

SHAPING *the* FUTURE

Lake Louise, Alberta | Treaty 7
January 28 - 30, 2021

PARTNERSHIP OPPORTUNITIES



ABOUT SHAPING THE FUTURE

Ever Active Schools is hosting the 12th annual Shaping the Future conference from January 28 – 30, 2021.

This year, we expect more than 300 delegates from across Alberta and Canada, 80% of which represent the education sector: teachers, administrators and jurisdiction leaders. The remaining 20% is made up of diverse sectors such as health, active living, corporate, research and recreation.

Shaping the Future inspires, connects and celebrates health and wellness in school communities. Delegates experience four days of learning, networking and collaboration, and leave feeling energized and inspired. The venue is located amidst the Rocky Mountains in Lake Louise, Alberta, where the awe-inspiring outdoor environment breathes life into the event.

Shaping the Future allows you to demonstrate your commitment to the health and wellness of children and youth on a provincial and national stage. A partnership with Ever Active Schools lends weight to the your activities in the areas of mental health, physical literacy, physical activity, healthy eating and overall growth and development. You will gain exposure to delegates from a variety of sectors, who will utilize knowledge and relationships built at the conference to move students towards a prosperous and successful future.

EVER ACTIVE SCHOOLS REACH



Monthly e-newsletter

- 4.8K+ subscribers
- 42% open rate
- 12% click rate



Annual Magazine

- 2.1K+ schools reached
- 400 other stakeholders



www.everactive.org

- 28.6K+ annual visitors



Media releases

- Sent to 5-10 news outlets per event



Instagram

- 725+ followers
- 2.3K+ weekly impressions



Facebook

- 1.5K+ followers
- 1.6K+ weekly post reach



Twitter

- 6K+ followers
- 1.7K+ daily impressions



YouTube

- 1.8K+ subscribers
- 406K+ impressions (2019)

PARTNERSHIP PACKAGES

BANQUET DINNER PARTNER - \$40,000

- Title sponsors for the banquet dinner
- 5 minutes of time to speak at the banquet dinner
- All of the Platinum Partner benefits

PLATINUM PARTNER - \$15,000+

- Half page advertisement in the Healthy Schools Alberta Magazine
- Presenting sponsor; receive two minutes to address the delegates during the conference
- Host content in a pre-conference, workshop or breakout session with delivery assistance from Ever Active Schools
- Complimentary exhibitor table
- Five mentions in the Ever Active Schools monthly e-newsletter
- One social media post on either Twitter, Facebook or Instagram per quarter for one year (4 posts total)
- Listed as a partner in the event media release
- One push notification and three promoted posts in the conference app
- Logo on the conference website, in the program and on venue screen
- Contribute 400 promotional items for delegate giveaways
- Display one banner throughout the conference venue
- Receive two complimentary conference registrations

GOLD PARTNER - \$5,000 - \$14,999

- One mention in the Ever Active Schools e-newsletter
- One social media post on either Twitter, Facebook or Instagram during the month the conference takes place
- One push notification and one promoted post in the conference app
- Listed as a partner in the event media release
- Logo on the conference website, in the program and on venue screen
- Contribute 400 promotional items for delegate giveaways
- Receive two complimentary conference registrations

COMMUNITY PARTNERSHIP OPPORTUNITIES

ALBERTA TEACHER BURSARY PARTNER - \$4,500

- Sponsor 10 Alberta teachers to attend the conference by covering registration costs
- One social media post the month of the event
- Logo on the conference website
- Logo and thank you message displayed during a meal at the event

KEYNOTE SPEAKER PARTNER - \$3,000

- Cover the cost of a keynote speaker at the conference
- One social media post the month of the event
- Logo on the conference website

SNACK BREAK PARTNER - \$2,000

- Supply a snack break for delegates at the conference
- Name and logo on snack tables throughout venue during snack break
- Logo on the conference website

To inquire about our partnership packages, please contact **Jill Carlson**:

Ph: **780.454.4745**

Cell: **780.266.9541**

Email: **jill@everactive.org**

For more about Shaping the Future or Ever Active Schools, see our website:

www.everactive.org

www.everactive.org/stf

The possibility remains that Shaping the Future may be cancelled to adhere to public health recommendations surrounding COVID-19. Should this happen, we will still execute funds to the targeted groups appropriately and would honour your business' exposure through alternate means.