

# DAWN OF A NEW AGE:

*WHERE THE SUN RISES FIRST*



## SPONSORSHIP PACKAGE

**2024 CPBI Atlantic Regional Conference**  
*Delta St. John's Conference Centre, NL*  
*October 2-4, 2024*





# DAWN OF A NEW AGE:

## WHERE THE SUN RISES FIRST

Hello,

As sure as the sun rises in the east, CPBI Atlantic is back to shine a light on the opportunities available to potential sponsors of our always popular event! This year, we return to scenic, historic (sunny???) St. John's, NL, for our 20th gathering. In the capital city of the Province, we will be congregating just a short distance from Cape Spear where the sun rises first in North America, as the easternmost point of the continent. Not only will our day start first, we'll be at least half an hour ahead of the rest of the country for the duration of our stay!

We are delighted to welcome you among event sponsors, both returning and new, with opportunities to highlight 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 Quebec, Ontario and beyond. We regularly sell out with a substantial waiting list, so remember to register early!

We know there will be valuable insights to be gained from our distinguished speakers who will illuminate the varied topics on our agenda. As always, there will be entertaining interludes for quality networking with peers and clients with a variety of engaging 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 2024. 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. We certainly hope to see you in person in St. John's in October! Fingers crossed for sunshine!

Sincerely,

David W. Tutty  
Sponsorship Coordinator  
2024 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 . An acknowledgement will be sent by return email.



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## Sponsorship Levels

<b>DIAMOND</b>	\$20,000	Conference Apparel (includes 3 complimentary registrations)
<b>EMERALD</b>	\$15,000	Lobster Dinner - Wednesday, Oct. 2 & Hotel Key Card (includes 2 complimentary registrations)
<b>RUBY</b>	\$10,000 \$10,000	Forum B - Rick Mercer, Book & Bookmark (includes 1 complimentary registrations) Conference Dinner - Thursday, Oct. 3 (includes 1 complimentary registration)
<b>OPAL</b>	\$7,500 \$7,500 \$7,500 \$7,500 \$7,500	Entertainment Wednesday, Oct. 2 - 709 Band Entertainment Oct. 3 - Spirit of Newfoundland ABBA Show Forum A - John Weigelt Forum C - Althia Raj Forum D - Leadership Panel - Economics, Benefits, Politics, and more
<b>PEARL</b>	\$6,500 \$6,500	Alt Activity - Cape to Cabot Adventure Wednesday Late Night "Newfoundlander" Networking Social
<b>TOPAZ</b>	\$5,000 \$5,000 \$5,000 \$5,000	Breakfast - Thursday, Oct. 3 Lunch - Thursday, Oct. 3 Breakfast - Friday Oct. 4 Lunch - Friday, Oct. 4
<b>CORAL</b>	\$4,500 \$4,500 \$4,500	Wednesday 6pm Opening Reception Thursday 6pm Pre-Dinner Reception CPBI Sociables
<b>QUARTZ</b>	\$4,000 \$4,000	Elevator Cling Sponsor NEW (3 available) Delegate Box Sponsor NEW (5 available)
<b>SAPPHIRE</b>	\$3,500 \$3,500 \$3,500 \$3,500	Wine Sponsor Oct. 2 Wednesday Dinner Wine Sponsor Oct. 3 Thursday Dinner Thursday Late Night George Street Social (2 available) Sparkling Water Sponsor
<b>AMETHYST</b>	\$3,000 \$3,000 \$3,000 \$3,000	Wednesday Cape to Cabot Newfoundland Boxed Lunch Thursday Morning Break (2 available) Thursday Afternoon Break Friday Morning Break
<b>TURQUOISE</b>	\$2,500 \$2,500	Health & Wellness Sponsor Environmental Stewardship Sponsor (4 available)
<b>GOLF</b>	\$6,500 \$3,000	Golf Tournament Golf Lunch
<b>JADE</b>	\$1,500	CPBI Atlantic Supporter (unlimited)

