussions are held with attendees. Sponsors may choose which session or talk they would like to sponsor on a first-come, first-served basis.

- Digital banner up with logo during event
- Company signage during event (1 medium sign 12" x 18")
- 2 tickets to the event
- Speaking opportunity (5 minutes)
- Display booth at the event
- Medium ad in event program
- Opportunity to put branded handout and gift in attendee gift bags
- Sponsorship recognition in Due North e-newsletter and NPI Annual Report
- Sponsorship recognition on NPI website including a link from your logo to your website
- Sponsorship recognition on all NPI social media platforms
- Verbal recognition at event



## **MEAL SPONSOR \$5,000 - FIVE available**

Meal Sponsors enjoy visibility and impact alongside important Northern Ontario issues as sessions and discussions are held with attendees. Sponsors may choose which session or talk they would like to sponsor on a first-come, first-served basis.

- Digital banner up with logo during meal
- Company signage during event (1 medium sign 12" x 18")
- 2 tickets to the event
- Speaking opportunity (5 minutes)
- Display booth at the event
- Medium ad in event program
- Opportunity to put branded handout or gift in attendee gift bags
- Sponsorship recognition in Due North e-newsletter and NPI Annual Report
- Sponsorship recognition on NPI website including a link from your logo to your website
- Sponsorship recognition on all NPI social media platforms
- Verbal recognition at event



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## FIELD TRIP SPONSOR \$2,500 - FOUR available

A Field Trip Sponsorship allows your organization to enjoy visibility and impact while introducing conference attendees to a portion of rural Northern Ontario. The four field trip themes are First Nation innovation, agriculture, protecting the rural environment, and rural transportation. Sponsors may choose which field trip they would like to sponsor on a first-come, first-served basis.

- 1 ticket to the conference
- Display booth at the event
- 1 dedicated spot on the field trip
- An opportunity to make remarks to field trip participants (15 minutes)
- Print recognition in event program
- Opportunity to put branded handout or gift in attendee gift bags or to distribute directly during field trip
- Sponsorship recognition in Due North e-newsletter and NPI Annual Report
- Sponsorship recognition on NPI website including a link from your logo to your website
- Sponsorship recognition on all NPI social media platforms



## STUDENT & YOUTH SPONSOR \$2,000 - FIVE available

A Youth Sponsorship allows 2 registered students (college, university, middle or high school) or any youth (under 25) in career transition to attend Northern Directions for free (reasonable travel, accommodation, and registration all included). Allowing them to build connections, collaborations, and comradery. At Northern Directions 2022, your organization will get recognition on all our platforms and more. NPI is grateful for your support, and we hope to only strengthen this relationship moving forward!

- 1 ticket to the event
- Print recognition in event program
- Opportunity to put branded handout or gift in attendee gift bags
- Sponsorship recognition in Due North e-newsletter and NPI Annual Report
- Sponsorship recognition on NPI website including a link from your logo to your website
- Sponsorship recognition on all NPI social media platforms



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## DISPLAY BOOTH AT EVENT \$350 - TEN available

The Friends of NPI package shows that relationships are built on connections, collaboration, and comradery. At Northern Directions, your organization will get recognition on all our platforms and more. NPI is grateful for your support, and we hope to only strengthen this relationship moving forward!

- 1 ticket to the event
- Print recognition in event program
- Opportunity to put branded handout or gift in attendee gift bags
- Recognition on the event website including a link from your logo to your website
- 3' by 6' display table at the event

Do you have an idea for a unique sponsorship opportunity to meet your needs? Reach out to discuss how we can create a meaningful sponsorship tailored to your business.

## DEADLINE FOR SPONSORS: October 15, 2022

To reserve your sponsorship level, or for more information please contact:

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