



# SHAPING *the* FUTURE 2025

January 30 - February 01  
Lake Louise, Alberta

Partnership Opportunities





## TO OUR FUTURE FRIENDS AND SUPPORTERS OF EVER ACTIVE SCHOOLS

I am pleased to reconnect, or perhaps newly connect, with you as key supporters and champions of the work of Ever Active Schools (EAS). EAS as a national charity, designed to create and support healthy schools and communities. But what does that really mean? At the heart of it, we are a dynamic, fast moving and team engaging with schools and communities to provide support to ensure that every child has a chance at a healthy future. We focus on diverse and innovative programming for children and youth, through intentional and researched-backed mentorship and coaching for school and community leaders. EAS also supports community building by delivering leading-edge events that focus on, teaching and learning reconciliation in school communities with Indigenous peoples and partnership building. We take a community development approach to capacity building employing innovative and upstream thinking to improve health and education outcomes for all children and youth.

Our work centres around sustainable support for 6 key priority populations:

- ▶ children and youth from families experiencing low-income and poverty,
- ▶ Indigenous children and youth, children and youth with disabilities,
- ▶ girls and women,
- ▶ newcomer children and youth and
- ▶ gender and sexually diverse youth.

This year, **EAS is hosting the 16th annual Shaping the Future conference** from January 30 - February 1, 2025 in beautiful Lake Louise, Alberta on Treaty 7 territory. We gather teachers, school and district/division leaders, health and wellness professionals, researchers, Indigenous Elders, Knowledge Keepers and wisdom holders, community leaders and programmers, averaging 450 delegates each year. We focus on important topics such as mental well-being, youth leadership, reconciliation and well-being for Indigenous children and youth, physical activity, school leadership, outdoor learning among many other important issues.

We value your commitment to advancing these areas, and strongly believe that a partnership with Ever Active Schools will further these causes important to your organization and create more capacity for our delegates the opportunity to make real change in the lives of children and youth

Thank you for considering supporting Ever Active Schools and Shaping the Future. Please reach out as I'd love to connect.

Take care,



*Brian Torrance*  
Brian Torrance  
Executive Director  
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# SHAPING *the* FUTURE 2024

## EVENT SUMMARY REPORT

# 444

*total attendees*

# 381

*Active Event App Users*

# 84%

*Event App download rate*

# 211,236

*Total Sponsor Impressions through the App*

# 90%

*Announcement Open Rate (22 announcements)*



*(Whova is our event app providing the agenda, updates, map, etc.)*

# 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%

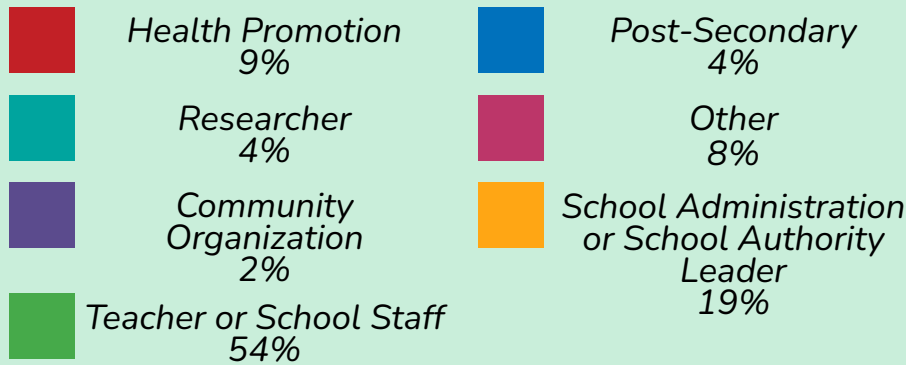
*of delegates intended to apply what they learned at Shaping the Future within 6 months*



