

CARBON⁺

| SPONSORSHIP
| OPPORTUNITIES



ABOUT SPARK

SPARK 2019's theme is Carbon Positive. This year we're putting some of the world's best clean-technology innovators and investors under one roof to explore a new way of looking at carbon emissions. It's a conference full of thought-provoking speakers, experiences, and ideas. Discover how we can reduce GHG's, attract investment, and build a more diverse, lower carbon economy in Alberta. How do we do more with what we have, with less impact on the things that matter most? Join us at **Spark 2019: Carbon Positive** to find out.

Register at: ERAlberta.ca/spark-2019

October 28-30, 2019

EDMONTON CONVENTION CENTRE



ABOUT ERA

SPARK 2019 is the second biennial clean tech conference hosted by **Emissions Reduction Alberta (ERA)**.

For 10 years, ERA has been investing the revenues from the carbon price paid by large final emitters to accelerate the development and adoption of innovative clean technology solutions. Since we were established in 2009, we have committed \$572 million toward 164 projects that are helping to reduce GHGs, create competitive industries and are leading to new business opportunities in Alberta.

Learn more at: ERAlberta.ca

WHY SPONSOR?

Sponsorship provides an opportunity to be part of the work our province is doing to reduce GHG emissions and grow Alberta's economy by accelerating the development and adoption of innovative technology solutions. Sponsors of SPARK 2019 will support the delivery of five streams of content focused on the theme of Carbon Positive.

Content streams include:

1. Sharing the Carbon Positive story: Carbon education and community engagement
2. Carbon Positive technology solutions: Building on strengths and creating new business opportunities
3. Beyond technology: Governance, business models, and financing a lower carbon economy
4. Innovative carbon policy and regulations
5. Presenting Lessons Learned and opportunities in carbon technology

SPARK 2017 was a sold-out event with more than 700 registrants. Don't miss your opportunity to get involved in SPARK 2019. For more information and to sponsor SPARK 2019 please contact SPARK2019@buksa.com

SPARK 2019 Sponsorship Prospectus

We are offering an extensive range of benefits. You can choose to sponsor this conference at one of six levels: **Conference Partner**, **Titanium**, **Platinum**, **Gold**, **Silver** or **Bronze**. There are standard benefits under each level as well as elective benefits that you can choose from depending upon your preferences. And if you think there's a better fit in something different, let us know.

OVERVIEW OF SPONSORSHIP OPPORTUNITIES

BENEFITS	CONFERENCE PARTNER \$30,000+	TITANIUM \$20,000	PLATINUM \$15,000	GOLD \$10,000	SILVER \$5,000	BRONZE \$2,500
Complimentary Conference Registrations	8	6	4	3	2	1
Main Stage Speaking Opportunity	✓					
Logo Recognition on website, signage and online communications <i>*size and positioning according to level</i>	✓	✓	✓	✓	✓	✓
Event App Profile	✓	✓	✓	✓	✓	✓
Verbal Acknowledgement	✓	✓	✓	✓	✓	✓
Push Notifications	2	2	1	1		
ERA Newsletter Article	✓	✓				

OPTION TO ADD ONE OF THE FOLLOWING BENEFITS ASSOCIATED WITH YOUR CONFIRMED LEVEL:

Concurrent Stream Sponsor	✓					
Keynote Speaker Sponsor		✓				
Innovation Showcase Title Sponsor		✓				
Sustainability Sponsor			✓			
Reception sponsor			✓			
Registration & Name badge Sponsor			✓			
Meal Sponsor (Breakfast or Lunch)			✓			
Conference App Sponsor				✓		
Refreshment Break Sponsor				✓		
Charging Station Sponsor				✓		
WiFi Sponsor					✓	
Water Station Sponsor					✓	
Lounge Sponsor					✓	

SPONSORSHIP LEVELS

Conference Partner \$30,000+ CDN

1. Eight complimentary full-conference registrations for use by your organization's representatives, who will be recognized with special ribbons on their nametags to clearly identify them as sponsors.
2. Opportunity to provide brief remarks from the main stage.
3. Logo recognition on conference website, select online communications, and select signage at the event. Size and positioning of logos will be according to sponsorship level.
4. Logo and corporate profile published within the conference app.
5. Verbal acknowledgement from the main stage at the conference.
6. Opportunity to prepare 2 push notifications that will be sent to all conference attendees via the conference app. Message to be provided by the sponsor.
7. Opportunity to submit an article (**250 words max.**) to be sent in ERA's regular newsletter prior to the conference. Message to be approved by ERA.

