

2023 CPBI Atlantic Regional Conference

# On the **Border** of Change



## **SPONSORSHIP BOOKLET**

*The Algonquin Resort St. Andrews by-the-Sea, NB*  
**OCTOBER 4-6, 2023**

# On the Border of Change

## 2023 CPBI ATLANTIC CONFERENCE SPONSORSHIP BOOKLET

Hello,

It is said that everything must change. It is also said that the more things change, the more they stay the same. The CPBI Atlantic Regional Conference is back to the amazing Algonquin Resort in beautiful St. Andrews-by-the-Sea, New Brunswick, October 4-6. It is a change from last year's spectacularly successful return to in-person events that we enjoyed so much at Digby Pines, but it's the same great venue that has served us so well a number of times since we began getting together 20 years ago! Our event format has not changed too much...no need to fix what ain't broken...so we're still opening on Wednesday with golf and alternative social activities, continuing through several interesting and informative sessions, closing with a great Friday lunch to be enjoyed on site or taken away. What hasn't changed at all is that we are excited to welcome you among event sponsors, old and new, with opportunities to expand the profile of your organization to an engaged audience of industry professionals. Our in-person conference delegates draw from plan sponsors, provincial government representatives, union leaders, employee benefit plan trustees and service providers, not just from Atlantic Canada but from points across the border including Quebec, Ontario and beyond. And it is said that a change is as good as a rest, so please join us at The Algonquin and just relax!

We know there will be valuable insights to be gained from our distinguished speakers, as well as from networking with peers and clients with a variety of enticing social activities. But don't take my word for it! Past attendees had this to say about the value of our event:

***The CPBI Atlantic Conference continues to provide me with a source of information on emerging trends, new ideas and a network of peers who are working through similar issues. I have had the opportunity to participate in this conference virtually and in person and every experience has been inviting, engaging, timely and relevant to my role in the pension and benefit field. I look forward to attending this conference!***

***Carolyn Roberts, Government of New Brunswick***

Inside this document you will find a comprehensive list of sponsorship choices for 2023. Some options are just the same as last year, but some have been tweaked in ways that we hope will be popular, and some are brand-new. We hope you'll find one to better enable you to maximize your profile and commitment to the Pension, Investment and Benefits industry in Atlantic Canada.

CPBI Atlantic looks forward to continuing (or beginning) a mutually beneficial and satisfying sponsorship partnership with you and your organization. That part is not changing! We certainly hope to see you in person at The Algonquin in October!

Sincerely,



David W. Tutty, Sponsorship Coordinator  
2023 CPBI Atlantic Regional Conference Committee

CPBI Atlantic offers sponsorship confirmation on a first come, first served basis. Confirmations will be accepted in writing by email to [david\\_tutty@manulife.ca](mailto:david_tutty@manulife.ca). An acknowledgement will be sent by return email.

**Email Sponsorship Chair [david\\_tutty@manulife.ca](mailto:david_tutty@manulife.ca) to Confirm Your Sponsorship**

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## SPONSORSHIP LEVELS

DIAMOND	\$20,000	Conference Apparel <b>SOLD</b>
EMERALD	\$15,000 \$15,000	Lobster Dinner & Hotel Key Card (New!) Forum B - Curse of Politics Live Podcast
RUBY	\$10,000 \$10,000	Forum A - Eric Termuende Conference Dinner <b>SOLD</b>
OPAL	\$7,500 \$7,500 \$7,500 \$7,500	Entertainment October 4 - Big Fish <b>SOLD</b> Entertainment October 5 - Drag Show Forum C - Normand Hector Forum D - Atlantic Innovation Panel
PEARL	\$6,500 \$6,500	Alt Activity - Explore St. Andrews: Choose Your Adventure <b>SOLD</b> Wednesday Late Night "On the Border" Networking Social <b>SOLD</b>
TOPAZ	\$5,000 \$5,000 \$5,000 \$5,000	Breakfast - Thursday, Oct. 5 <b>SOLD</b> Lunch - Thursday, Oct. 5 <b>SOLD</b> Breakfast - Friday Oct. 6 <b>SOLD</b> Lunch - Friday, Oct. 6 <b>SOLD</b>
CORAL	\$4,500 \$4,500 \$4,500	Wednesday 6pm Opening Reception <b>SOLD</b> Thursday 6pm Pre-Dinner Reception <b>SOLD</b> CPBI Conference Sociables (New!) <b>SOLD</b>
SAPPHIRE	\$3,500 \$3,500 \$3,500 \$3,500 \$3,500	Wine Sponsor Oct. 4 Lobster Dinner <b>SOLD</b> Wine Sponsor Oct. 5 Conference Dinner <b>SOLD</b> Thursday Late Night NB Social (Passamaquoddy) <b>SOLD</b> Thursday Late Night NB Social (Carleton Rotunda) <b>SOLD</b> Sparkling Water Sponsor <b>SOLD</b>
AMETHYST	\$3,000 \$3,000 \$3,000	Thursday Morning Break (1 left) Thursday Afternoon Break <b>SOLD OUT</b> Friday Morning Break (1 available)
TURQUOISE	\$2,500 \$2,500	Health & Wellness Sponsor Environmental Stewardship Sponsor (3 left)
GOLF	\$6,500 \$3,000	Golf Tournament <b>SOLD</b> Golf Lunch <b>SOLD</b>
JADE	\$1,500	CPBI Atlantic Supporter (unlimited) <b>1 SOLD</b>
MEDIA SPONSORSHIP		