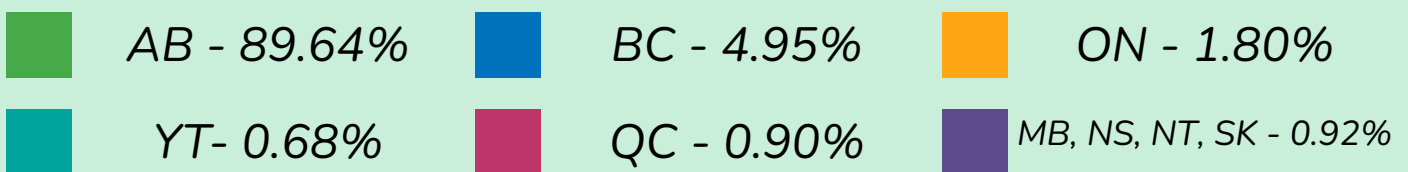
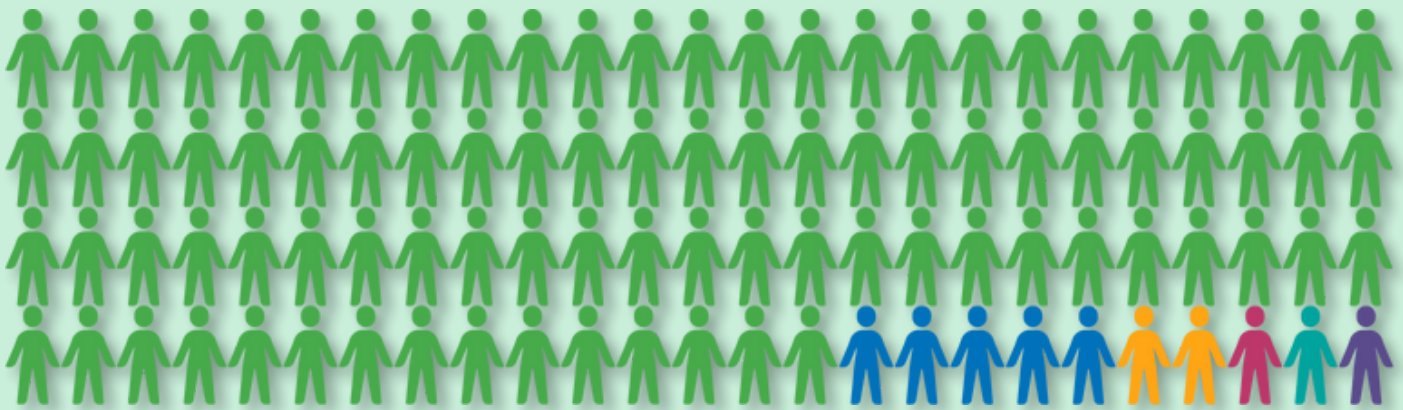
# SHAPING *the* FUTURE 2024

## EVENT SUMMARY REPORT - DEMOGRAPHICS

### Audience Demographic - by Profession



### Audience Demographic - by Province or Territory



“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.”

-Shaping the Future 2024 delegate

# EVER ACTIVE SCHOOLS'

## IMPACT AND REACH: 2023/2024

we worked directly with

# 776

*schools and community programs*

we worked with

# 167

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

our programs and services reached

# 289,844

*people this year – an average of 794 per day!*

# 37%

*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.*



• 2,364 likes



• 1,838 followers



• 7,197 followers



• 3,035 subscribers



• 665 followers



• 222,715 page views  
• 55,529 visitors



• 11.7K+ newsletter subscribers  
• 4.3 star rating



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



# SPONSORSHIP OPPORTUNITIES

## PLATINUM SPONSOR (X1)

**\$20,000+**

- 1/2 Page advertisement in Healthy Schools Alberta Magazine (\$500 value)
- Receive a complimentary exhibitor table with preferred location choice (\$750 value)
- Five mentions in the Ever Active Schools E-News
- One social media post on either X, Facebook or Instagram per quarter for one year, four posts total
- One push notification in the conference app
- Logo posted on conference website, app and venue screen + on delegate nametags
- Opportunity to contribute 500 promotional items for delegate giveaways
- Receive two complimentary conference registrations (\$1,500 value)
- Exclusive conference opening recognition, keynote introduction and time to address delegates during the conference
- Host content in a workshop or breakout session with delivery assistance from Ever Active Schools
- Sponsorship recognition in email and social media promotion
- Conference Wi-Fi password named after your business
- Hotel Accommodation welcome screens with your logo on them

## GOLD SPONSOR (X4)

**\$15,000+**

- 1/3 Page advertisement in Healthy Schools Alberta Magazine (\$330 value)
- Receive a complimentary exhibitor table with preferred location choice (\$750 value)
- Two mentions in the Ever Active Schools E-News
- One social media post on either X, Facebook or Instagram the month of the conference
- One push notification in the conference app
- Logo posted on conference website, app and venue screen
- Opportunity to contribute 500 promotional items for delegate giveaways
- Receive two complimentary conference registrations (\$1,500 value)

## SILVER SPONSOR (X6)

**\$10,000+**

- 1/4 Page advertisement in Healthy Schools Alberta Magazine (\$250 value)
- Receive a complimentary exhibitor table (\$750 value)
- Logo posted on conference website, app and venue screen.
- Opportunity to contribute 500 promotional items for delegate giveaways



# ADDITIONAL SPONSORSHIP OPPORTUNITIES

## SOCIAL SPONSOR (X1)

**\$5,000**

Sponsor the conference dinner reception and social

- Sponsor logo on the conference website
- Sponsor logo on the conference app
- Table toppers provided by the sponsor
- Branded product, provided by the sponsor for each delegate
- Opportunity to speak 2-3 minutes during the meal

## TEACHER BURSARY PARTNER

**\$5,000**

Sponsor four (4) Teachers working in school communities with high percentage of EAS priority population students to attend the conference by covering registration and accommodation costs

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

## KEYNOTE SPEAKER PARTNER

**\$3,000**

Sponsor a keynote speaker

- Sponsorship logo displayed on the conference website
- Sponsor logo displayed on the conference app
- One social media post the month of the event
- Introduce the keynote speaker and speak to delegates or have Ever Active Schools bring greetings on behalf of the sponsor
- Sponsor the keynote Podclass Episode (if applicable)

## SNACK BREAK PARTNER (X3)

**\$2,000**

Supply a snack break for delegates at the conference

- Name and logo on snack tables during the snack break
- Logo on conference website
- Company name listed on agenda as snack break sponsor