### MEDIA SPONSORSHIP

**Please note:** Complimentary registrations are only included in Diamond, Emerald & Ruby packages.



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## CONFERENCE SCHEDULE

### Wednesday, October 2nd, 2024

8:00am	Registration Opens
10:00am - 4:00pm	Conference Golf Tournament (11:00am Shotgun Start)
11:30am - 4:30pm	Alternate Activity - Cape to Cabot Adventure
6:00pm - 7:00pm	Welcome Reception
7:00pm - 10:30pm	Lobster Dinner - Entertainment by Band 709
10:30pm	Newfoundland Networking Social

### Thursday, October 3rd, 2024

7:00am - 8:30am	Breakfast
7:15am - 8:00am	Wellness Walk
8:30am - 8:45am	Opening Remarks
8:45am - 9:45am	Forum A Keynote with John Weigelt
9:45am - 10:00am	Break
10:00am - 11:00am	Session 1 (Benefits Session)
	Session 2 (Pension/Investment Session)
11:00am - 11:15am	Break
11:15am - 12:15pm	Session 3 (Benefits Session)
	Session 4 (Pension/Investment Session)
12:15pm - 1:30pm	Lunch
1:30pm - 2:45pm	Session 5 (Benefits Session)
	Session 6 (Pension/Investment Session)
2:45pm - 3:00pm	Break
3:00pm - 4:15pm	Forum B Keynote with Rick Mercer
6:00pm - 7:00pm	Pre-Dinner Reception
7:00pm - 10:00pm	Conference Dinner - Entertainment by Spirit of Newfoundland ABBA Show
10:30pm	Late Night George Street Social at O'Reilly Pub

### Friday, October 4th, 2024

7:15am - 8:45am	Breakfast
8:45am - 9:45am	Forum C Keynote with Althia Raj
9:45am - 10:00am	Break
10:00am - 11:20am	Panel D Leadership Panel - Economics, Benefits, Politics and more
11:20am - 11:30am	Closing Remarks
11:30am - 12:30 pm	Lunch (To Go boxes available)



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## Diamond Level - \$20,000

### 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
- 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**

### **Surf and Turf Lobster Dinner and Hotel Key Card - Wednesday, October 2, 2024**

- Two complimentary delegate conference registrations
- Opportunity to welcome delegates to the Dinner
- Corporate logo displayed on hotel room keys given to each delegate staying at The Delta St. John's
- Corporate logo displayed on table signage and meal tickets
- Opportunity to provide branded mints or chocolates to be placed at each place setting
- 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
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## Ruby Level - \$10,000

### **Ruby Package 1: Conference Dinner - Thursday, October 3, 2024**

- One complimentary conference registration
- Opportunity to welcome delegates to the Conference Dinner
- Corporate logo will be displayed on signage at the dinner
- Opportunity to provide branded mints or chocolates to be placed at each place setting
- 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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## Ruby Level - \$10,000

### Ruby Package 2: Rick Mercer - Talking to Canadians - Real Stories from Canada's Most Beloved Comic

- One complimentary delegate conference registration
- Opportunity to introduce Rick Mercer
- Corporate logo will be displayed on signage at the session
- Opportunity to provide branded bookmarks to be inserted into a copy of Rick Mercer's book given to each delegate
- 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
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45 minute keynote and 30 minute book signing. All delegates will receive a copy of Rick Mercer's new book.