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# On the **Border** of Change

2023 CPBI ATLANTIC CONFERENCE SPONSORSHIP BOOKLET

## CONFERENCE SCHEDULE

**Wednesday, October 4th, 2023**

9:00am	Registration Opens <i>Location: Garden Veranda</i>
9:30am & 10:00am	Shuttles to Golf Course <i>Location: Meeting in Lobby of Algonquin</i>
10:00am	Conference Golf Tournament (11:00am Shotgun Start) <i>Location: The Algonquin Golf Course</i>
11:30am	Explore St. Andrews - Choose your Adventure <i>Tall Ship Whale Watching OR Savour St. Andrews Tasting Tour</i> <i>Location: Meet at Kingsbrae Gardens</i>
6:00pm	Welcome Reception <i>Location: Passamaquoddy Veranda/Carleton Rotunda</i>
7:00pm	Lobster Dinner <i>Location: Shaughnessy Ballroom</i>
9:00pm	Entertainment - Big Fish <i>Location: Shaughnessy Ballroom</i>
10:30pm	"On the Border" Networking Social <i>Location: Passamaquoddy Veranda/Carleton Rotunda</i>

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# On the **Border** of Change

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## CONFERENCE SCHEDULE

**Thursday, October 5th, 2023**

<b>7:00am - 8:30am</b>	<b>Breakfast</b> <i>Location: Shaughnessy Ballroom</i>
<b>7:00am - 7:45am</b>	<b>Yoga</b> <i>Location: St. Andrews Room</i>
<b>7:15am - 8:00am</b>	<b>Wellness Walk</b> <i>Location: Meet in Lobby of The Algonquin</i>
<b>8:30am - 8:45am</b>	<b>Opening Remarks</b> <i>Location: New Brunswick Ballroom</i>
<b>8:45am - 9:45am</b>	<b>Forum A - Eric Termuende</b> <i>Location: New Brunswick Ballroom</i>
<b>9:45am - 10:00am</b>	<b>Break</b> <i>Location: NB Foyer &amp; Van Horne Foyer</i>
<b>10:00am - 11:00am</b>	<b>Session 1 (Benefits) - Prescribing the Right Mix: Balancing Affordability and Access through Drug Plan Management</b> <i>Location: New Brunswick Ballroom</i>
<b>10:00am - 11:00am</b>	<b>Session 2 (Pension/Investment) - Purposeful Investment in Alternatives</b> <i>Location: Van Horne Ballroom</i>
<b>11:00am - 11:15am</b>	<b>Break</b> <i>Location: NB Foyer &amp; Van Horne Foyer</i>
<b>11:15am - 12:15pm</b>	<b>Session 3 (Benefits) - Breaking Barriers: The Role of Private Plans to Help Improve Access to Care</b> <i>Location: New Brunswick Ballroom</i>
<b>11:15am - 12:15pm</b>	<b>Session 4 (Pension/Investment) - Legal Update on Survivor Benefits</b> <i>Location: Van Horne Ballroom</i>

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2023 CPBI ATLANTIC CONFERENCE SPONSORSHIP BOOKLET

## CONFERENCE SCHEDULE

### Thursday, October 5th, 2023 (continued)

12:15pm - 1:30pm	Lunch (1 hour 15 minutes) <i>Location: Shaughnessy Ballroom</i>
1:30pm - 2:45pm	Session 5 (Benefits) - Fostering Inclusion in Your Benefit Program <i>Location: Van Horne Ballroom</i>
1:30pm - 2:45pm	Session 6 (Pension/Investment) - Advancing Human Rights in Retirement Plans <i>Location: New Brunswick Ballroom</i>
2:45pm - 3:00pm	Break <i>Location: Passamaquoddy Room</i>
3:00pm - 4:15pm	Forum B - Curse of Politics Live <i>Location: Shaughnessy Ballroom</i>
4:15pm	Break with To Go Options <i>Location: Passamaquoddy Room</i>
	Rest & Refresh
6:00pm	Pre-Dinner Reception <i>Location: Passamaquoddy Room</i>
7:00pm	Plated Dinner & CPBI Atlantic Year in Review <i>Location: Shaughnessy Ballroom</i>
9:00pm	Entertainment - Drag Show <i>Location: Shaughnessy Ballroom</i>
10:30pm	Late Night New Brunswick Social <i>Location: Passamaquoddy Veranda/Carleton Rotunda</i>

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## CONFERENCE SCHEDULE

### Friday, October 6th, 2023

7:00am - 8:30am	<b>Breakfast</b> <i>Location: Shaughnessy Ballroom</i>
7:15am - 8:00am	<b>Wellness Walk</b> <i>Location: Meet in Lobby of The Algonquin</i>
8:45am - 9:45am	<b>Forum C Keynote - Normand Hector</b> <i>Location: New Brunswick Ballroom</i>
9:45am - 10:00am	<b>Break</b> <i>Location: New Brunswick Foyer</i>
10:00am - 11:15am	<b>Forum D: Reimagining Healthcare Delivery - Atlantic Innovation Panel</b> <i>Location: New Brunswick Ballroom</i>
11:15am	<b>Closing Remarks</b> <i>Location: New Brunswick Ballroom</i>
11:30am	<b>Lunch with To Go Options</b> <i>Location: Shaughnessy Ballroom</i>

