

SHAPING *the* FUTURE

Hybrid: Virtual and Live in
Lake Louise, Calgary and Edmonton

January 17 - 30, 2021

PARTNERSHIP OPPORTUNITIES



UPDATED OCTOBER 2020

ABOUT SHAPING THE FUTURE

Ever Active Schools is hosting the 12th annual Shaping the Future conference from January 17 – 30, 2021.

This year, in the best interest of public health, Shaping the Future will take place as a hybrid model. Through pre-recorded virtual sessions, live virtual workshops and in-person workshops, we aim to reach more than 500 delegates in the education, health, recreation and active living, corporate and research sectors.

Shaping the Future inspires, connects and celebrates health and wellness in school communities. Delegates experience multiple days of learning, networking and collaboration, and they leave feeling energized and inspired. The in-person venues are located amidst the Rocky Mountains in Lake Louise, in cowboy country in Calgary, and in Alberta's capital city of Edmonton.

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 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

as of May 2020



Monthly e-newsletter

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



Instagram

- 725+ followers
- 2.3K+ weekly impressions



Annual Magazine

- 2.1K+ schools reached
- 400 other stakeholders



Facebook

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



www.everactive.org

- 28.6K+ annual visitors



Twitter

- 6K+ followers
- 1.7K+ daily impressions



Media releases

- Sent to 5-10 news outlets per event



YouTube

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

PARTNERSHIP PACKAGES

PLATINUM PARTNER - \$15,000+

- Half page advertisement in the Healthy Schools Alberta Magazine
- Host content in a pre-recorded concurrent session or an interactive workshop, with delivery assistance from Ever Active Schools
- Complimentary virtual 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)
- One push notification and three promoted posts in the conference app
- Logo on top scrolling banner, home page and sponsor page of virtual conference site
- Contribute 400 promotional items for virtual giveaways
- Receive two complimentary conference registrations
- Upload sponsor video and other content to sponsor page on virtual platform

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
- Logo on top scrolling banner, home page and sponsor page of virtual conference site
- Contribute 400 promotional items for virtual giveaways
- Receive two complimentary conference registrations

ALBERTA TEACHER BURSARY PARTNER - \$4,500

- Sponsor 45 Alberta teachers to attend the virtual conference by covering registration costs
- One social media post the month of the event
- Logo on the conference website
- Logo displayed on the conference platform

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

To inquire about partnership opportunities, please contact us:

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