## FORUM B: Thursday Afternoon

### Rick Mercer

### Talking to Canadians: Real Stories from Canada's Most Beloved Comic

Renowned for his razor-sharp wit and unwavering candor, Rick Mercer, a proud Newfoundlander, stands as one of Canada's most cherished political satirists. But beyond the uproarious humor of the Rick Mercer Report lies a captivating journey of inspiration and resilience. Join us for an exclusive glimpse into the life of this iconic figure as he takes the stage to breathe life into his acclaimed memoir, "Talking to Canadians." Embark on a riveting exploration of his path to stardom, where he regales us with unforgettable anecdotes from his formative years, his pursuit of an acting career, and his evolution into a comedic legend revered nationwide. Prepare for an afternoon filled with genuine laughter, heartfelt revelations, and unapologetic honesty—all delivered in the unmistakable Mercer style. Don't miss this opportunity to experience the man behind the laughter as he shares his wisdom on living life to the fullest.





# DAWN OF A NEW AGE:

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## Opal Level - \$7,500

### Opal Package 1: Entertainment by Band 709 - Wednesday, October 2, 2024

- Opportunity to introduce Band 709
- 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 the OPAL 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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## Wednesday Night Band 709

709 is an eight-piece cover band made up of graduates from Memorial University. The band was created with an eye on entertaining at the highest levels in Newfoundland and have succeeded. Playing in their first show on July 17, 2007, they have performed hundreds of events in the province as well as other top events around Canada and Mexico and have a wide setlist of high energy party and dance music. Music is drawn from the 60's to now, including everything from the Beatles to Bruno Mars. Join us for a night of musical entertainment (and most possibly dancing)!



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## Opal Level - \$7,500

### Opal Package 2: Entertainment by Spirit of Newfoundland (The ABBA Show)

#### - Thursday, October 3, 2024

- Opportunity to introduce Spirit of Newfoundland ABBA Show
- 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 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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  - Appreciation advertisement in industry publication



### Thursday Night Spirit of Newfoundland ABBA ~ Gotta Get the Scoop!

Our show “ABBA: Gotta Get the Scoop!” is an offbeat musical revue that takes you behind the melodies and tells the untold story of ABBA in true Spirit of Newfoundland style. This comedic musical stage show will have you listening to Abba in a whole new way. It tells the story of genius, heartbreak, and bittersweet stardom. A glittering evening of ABBA’s best known tunes and some surprising stories, too. You’ll be dancing in your seats and listening to ABBA in a whole new way!

**Starring: Keith Power, Kara Nofle, Peter Halley, and Shelley Neville. You’ve GOT to get the scoop!**



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## Opal Level - \$7,500

### Opal Package 3: Forum A John Weigelt

- Opportunity to introduce keynote speaker John Weigelt
- Corporate logo will be displayed on signage at the session
- 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 A: Thursday Morning

**John Weigelt** Microsoft Canada's Chief Technology Officer

### Pioneering Prosperity: How Technology and Innovation Forge Canada's Economic Destiny

Canada stands at the precipice of a transformative era driven by technology and innovation. In this keynote, John Weigelt - Microsoft Canada's Chief Technology Officer - will explore the pivotal role that these forces play in sculpting Canada's economic landscape. From AI-driven industries to sustainable innovations, John delves into how Canada can harness these advancements to secure its economic future.

Join us as we envision the roadmap for Canada's journey towards prosperity in the digital age and find out what this means for you as an employer and plan sponsor.



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## Opal Level - \$7,500

### Opal Package 4: Forum C – Althia Raj

- Opportunity to introduce Forum C Keynote Althia Raj
- Corporate logo will be displayed on signage at the session
- 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

**Althia Raj** Award-Winning Journalist

### It's Political

From the housing crisis and immigration debates to culture wars and the future of democracy, these days politics is on everyone's minds. Heading into a sure to be dramatic season here and south of the border, what do business leaders need to know? Althia Raj, political journalist, CBC's At Issue panelist and Toronto Star columnist, will provide a thoughtful take on the hot topics: who's up, who's down and what's on the horizon? No topic is off the table. This session is a must see for employers and plan sponsors who are looking to stay current on the issues impacting their businesses, communities, and workplaces. Come with your questions for Althia and be prepared for a lively discussion!