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## **Diamond Level - \$20,000 SOLD**

### **Premiere Sponsor and Apparel with Corporate Logo**

- Three complimentary delegate conference registrations
- Each registrant will receive apparel with your corporate logo embroidered on the back
- Corporate logo displayed inside the 2023 CPBI Atlantic Delegate Package featuring New Brunswick products
- Opportunity to provide one corporate prize (\$100-\$500 value) to be drawn at conference
- Acknowledgement and identification as the DIAMOND level sponsor in various locations, including:
  - CPBI Atlantic Conference website
  - CPBI Atlantic e-blast announcements and newsletters
  - CPBI Linked In Posts
  - WHOVA Conference App
  - Sponsor Banners in strategic locations throughout conference
  - Appreciation advertisement in industry publication



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## **Emerald Level - \$15,000**

### **Emerald Package 1: Lobster Dinner and Hotel Key Card**

- Two complimentary delegate conference registrations
- Corporate logo displayed on hotel room keys given to each delegate staying at The Algonquin
- Corporate logo displayed on table signage and meal tickets (Lobster, Steak, Chicken, Vegan option)
- Corporate logo displayed inside the 2023 CPBI Atlantic Delegate Package featuring New Brunswick products
- Opportunity to provide one corporate prize (\$100-\$500 value) to be drawn at conference
- Acknowledgement and identification as the EMERALD level sponsor in various locations, including:
  - CPBI Atlantic Conference website
  - CPBI Atlantic e-blast announcements and newsletters
  - CPBI Linked In Posts
  - WHOVA Conference App
  - Sponsor Banners in strategic locations throughout conference
  - Appreciation advertisement in industry publication



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## **Emerald Level - \$15,000**

### **Emerald Package 2: Forum B Curse of Politics - The Herle Burly Political Panel Podcast**

- Two complimentary delegate conference registrations
- Opportunity to introduce Curse of Politics Podcast that will be recorded live at event. Air Quotes Media may use audio, video footage and still photography from the event for podcasting and/or promotional materials
- Corporate logo will be displayed on signage at the session
- Corporate logo displayed inside the 2023 CPBI Atlantic Delegate Package featuring New Brunswick products
- Opportunity to provide one corporate prize (\$100-\$500 value) to be drawn at conference
- Acknowledgement and identification as the EMERALD level sponsor in various locations, including:
  - CPBI Atlantic Conference website
  - CPBI Atlantic e-blast announcements and newsletters
  - CPBI Linked In Posts
  - WHOVA Conference App
  - Sponsor Banners in strategic locations throughout conference
  - Appreciation advertisement in industry publication



## **Forum B: Thursday Afternoon**

### **Curse of Politics - LIVE**

#### **The Herle Burly Political Panel Podcast**

Politics. It's a blessing and a curse. On good days, it's about your friends in the foxhole with you. On bad ones, it's the mountain of votes that went the other way. Either way, it pulls you back in, again, and again, and again. A. Goshdarnit. Curse.

The Curse of Politics podcast from Air Quotes Media is the political panel you secretly hate to love – but love anyway. Unfiltered, unscripted, unmuzzled insights delivered with lots of laughs, from the backroom operatives on both sides of the political aisle who were in the room for the meeting after the meeting.

Hosted by David Herle, with Scott Reid, Jordan Lechnitz and Kory Teneycke. Don't miss this live-taping of the podcast and Q&A session with the panel for their insights on the hottest political stories dominating the news cycle.

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## Ruby Level - \$10,000

### Ruby Package 1: Forum A Keynote Speaker (Eric Termuende)

- Opportunity to introduce keynote speaker Eric Termuende
- Corporate logo will be displayed on signage at the session
- Corporate logo displayed inside the 2023 CPBI Atlantic Delegate Package featuring New Brunswick products
- Opportunity to provide one corporate prize (\$100-\$500 value) to be drawn at conference
- Acknowledgement and identification as the RUBY level sponsor in various locations, including:
  - CPBI Atlantic Conference website
  - CPBI Atlantic e-blast announcements and newsletters
  - CPBI Linked In Posts
  - WHOVA Conference App
  - Sponsor Banners in strategic locations throughout conference
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## Forum A: Thursday Morning

### Eric Termuende

#### Snowflakes And Fingerprints: How to Attract Top Talent in the Future of Work

Regardless of where we look, talent shortages are impacting every industry, and competition is fierce. With an entire generation on the precipice of retirement, and not enough workers ready to replace them, the situation is only getting more fierce. More than ever before, we need to do whatever we can to attract and retain top talent – but what is that? After a decade of research on the world's greatest places to work, workplace culture and leadership expert Eric Termuende has the answer.

Like snowflakes and fingerprints, it all comes down to uniqueness. To attract the right talent in today's environment, we must plant our metaphorical flag in the ground and emphasize what makes us, as employers, different from the rest.

In this fun and takeaway-filled presentation, attendees will not only learn how to create their own compelling stories to attract the right talent to their organization, but they'll also leave with a talent attraction framework they can continue to refine, as the world of work keeps evolving.

