



# SHAPING *the* FUTURE 2025

January 30 - February 01  
Lake Louise, Alberta

Partnership Opportunities



A sense of belonging and connectedness at school has a profound impact on the health and well-being of young people. Next to family attachment, it can be the most important protective factor in their lives, and the benefits can persist through adulthood. For many, schools are places where healthy behaviours are learned, modelled and practiced. Schools are gathering places and hubs of the community.

**Schools make a difference in the well-being of youth, and with your support, we can make a difference in schools.**

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## ABOUT SHAPING *the* FUTURE

Ever Active Schools is hosting the 16th annual Shaping the Future conference from January 30 - February 1, 2025 in beautiful Lake Louise, Alberta on Treaty 7 territory.

Educators, health and wellness professionals and researchers experience multiple days of learning, networking and collaboration in a setting that mimics that of a healthy school community. They leave feeling energized and inspired to implement their newfound knowledge for the benefit of the children and youth they work with.

At Shaping the Future, we explore topics such as:

- Equity, Access & Inclusion
- Mental Well-being
- Outdoor Learning
- Physical Activity
- School Leadership
- Sexual Health
- Wellness in Post-Secondary Education
- Youth Leadership

A partnership with Ever Active Schools lends weight to your commitment to these areas and gives our delegates the opportunity to make real change in the lives of children and youth. Over the past three years, an average of 450 delegates have attended the conference annually.

# SHAPING *the* FUTURE 2024

## EVENT SUMMARY REPORT

**394**

*total attendees*

**67%**

*support Indigenous Youth through their work*

**43%**

*support newcomer youth through their work*

**51%**

*support persons with disabilities through their work*

**67%**

*support girls and women through their work*

**57%**

*support youth from low-income families through their work*

**49%**

*support gender and sexually diverse youth through their work*

**97%**

*of delegates felt more comfortable with how to advance well-being in their school community*

**100%**

*of delegates felt their reasons for attending Shaping the Future were met*

**98%**

*of delegates intended to apply what they learned at Shaping the Future within 6 months*

“The commitment to health and wellness, as well as the location, truly make this conference unique. Shaping the Future is an engaging, memorable, and restorative option for professional development.”

“This is the best conference I’ve ever attended. I loved how you could choose how much or little movement you wanted to incorporate in your day.”

“Loved the conference and so did the entire team. Everyone left feeling rejuvenated and calm. We will be back next year.”

A good mix of practical and theoretical content ... applicable to numerous stakeholders More of the same in Lake Louise next year, please!



# SPONSORSHIP OPPORTUNITIES

## TITLE SPONSOR

**\$50,000**

Attach your name directly to the conference as the title sponsor: *Shaping the Future 2025, presented by [Your Organization]*. Your sponsorship is integral to the event.

\*Includes the benefits of a Platinum partner\*

## BANQUET SPONSOR

**\$25,000**

Host THE social event of the conference: *The [Your Organization] Banquet*. The banquet is an important networking event that allows delegates to form nation-wide connections through an evening of dinner and dancing. Your sponsorship provides a plated meal and live entertainment to encourage a social environment.

\*Includes the benefits of a Platinum partner\*

## PLATINUM PARTNER

**\$20,000+**

- Half page advertisement in the Healthy Schools Alberta Magazine (fall edition)
- Presenting sponsor, receives time to address the delegates during the conference
- Host content in a workshop or breakout session with delivery assistance from Ever Active Schools
- Receive a complimentary exhibitor table
- Five mentions in the Ever Active Schools Electronic Newsletter
- One social media post on either twitter, facebook or instagram per quarter for one year, 4 posts total
- In the conference app send one push notification
- Logo posted on the conference website
- Logo on the conference app
- Logo on the screen at the venue
- Contribute 450 promotional items for delegate giveaways
- Display one banner throughout the conference venue
- Receive two complimentary conference registrations



# SPONSORSHIP OPPORTUNITIES

## GOLD PARTNER

**\$10,000+**

- One mention in the Ever Active Schools electronic newsletter
- One social media post on either Twitter, Facebook or Instagram during the month that the summit takes place
- In the conference app, send one push notification
- Logo posted on the conference website
- Logo in the conference program
- Logo on screen at the venue
- Contribute 450 promotional items for the delegate giveaways
- Receive two complimentary conference registrations

## ALBERTA TEACHER BURSARY PARTNER

**\$4,500**

Sponsor 8 Alberta Teachers to attend the conference by covering registration costs

- One social media post the month of the event
- Logo on conference website

## KEYNOTE SPEAKER PARTNER

**\$3,000**

Cover the cost of one keynote speaker at the conference

- One social media post the month of the event
- Logo on conference website

## SNACK BREAK PARTNER

**\$3,000**

Supply a snack break for delegates at the conference

- Name and logo on snack tables during the snack break
- Logo on conference website

# EVER ACTIVE SCHOOLS'

## IMPACT AND REACH: 2022/2023

we worked directly with

# 460

*schools and community programs*

we worked with

# 146

*partner organizations (health, recreation, research and corporate)*

our programs and services reached

# 284,335

*people this year – an average of 779 per day!*

# 40%

*of our interactions supported one or more of our priority populations:  
Indigenous youth, newcomer youth, youth from low income families, girls and women, gender and sexually diverse youth, and persons with disabilities.*



• 2,358 likes



• 1,793 followers



• 7,235 followers



• 3,027 subscribers



• 639 followers



• 122,161 page views  
• 42,220 visitors



• 11.7K+ newsletter subscribers  
• 4.3 star rating



• 2,800 magazines sent  
• Every school in Alberta reached

# PARTNER WITH US!

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