



SPONSORSHIP OPPORTUNITIES

MAGNETIC NORTH 2025 CONFERENCE

DECEMBER 3-5, 2025

SUDBURY, ONTARIO

<https://www.northernpolicy.ca/>

ABOUT MAGNETIC NORTH

In the last five years over 4,000 newcomers have moved to various communities in Northern Ontario. That is a great start, but only a start. Magnetic North is an action-oriented event where economic developers, immigration experts, and community leaders come together to take stock of our progress and set priorities for the next 12-18 months. Sustainable, responsible, and necessary population growth is the shared goal of attendees at the bi-annual Magnetic North conference. Making Northern Ontario “magnetic” so people want to visit, study, move, and stay here.

The Conference agenda is a balance between the topics of attraction, retention, and settlement. The fifth Magnetic North Conference will be a one and a half day, **in-person** conference, on December 4-5, 2025, in Sudbury, Ontario. There will also be a pre-conference reception on the evening of Wednesday, December 3rd.

WHY SPONSOR MAGNETIC NORTH?

Support the effort to encourage people to live, work, and raise their families in your community!

- **Close the skills gap – keeping workers here, or recruiting more**
- Strengthen the resilience of Northern Ontario
- Support practical and applied research on current and emerging issues
- Demonstrate your commitment to community building
- Enhance your position as a leader in Northern Ontario
- Help build stronger connections across the public and private sectors
- Ensure evidence and analysis vital to the future of Northern Ontario is publicly available
- Support Northern Ontario's “go-to” think tank
- Sponsorship recognition on all NPI social media platforms



A LA CARTE SPONSORSHIPS

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

OPENING RECEPTION SPONSOR \$3,500 – ONE Available

The Opening Reception Sponsor will welcome participants to the conference, hosting local leaders as they offer opening thoughts for a successful event. Enjoy visibility and impact alongside important Northern Ontario issues and promote your brand while networking with over 150 community and thought leaders from across Northern Ontario, and beyond. You receive:

- Opportunity to speak to attendees (5 minutes) before introducing local leaders and conference hosts.
- Two tickets to the conference.
- Booth Space in the Magnetic North Trade Show.
- Branded signage in the room (including AV screens, where available).
- Branded signage at room entrance.
- Half-page ad in conference program.
- Focused recognition on all NPI social media platforms.
- Focused slide in rolling AV during breaks.
- Recognition on the Magnetic North website including a link from your logo (large) to your website.

LUNCHEON SPONSOR \$3,500 – ONE available

The Luncheon Sponsor gets an opportunity to address attendees before lunch begins. Enjoy visibility alongside important Northern Ontario issues and promote your brand to over 150 community and thought leaders from across Northern Ontario, and beyond. You receive:

- Opportunity to speak to attendees (5 minutes) before lunch service begins.
- Two tickets to the conference.
- Booth Space in the Magnetic North Trade Show.
- Branded signage in the room (including AV screens, where available).
- Branded signage at room entrance.
- Half-page ad in conference program.
- Focused recognition on all NPI social media platforms.
- Focused slide in rolling AV during breaks.
- Recognition on the Magnetic North website including a link from your logo to your website.

SESSION SPONSOR \$1,500 – SEVEN available

With two panels, one bearpit session, three breakout sessions, and a slot for spotlight talks from employers and newcomers, there are lots of opportunities to get your brand in front of conference attendees. Enjoy visibility alongside important Northern Ontario issues and promote your brand to over 150 community and thought leaders from across Northern Ontario, and beyond. You receive:

- Two tickets to the conference.
- Branded signage in the room (including AV screens, where available).
- One-quarter page ad in conference program.
- Focused recognition on all NPI social media platforms.
- Shared slide in rolling AV during breaks.
- Recognition on the Magnetic North website including a link from your logo (medium) to your website.

YOUTH ATTENDEE SPONSOR \$1,000 – ONE available

A Youth Sponsorship allows eight youth (under 30) to attend Magnetic North for free. Allowing them to build connections, collaborations, and comradery. You receive:

- One ticket to the conference.
- One-quarter page ad in conference program.
- Shared recognition on all NPI social media platforms.
- Shared slide in rolling AV during breaks.
- Recognition on the Magnetic North website including a link from your logo (small) to your website.

YOUTH TRAVEL SPONSOR \$1,000 – TWO available

A Youth Travel Sponsorship allows us to offer two \$400 travel subsidies to youth (under 30) to attend Magnetic North. Allowing them to build connections, collaborations, and comradery. You receive:

- One ticket to the conference.
- One-quarter page ad in conference program.
- Shared recognition on all NPI social media platforms.
- Shared slide in rolling AV during breaks.
- Recognition on the Magnetic North website including a link from your logo (small) to your website.



TRADE SHOW \$750 – FIFTEEN available

Promote your organization, business, or community! Trade Show participants get the opportunity to meet face-to-face with conference attendees throughout the day-and-a-half event. With five dedicated networking breaks to allow maximum exposure. This is your chance to connect directly with attendees, build new partnerships, and highlight your role in supporting the growth and resilience of Northern Ontario. You receive:

- Booth Space in the Magnetic North Trade Show.
- One ticket to the event.
- Listed in the event program.
- Mentioned on NPI social media platforms.
- Listed on Magnetic North website with a link to your website.

COFFEE BREAK SPONSOR \$500 – FIVE available

Promote your community or organization during the busiest times of the event – the networking breaks! Enjoy visibility and impact with a promotional sign at the service table and your logo interspersed with key immigrant facts on the large display screens in the main space. You receive:

- One ticket to the conference.
- Half-page ad in conference program shared with other coffee break sponsors.
- Shared recognition on all NPI social media platforms.
- Focused slide in rolling AV during your break.
- Recognition on Magnetic North website, including a link to your website.

FRIENDS OF MAGNETIC NORTH \$250 – TEN available

Help defray the costs of audio-visual services, venue rental, and the travel and accommodation for speakers and volunteers. Generally, show your support for growing the North!

As a friend of Magnetic North, you receive:

- One ticket to the event.
- Half-page ad in the conference program shared with other friends of MN.
- Shared slide in rolling AV during breaks.
- Listed on Magnetic North website with a link to your website.

DEADLINE FOR SPONSORS: November 7th, 2025

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

Paula Haapanen, NPI Vice President

phaapanen@northernpolicy.ca

C: 807 707 2353