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## **Ruby Level - \$10,000 SOLD**

### **Ruby Package 2: Conference Dinner - Thursday, October 5, 2023**

- Opportunity to welcome delegates to the Conference Dinner
- Corporate logo will be displayed on signage at the dinner
- Corporate logo displayed on table signage and meal tickets (Salmon, Chicken, Vegan option)
- Corporate logo displayed inside the 2023 CPBI Atlantic Delegate Package featuring New Brunswick products
- Opportunity to provide one corporate prize (\$100-\$500 value) to be drawn at conference
- Acknowledgement and identification as the RUBY level sponsor in various locations, including:
  - CPBI Atlantic Conference website
  - CPBI Atlantic e-blast announcements and newsletters
  - CPBI Linked In Posts
  - WHOVA Conference App
  - Sponsor Banners in strategic locations throughout conference
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## Opal Level - \$7,500 **SOLD**

### Opal Package 1: Entertainment (Big Fish) - Wednesday, October 4, 2023

- Opportunity to introduce Big Fish
- Corporate logo will be displayed on signage at the event
- Corporate logo displayed inside the 2023 CPBI Atlantic Delegate Package featuring New Brunswick products
- Opportunity to provide one corporate prize (\$100-\$500 value) to be drawn at conference
- Acknowledgement and identification as the OPAL level sponsor in various locations, including:
  - CPBI Atlantic Conference website
  - CPBI Atlantic e-blast announcements and newsletters
  - CPBI Linked In Posts
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### Wednesday Night **Big Fish**

If you're hungry for great musical entertainment then Big Fish is definitely the catch of the day. This lively quintet, noted for their strong harmonies and expansive set list of all your favorites, has been performing their unique show for twenty five years throughout the Maritimes and central Canada. Audiences of all ages have been fascinated by the creativity, powerful voices and showmanship of this talented group of performers as they bring together songs from the 50's to the present and covers everything from Broadway musicals to Maritime music. This group loves to sing and have fun and it shows!

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## Opal Level - \$7,500

### Opal Package 2: Entertainment (The Normani Drag Show) - Thursday, October 5, 2023

- Opportunity to introduce The Normani Drag Show
- Corporate logo will be displayed on signage at the event
- Corporate logo displayed inside the 2023 CPBI Atlantic Delegate Package featuring New Brunswick products
- Opportunity to provide one corporate prize (\$100-\$500 value) to be drawn at conference
- Acknowledgement and identification as the OPAL level sponsor in various locations, including:
  - CPBI Atlantic Conference website
  - CPBI Atlantic e-blast announcements and newsletters
  - CPBI Linked In Posts
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### Thursday Night The Normani Drag Show

with Amour Love and Julia Jeffries

Join us Thursday night as we bring a powerful performance to our CPBI stage featuring Normani and Drag Queen Sisters Amour Love and Julia Jeffries. Featuring music and numbers from yesterday and today with full costumes and stage performances that will make you want to move! Come ready to be a part of a show that will bring non-stop music, energy and an uplifting message too!

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## Opal Level - \$7,500

### Opal Package 3: Forum C – Normand Hector (DEIB)

- Opportunity to introduce Forum C Keynote Normand Hector
- Corporate logo will be displayed on signage at the session
- Corporate logo displayed inside the 2023 CPBI Atlantic Delegate Package featuring New Brunswick products
- Opportunity to provide one corporate prize (\$100-\$500 value) to be drawn at conference
- Acknowledgement and identification as the OPAL level sponsor in various locations, including:
  - CPBI Atlantic Conference website
  - CPBI Atlantic e-blast announcements and newsletters
  - CPBI Linked In Posts
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## Forum C: Friday Morning

### Normand Hector

#### Acceptance & Belonging in Today's World

On the heels (pun intended) of our Thursday evening drag show, this session provides an inside look at the man and the message behind Normand's performance art. Normand's mantra is listen to understand--not listen to react.

This presentation will leave participants feeling empowered and help to remove the fear of doing or saying the wrong thing. He addresses the impact of placing labels on people by humanizing diversity, inclusion and equality within our workplaces. Normand tackles the tough conversations around unconscious bias and how it affects the behaviour and emotions of others. His authentic storytelling and lived experience will serve as a source of inspiration and more importantly provide practical tools to apply in your organization's people-first Diversity, Equity, Inclusion and Belonging Strategy.

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## Opal Level - \$7,500

### Opal Package 4: Forum D – Reimagining Healthcare Delivery: Atlantic Innovation Panel

- Opportunity to introduce Forum D Panel
- Corporate logo will be displayed on signage at the session
- Corporate logo displayed inside the 2023 CPBI Atlantic Delegate Package featuring New Brunswick products
- Opportunity to provide one corporate prize (\$100-\$500 value) to be drawn at conference
- Acknowledgement and identification as the OPAL level sponsor in various locations, including:
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## Forum D: Friday Morning Panel

### Reimagining Healthcare Delivery: Atlantic Innovation Panel

**Panel:** Shannon Hunter, Saint John Regional Hospital Foundation  
Erin MacKenzie, PEI Pharmacists Association  
Sean Awalt, BioNova

**Moderated by:** Mark Omoto, IQVIA

Canada has the second highest health care spend amongst OECD countries yet falls behind on healthcare outcomes with respect to chronic disease and mental health. Atlantic Canada faces the added demographic challenges of a smaller, older and sicker population. As the provinces and federal government renegotiate medicare funding, many stakeholders are calling for a reimagining of health care delivery to improve health outcomes and the patient experience. Join us for our healthcare innovation panel, with experts from the health care, life sciences and digital health technology fields. Bringing in both public and private health perspectives, the panel will discuss Atlantic Canada's role in the digital health economy and exciting initiatives underway to expand access to care and improve service delivery.