CONCURRENT STREAM SPONSOR

In addition to the benefits listed above, your organization has the opportunity to sponsor one of the conference streams and work with ERA to contribute to the development of the program content for one of the concurrent session streams. This includes title sponsorship recognition for these sessions from the stage, in the program session information and on select signage at the conference. To ensure the programming meets conference objectives, ERA will maintain full control of the program development and the sponsor's involvement.

Titanium Sponsor \$20,000 CDN

1. Six complimentary full-conference registrations for use by your organization's representatives, who will be recognized with special ribbons on their nametags to clearly identify them as sponsors.
2. Logo recognition on conference website, select online communications, and select signage at the event. Size and positioning of logos will be according to sponsorship level.
3. Logo and corporate profile published within the conference app.
4. Verbal acknowledgement from the main stage at the conference.
5. Opportunity to prepare 2 push notifications that will be sent to all conference attendees via the conference app. Message to be provided by the sponsor.
6. Opportunity to submit an article **(250 words max.)** to be sent in ERA's regular newsletter prior to the conference. Message to be approved by ERA.

In addition to the benefits listed above, your organization has the opportunity to be the named sponsor of **one** of the following components of the conference, available on a first come first serve basis:

KEYNOTE SPEAKER SPONSOR

Your organization will have the opportunity to introduce a keynote speaker and to provide brief remarks from the main stage in advance of the presentation. This includes special recognition as the keynote sponsor in the conference app, on select signage and in select online promotional communication.

INNOVATION SHOWCASE TITLE SPONSOR

The Innovation Showcase presents an opportunity for companies and groups to set up interactive displays showcasing new technologies, products and innovations in the clean-tech industry. This immersive experience will create tangible experiences for conference attendees to explore further and strives to enhance the knowledge shared and connections created at the conference. With this opportunity, your organization will be recognized as the title sponsor of the Innovation Showcase from the main stage, on select signage and online conference communications.

**The opportunity to set up a display in the Innovation Showcase is by invitation only. Conference committee will confirm groups participating in the Innovation Showcase.*

Platinum Sponsor \$15,000 CDN

1. Four complimentary full-conference registrations for use by your organization's representatives, who will be recognized with special ribbons on their nametags to clearly identify them as sponsors.
2. Logo recognition on conference website, select online communications, and select signage at the event. Size and positioning of logos will be according to sponsorship level.
3. Logo and corporate profile published within the conference app.
4. Verbal acknowledgement from the main stage at the conference.
5. Opportunity to prepare 1 push notification that will be sent to all conference attendees via the conference app. Message to be provided by the sponsor.

In addition to the benefits listed above, your organization has the opportunity to be the named sponsor of **one** of the following components of the conference, available on a first come first serve basis:

SUSTAINABILITY SPONSOR

SPARK 2019 aims to be a carbon neutral event. Sustainability initiatives will be integrated into all parts of the conference and carbon offset credits will be purchased to offset emissions associated with the event. Demonstrate your commitment to the environment and be recognized as the SPARK 2019 Sustainability Sponsor. With this opportunity, your organization will have direct involvement in the purchase decision for carbon offset credits, to ensure the decision is made in alignment with ERA's and your organization's objectives.

RECEPTION SPONSOR

Your organization will receive special signage and program recognition, a verbal announcement and the opportunity to distribute marketing materials on tables during the Conference Opening Reception on Monday, October 28.

REGISTRATION & NAME BADGE SPONSOR

Your organization will receive branding on the main page of the online conference registration platform, the registration confirmation e-mails, and will be printed on every single conference name badge.

BREAKFAST SPONSOR (TUESDAY OR WEDNESDAY)

Your organization will receive special signage and program recognition, a verbal announcement and the opportunity to distribute marketing materials on tables during a conference breakfast.

LUNCH SPONSOR (TUESDAY OR WEDNESDAY)

Your organization will receive special signage and program recognition, a verbal announcement and the opportunity to distribute marketing materials on tables during a conference lunch.

Gold Sponsor \$10,000 CDN

1. Three complimentary full-conference registrations for use by your organization's representatives, who will be recognized with special ribbons on their nametags to clearly identify them as sponsors.
2. Logo recognition on conference website, select online communications, and select signage at the event. Size and positioning of logos will be according to sponsorship level.
3. Logo and corporate profile published within the conference app.
4. Verbal acknowledgement from the main stage at the conference.
5. Opportunity to prepare 1 push notification that will be sent to all conference attendees via the conference app. Message to be provided by the sponsor.