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## Pearl Level - \$6,500 **SOLD**

### Alternate Activity – Explore St. Andrews - Choose your Adventure Event

- Corporate logo will be displayed on signage at the event
- Opportunity to provide drawstring bag with corporate logo
- Opportunity to provide one corporate prize (\$100-\$500 value) to be drawn at conference
- Acknowledgement and identification as the PEARL level sponsor in various locations, including:
  - CPBI Atlantic Conference website
  - CPBI Atlantic e-blast announcements and newsletters
  - CPBI Linked In Posts
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### Explore St. Andrews - Choose your Adventure!

Wednesday, October 4, 2023

11:30am-4:15pm

Experience the history, culture, and adventure that awaits you in St. Andrews by-the-Sea. Welcome to this charming seaside town which is home to some of the region's finest restaurants, shops, art galleries and cafés, many located along Water Street and the Wharf – the central hub in St. Andrews. With so many things to explore, we wanted to give delegates and their guests an opportunity to choose their own adventure!

The adventure begins with a flavour filled light lunch before you embark on the adventure of your choice:



#### Option 1: Tall Ship Whale Watching Adventure

Since 1995, the Jolly Breeze Tall Ship has been safely and successfully taking people out into the Bay for Fundy for whale and wildlife viewing in St. Andrews NB. Voyage past sunning seals, lighthouses and beautiful landscapes to the playground of the porpoise and majestic whales of the Bay of Fundy. Successful encounters with whales exceed 96% over the past years.

This adventure includes Lunch, a whale watching adventure on Tall Ship with snacks and drink tickets. COST: \$150.00 per person



#### Option 2: Savour St. Andrews Tasting Tour

Join us on a tasting tour of downtown St. Andrews by-the Sea as we savour locally inspired libations and small bites. With your Savour Passport in hand, you will experience some of the best local patios, restaurants, brewing company, and shops in town.

This adventure includes Lunch and a tasting adventure at local shops and restaurants. COST: \$150.00 per person

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## Pearl Level - \$6,500 **SOLD**

### Pearl Package 2: “On The Border” Networking Social

- Corporate logo will be displayed on signage at the event
- Opportunity to provide cups or napkins with corporate logo for the event
- Opportunity to provide one corporate prize (\$100-\$500 value) to be drawn at conference
- Acknowledgement and identification as a PEARL level sponsor in various locations, including:
  - CPBI Atlantic Conference website
  - CPBI Atlantic e-blast announcements and newsletters
  - CPBI Linked In Posts
  - WHOVA Conference App
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  - Appreciation advertisement in industry publication



### Wednesday Late Night “On the Border” Networking Social

Delegates and guests will enjoy great networking opportunities while sampling delicious tastings from the provinces “On the Border” of New Brunswick. Donairs from Nova Scotia, Poutine from Quebec, Sweet Treats from PEI and Seafood from Maine, USA. Enjoy hot apple cider as you reconnect with friends and colleagues old and new!

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## 2023 CPBI ATLANTIC CONFERENCE SPONSORSHIP BOOKLET

### Topaz Level - \$5,000

#### Topaz Package 1: Conference Breakfast - Thursday, October 5, 2023 **SOLD**

- Corporate logo will be displayed on signage at the event
- Opportunity to provide one corporate prize (\$100-\$500 value) to be drawn at conference
- Acknowledgement and identification as a TOPAZ level sponsor in various locations, including:
  - CPBI Atlantic Conference website
  - CPBI Atlantic e-blast announcements and newsletters
  - CPBI Linked In Posts
  - WHOVA Conference App
  - Sponsor Banners in strategic locations throughout conference
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#### Topaz Package 2: Conference Breakfast - Friday, October 6, 2023 **SOLD**

- Corporate logo will be displayed on signage at the event
- Opportunity to provide one corporate prize (\$100-\$500 value) to be drawn at conference
- Acknowledgement and identification as a TOPAZ level sponsor in various locations, including:
  - CPBI Atlantic Conference website
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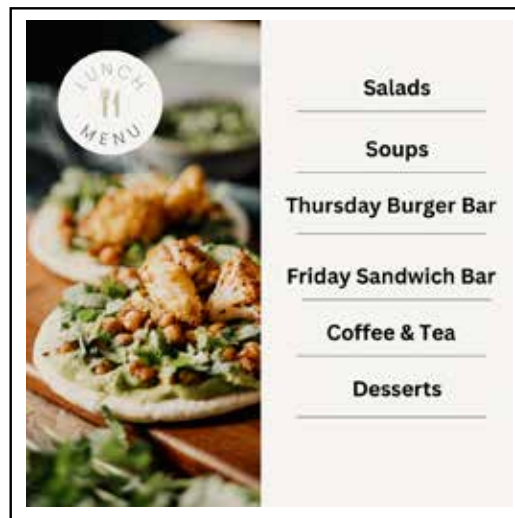
# On the **Border** of Change

## 2023 CPBI ATLANTIC CONFERENCE SPONSORSHIP BOOKLET

### Topaz Level - \$5,000

#### Topaz Package 3: Conference Lunch - Thursday, October 5, 2023 **SOLD**

- Corporate logo will be displayed on signage at the event
- Opportunity to provide one corporate prize (\$100-\$500 value) to be drawn at conference
- Acknowledgement and identification as a TOPAZ level sponsor in various locations, including:
  - CPBI Atlantic Conference website
  - CPBI Atlantic e-blast announcements and newsletters
  - CPBI Linked In Posts
  - WHOVA Conference App
  - Sponsor Banners in strategic locations throughout conference
  - Appreciation advertisement in industry publication



#### Topaz Package 4: Conference Lunch - Friday, October 6, 2023 **SOLD**

- Corporate logo will be displayed on signage at the event
- Opportunity to provide one corporate prize (\$100-\$500 value) to be drawn at conference
- Acknowledgement and identification as a TOPAZ level sponsor in various locations, including:
  - CPBI Atlantic Conference website
  - CPBI Atlantic e-blast announcements and newsletters
  - CPBI Linked In Posts
  - WHOVA Conference App
  - Sponsor Banners in strategic locations throughout conference
  - Appreciation advertisement in industry publication

Email Sponsorship Chair [david\\_tutty@manulife.ca](mailto:david_tutty@manulife.ca) to Confirm Your Sponsorship

# On the **Border** of Change

2023 CPBI ATLANTIC CONFERENCE SPONSORSHIP BOOKLET

## Coral Level - \$4,500

### **Coral Package 1: 6:00pm Welcome Reception - Wednesday, October 4, 2023** **SOLD**

- Corporate logo will be displayed on signage at the event
- Opportunity to provide one corporate prize (\$100-\$500 value) to be drawn at conference
- Acknowledgement and identification as a CORAL level sponsor in various locations, including:
  - CPBI Atlantic Conference website
  - CPBI Atlantic e-blast announcements and newsletters
  - CPBI Linked In Posts
  - WHOVA Conference App
  - Sponsor Banners in strategic locations throughout conference
  - Appreciation advertisement in industry publication



### **Coral Package 2: 6:00pm Pre-Dinner Reception - Thursday, October 5, 2023** **SOLD**

- Corporate logo will be displayed on signage at the event
- Opportunity to provide one corporate prize (\$100-\$500 value) to be drawn at conference
- Acknowledgement and identification as a CORAL level sponsor in various locations, including:
  - CPBI Atlantic Conference website
  - CPBI Atlantic e-blast announcements and newsletters
  - CPBI Linked In Posts
  - WHOVA Conference App
  - Sponsor Banners in strategic locations throughout conference
  - Appreciation advertisement in industry publication

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# On the **Border** of Change

2023 CPBI ATLANTIC CONFERENCE SPONSORSHIP BOOKLET

## Coral Level - \$4,500

### Coral Package 3: CPBI Conference Sociables **SOLD**

**NEW in 2023!**

- Each conference attendee will receive two drink tickets for the beverage of their choice, to be redeemed at any cash bar during the 2023 CPBI Atlantic conference
- Corporate logo on the two CPBI Conference “Sociable” drink tickets given to all attendees
- Opportunity to provide one corporate prize (\$100-\$500 value) to be drawn at conference
- Acknowledgement and identification as a CORAL level sponsor in various locations, including:
  - CPBI Atlantic Conference website
  - CPBI Atlantic e-blast announcements and newsletters
  - CPBI Linked In Posts
  - WHOVA Conference App
  - Sponsor Banners in strategic locations throughout conference
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# On the **Border** of Change

2023 CPBI ATLANTIC CONFERENCE SPONSORSHIP BOOKLET

## Sapphire Level - \$3,500

### **Sapphire Package 1: Wine Sponsorship at Lobster Dinner - Wednesday, October 4, 2023 **SOLD****

- Corporate logo displayed on table signage during Lobster Dinner
- Opportunity to provide one corporate prize (\$100-\$500 value) to be drawn at conference
- Acknowledgement and identification as a SAPPHIRE level sponsor in various locations, including:
  - CPBI Atlantic Conference website
  - CPBI Atlantic e-blast announcements and newsletters
  - CPBI Linked In Posts
  - WHOVA Conference App
  - Sponsor Banners in strategic locations throughout conference
  - Appreciation advertisement in industry publication



### **Sapphire Package 2: Wine Sponsorship at Conference Dinner - Thursday, October 5, 2023 **SOLD****

- Corporate logo displayed on table signage during Conference Dinner
- Opportunity to provide one corporate prize (\$100-\$500 value) to be drawn at conference
- Acknowledgement and identification as a SAPPHIRE level sponsor in various locations, including:
  - CPBI Atlantic Conference website
  - CPBI Atlantic e-blast announcements and newsletters
  - CPBI Linked In Posts
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# On the **Border** of Change

2023 CPBI ATLANTIC CONFERENCE SPONSORSHIP BOOKLET

## Sapphire Level - \$3,500

### **Sapphire Package 3: Thursday Late Night New Brunswick Social (Passamaquoddy Veranda) **SOLD****

- Corporate logo will be displayed on signage at the event (Passamaquoddy Veranda)
- Opportunity to provide one corporate prize (\$100-\$500 value) to be drawn at conference
- Acknowledgement and identification as a SAPPHIRE level sponsor in various locations, including:
  - CPBI Atlantic Conference website
  - CPBI Atlantic e-blast announcements and newsletters
  - CPBI Linked In Posts
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### **Thursday Late Night New Brunswick Social**

Join us in the Passamaquoddy Veranda and Carleton Rotunda for the food and drinks that put New Brunswick on the map. Chef will be creating delectable culinary treats for delegates and their guests to sample. Specially prepared local foods will be highlighted at this New Brunswick themed tasting bar, paired with NB craft beer, cider, wine and spirits.