In addition to the benefits listed above, your organization has the opportunity to be the named sponsor of **one** of the following components of the conference, available on a first come first serve basis:

CONFERENCE APP SPONSOR

We're going digital. A conference app will replace the full printed program and will be used for audience interaction during sessions. Your organization branding will be on the home page of the event app and on signage throughout the event.

REFRESHMENT BREAK SPONSOR

Your organization will receive special signage and program recognition, a verbal announcement and the opportunity to distribute marketing materials on tables during a refreshment break.

CHARGING STATION

Your organization will receive special signage recognition on the charging stations that will be set up around the convention centre. Locations to be determined.

Silver Sponsor \$5,000 CDN

1. Two complimentary full-conference registrations for use by your organization's representatives, who will be recognized with special ribbons on their nametags to clearly identify them as sponsors.
2. Logo recognition on conference website, select online communications, and select signage at the event. Size and positioning of logos will be according to sponsorship level.
3. Logo and corporate profile published within the conference app.
4. Verbal acknowledgement from the main stage at the conference.

In addition to the benefits listed above, your organization has the opportunity to be the named sponsor of **one** of the following components of the conference, available on a first come first serve basis:

WI-FI SPONSOR

Your organization will have the opportunity to create the Wi-Fi password that guests will use throughout the conference. This includes special recognition on select signage and in the conference app.

WATER STATION

Let's keep attendees hydrated. Water stations with your organization branding will be available around the convention centre for delegate access. Delegates will be encouraged to bring their own water bottles to the conference.

LOUNGE SPONSOR

Networking lounges will be set up around the convention centre to help foster connections and relationships and provide a space for attendees to get a little work done. Your organization has the opportunity to brand one of these lounges. Furniture to be provided by the conference; lounge locations to be determined.

Bronze Sponsor \$2,500 CDN

1. One complimentary full-conference registration for use by your organization's representative, who will be recognized with a special ribbon on their nametags to clearly identify them as a sponsor.
2. Logo and corporate profile published within the conference app.
3. Verbal acknowledgement from the main stage at the conference.

HOW DO I BECOME A SPONSOR?

To confirm your interest in sponsorship, and for further information, please contact us at:
SPARK 2019 Conference Secretariat

E-mail: SPARK2019@buksa.com

Phone: 780-436-0983 ext. 223

SPONSORSHIP POLICIES

SPARK 2019 is a conference owned by Emissions Reduction Alberta.

ERA and its service providers will seek out sponsors to support SPARK 2019 and will use these guidelines when entering into sponsorship agreements.

- A.** Sponsorship is a contractual business relationship in which a sponsor provides funds or resources to support the conference and in return receives tangible benefits that may be to their commercial advantage.
- B.** In return for funding to support the conference, sponsors will receive recognition that is set out and defined in a sponsorship agreement. The agreement specifies the financial contribution to the event and the benefits that the sponsor will receive in return.
- C.** Any funds collected to support the conference will only be applied to the conference and not to any other ERA activities.
- D.** No ERA staff and/or service providers engaged in conference sponsorship decisions are involved in grant funding decisions made by either organization.
- E.** The conference program will be planned to address the educational needs of the conference delegates. Content, organization, and financial arrangements are all within the domain of ERA. With exception of the Conference Program Partner, sponsors shall have no influence over program content or choice of speakers.
- F.** In accordance with the benefits assigned to their particular contribution level, sponsors may have the opportunity to introduce speakers. Sponsorship agreements do not provide sponsors an opportunity to direct program content or select speakers.
- G.** Sponsors may organize side events in conjunction with the conference, however such events must be planned with consent of conference organizers and cannot occur concurrently with any aspect of the core conference program.
- H.** Recognition in the conference program, on signage or in verbal form, does not constitute an endorsement of the sponsor's programs or activities.
- I.** All sponsorship contracts shall acknowledge that ERA retains the right of final approval on all promotional material, messages and content related to SPARK 2019.
- J.** ERA will not accept funding from anonymous sponsors. All sponsors will be acknowledged in a way that is appropriate based on their contribution and in accordance with the benefits outlined in their contract.
- K.** Sponsorship payment must be received prior to the conference. Benefits will commence upon receipt of payment.
- L.** ERA retains the right to amend or withdraw from the agreement and provide written notice to that effect.
- M.** Further particulars will be found in the sponsorship agreement.