### **Sapphire Package 4: Thursday Late Night New Brunswick Social (Carleton Rotunda) **SOLD****

- Corporate logo will be displayed on signage at the event (Carleton Rotunda)
- Opportunity to provide one corporate prize (\$100-\$500 value) to be drawn at conference
- Acknowledgement and identification as a SAPPHIRE level sponsor in various locations, including:
  - CPBI Atlantic Conference website
  - CPBI Atlantic e-blast announcements and newsletters
  - CPBI Linked In Posts
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# On the **Border** of Change

2023 CPBI ATLANTIC CONFERENCE SPONSORSHIP BOOKLET

## Sapphire Level - \$3,500

### Sapphire Package 5: Conference Sparkling Water Sponsor **SOLD**

- Sparkling water will be available for delegates during the conference day
- Corporate logo will be displayed on signage at the conference
- Opportunity to provide one corporate prize (\$100-\$500 value) to be drawn at conference
- Acknowledgement and identification as a SAPPHIRE level sponsor in various locations, including:
  - CPBI Atlantic Conference website
  - CPBI Atlantic e-blast announcements and newsletters
  - CPBI Linked In Posts
  - WHOVA Conference App
  - Sponsor Banners in strategic locations throughout conference
  - Appreciation advertisement in industry publication



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# On the **Border** of Change

2023 CPBI ATLANTIC CONFERENCE SPONSORSHIP BOOKLET

## Amethyst Level - \$3,000

### Amethyst Package 1&2: Thursday Morning Break - October 5, 2023 (1 left)

- Corporate logo will be displayed on signage at the break
- Opportunity to provide one corporate prize (\$100-\$500 value) to be drawn at conference
- Acknowledgement and identification as an AMETHYST level sponsor in various locations, including:
  - CPBI Atlantic Conference website
  - CPBI Atlantic e-blast announcements and newsletters
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  - Appreciation advertisement in industry publication



### Amethyst Package 3&4: Thursday Afternoon Break - October 5, 2023 **SOLD**

- Corporate logo will be displayed on signage at the break
- Opportunity to provide one corporate prize (\$100-\$500 value) to be drawn at conference
- Acknowledgement and identification as an AMETHYST level sponsor in various locations, including:
  - CPBI Atlantic Conference website
  - CPBI Atlantic e-blast announcements and newsletters
  - CPBI Linked In Posts
  - WHOVA Conference App
  - Sponsor Banners in strategic locations throughout conference
  - Appreciation advertisement in industry publication



### Amethyst Package 5: Friday Morning - October 6, 2023 (1 **AVAILABLE**)

- Corporate logo will be displayed on signage at the break
- Opportunity to provide one corporate prize (\$100-\$500 value) to be drawn at conference
- Acknowledgement and identification as an AMETHYST level sponsor in various locations, including:
  - CPBI Atlantic Conference website
  - CPBI Atlantic e-blast announcements and newsletters
  - CPBI Linked In Posts
  - WHOVA Conference App
  - Sponsor Banners in strategic locations throughout conference
  - Appreciation advertisement in industry publication



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# On the **Border** of Change

2023 CPBI ATLANTIC CONFERENCE SPONSORSHIP BOOKLET

## Turquoise Level - \$2,500

### Turquoise Package 1: Yoga & Wellness Walks

- Corporate logo will be displayed on signage at the meeting location of the Walk and in Yoga Studio
- Opportunity to provide one corporate prize (\$100-\$500 value) to be drawn at conference
- Acknowledgement and identification as a TURQUOISE level sponsor in various locations, including:
  - CPBI Atlantic Conference website
  - CPBI Atlantic e-blast announcements and newsletters
  - CPBI Linked In Posts
  - WHOVA Conference App
  - Sponsor Banners in strategic locations throughout conference
  - Appreciation advertisement in industry publication



### Yoga

7:00am Thursday Morning

St. Andrews Room

Enjoy a healthy start to your day while nourishing your body, connecting your mind and self to relax and rejuvenate before the start of our conference day. With creative and balanced sequences, strengthening and lengthening, you will experience a strong, safe and supportive practice. Modifications and options will be provided for different abilities. A limited number of yoga mats are available for those who may not have the option to bring their own.



### Wellness Walks

7:15am Thursday & Friday Morning

Meet in the Algonquin Lobby

Start your conference day with a guided wellness walk through beautiful downtown St. Andrews by-the-Sea. This is a great way to explore this beautiful town while stimulating your mind and muscles before the start of each conference day.

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# On the **Border** of Change

2023 CPBI ATLANTIC CONFERENCE SPONSORSHIP BOOKLET

## Turquoise Level - \$2,500

### **Turquoise package 2: Environmental Stewardship (3 LEFT)**

- CPBI Atlantic will make a generous donation to Nature NB to support their great environmental work
- Your corporate logo will be on display as an Environmental Steward at the conference
- Opportunity to provide one corporate prize (\$100-\$500 value) to be drawn at conference
- Acknowledgement and identification as a TURQUOISE level sponsor in various locations, including:
  - CPBI Atlantic Conference website
  - CPBI Atlantic e-blast announcements and newsletters
  - CPBI Linked In Posts
  - WHOVA Conference App
  - Sponsor Banners in strategic locations throughout conference
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Nature NB is a non-profit, charitable organization whose mission is to celebrate, conserve and protect New Brunswick's natural heritage through education, networking and collaboration. Founded in 1972 as the New Brunswick Federation of Naturalists, the organization now comprises a dozen naturalist clubs and hundreds of members across the province.

Website: [www.naturenb.ca](http://www.naturenb.ca)

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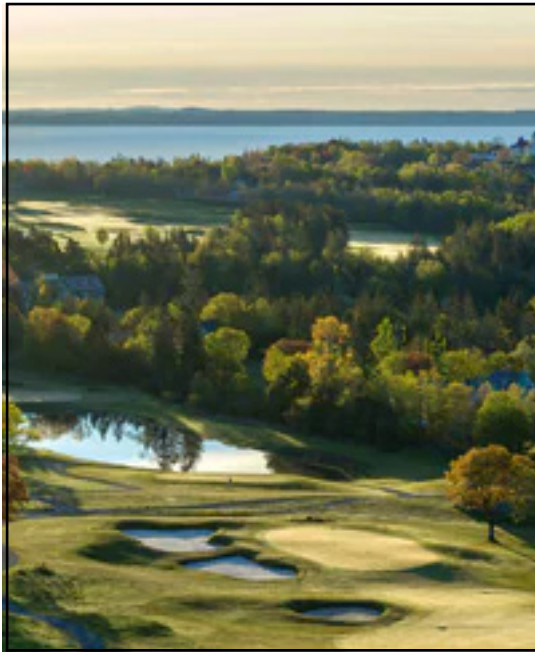
# On the **Border** of Change

2023 CPBI ATLANTIC CONFERENCE SPONSORSHIP BOOKLET

## Golf

### **Golf Package 1: Primary Golf Sponsorship - \$6,500 **SOLD****

- Opportunity to welcome golfers to event
- Corporate logo will be displayed on signage at the golf course
- Corporate logo will be displayed on drink ticket each golfer will receive at 19th Hole
- Opportunity to provide sleeves of golf balls and tees with corporate logo
- Opportunity to provide one corporate prize (\$100-\$500 value) to be drawn at conference
- Acknowledgement and identification as a GOLF level sponsor in various locations, including:
  - CPBI Atlantic Conference website
  - CPBI Atlantic e-blast announcements and newsletters
  - CPBI Linked In Posts
  - WHOVA Conference App
  - Sponsor Banners in strategic locations throughout conference
  - Appreciation advertisement in industry publication



### **Golf Tournament Algonquin Golf Course**

**Wednesday, October 4, 2023**

For well over a century the Algonquin has been among Canada's seaside golfing greats. However, good golf can always get better, and that's exactly what's happened with the Algonquin. Under the guidance of Rod Whitman, the brilliant mind behind the creation of many of Canada's top designs, the Algonquin has undergone an extensive renovation, in turn elevating it to its rightful place among the country's best.

The Algonquin has been ranked in the top 100 courses in Canada by SCOREGolf 2020, a 2021 Golf Digest Editors' Choice Award winner, and ranked in the top 59 Canadian Public Courses by SCOREGolf. Now it's your turn to enjoy the breathtaking beauty where spectacular golf meets incredible ocean vistas.

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# On the **Border** of Change

2023 CPBI ATLANTIC CONFERENCE SPONSORSHIP BOOKLET

## **Golf Package 2: Golf Lunch - \$3,000 SOLD**

- Corporate logo will be displayed on signage at the golf course
- Opportunity to provide stickers with corporate logo to be added to boxed lunch
- Opportunity to provide one corporate prize (\$100-\$500 value) to be drawn at conference
- Acknowledgement and identification as a GOLF level sponsor in various locations, including:
  - CPBI Atlantic Conference website
  - CPBI Atlantic e-blast announcements and newsletters
  - CPBI Linked In Posts
  - WHOVA Conference App
  - Sponsor Banners in strategic locations throughout conference
  - Appreciation advertisement in industry publication



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# On the **Border** of Change

2023 CPBI ATLANTIC CONFERENCE SPONSORSHIP BOOKLET

## Jade Level - \$1,500

### CPBI Atlantic Supporter **(UNLIMITED) 1 SOLD**

- There will be an unlimited number of these CPBI Atlantic Supporter sponsorships available
- Opportunity to provide one corporate prize (\$100-\$500 value) to be drawn at conference
- Acknowledgement and identification as a JADE level sponsor in various locations, including:
  - CPBI Atlantic Conference website
  - CPBI Atlantic e-blast announcements and newsletters
  - CPBI Linked In Posts
  - WHOVA Conference App
  - Sponsor Banners in strategic locations throughout conference
  - Appreciation advertisement in industry publication



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# On the **Border** of Change

2023 CPBI ATLANTIC CONFERENCE SPONSORSHIP BOOKLET

## Media

- One complimentary delegate conference registration
- We will make your publications available to each participant at the conference
- Opportunity to provide one corporate prize (\$100-\$500 value) to be drawn at conference
- Acknowledgement and identification as the MEDIA level sponsor in various locations, including:
  - CPBI Atlantic Conference website
  - CPBI Atlantic e-blast announcements and newsletters
  - CPBI Linked In Posts
  - WHOVA Conference App
  - Sponsor Banners in strategic locations throughout conference
  - Appreciation advertisement in industry publication
- You will provide us two ads:
  - one half-page Advertisement before conference
  - one full-page Thank You Advertisement after the conference



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