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## Opal Level - \$7,500

### Opal Package 5: Forum D – Leadership Panel - Economics, Benefits, Politics and more

- Opportunity to introduce Forum D Panel
- Corporate logo will be displayed on signage at the session
- 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 D: Friday Morning Panel

### Stay where you're too til I comes where you're at: Transitioning in a New Era

**Panel:** Anne Whelan, President and CEO of Seafair Capital  
Dr. Patrick Parfrey, Deputy Minister, Health Transformation  
Honorable Roger Grimes, Former Premier of NL, Chair of C-NLOPB

Newfoundlanders and Labradorians have been well recognized for their ingenuity and ability to survive and thrive. Their long history of facing these challenging situations head-on, while working diligently to pivot and transition to fully utilize their surrounding resources to thrive in tough economic times has been widely applauded. While these challenges may be unique to this province, there are similar themes for each of the Atlantic provinces.

In this moderated chat our esteemed guests the Honorable Roger Grimes, Dr. Pat Parfrey, Anne Whelan, each will share their candid views on the current issues, including the delivery and access to healthcare; interventions in the social determinants of health; moving to a green economy; political, economic and labour force challenges; and demographics and immigration, to name a few. Our panelists will explore what is required to position not only Newfoundland and Labrador, but Atlantic Canada, to meet these new, present, and future challenges. This session is intended to be interactive - audience members will be invited to ask questions to make for an engaging session to end our 2024 Conference.



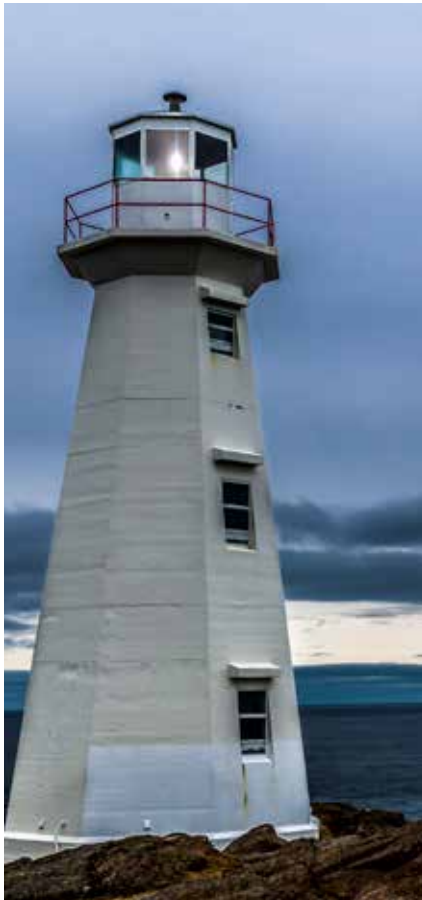
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## Pearl Level - \$6,500

### Pearl Package 1: Alternate Activity – Cape to Cabot - A CPBI Atlantic Adventure around St. John's

- Corporate logo will be displayed on signage at the event
- Opportunity to provide Cape to Cabot team t-shirts 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
  - WHOVA Conference App
  - Sponsor Banners in strategic locations throughout conference
  - Appreciation advertisement in industry publication



## CPBI Atlantic's Cape To Cabot Adventure

**Wednesday, October 2nd, 2024 11:30am- 4:30pm**

Newfoundland is made to be explored, and crisscrossing St. John's is an adventure that will take in the sights, sounds, and tastes of St. John's. Our Cape to Cabot Adventure will be a scenic sightseeing adventure, with trivia and challenges mixed in for those with a competitive nature. An experienced local guide will shuttle teams from place to place, providing historical and interesting commentary along the way. This adventure features four of St. John's most iconic destinations:

**Cape Spear:** The mighty cliffs and crashing waves mark the most Eastern point in North America.

**The Rooms:** The Rooms is Newfoundland's largest cultural institution that is keeping watch over St. John's.

**Signal Hill - Cabot Tower:** The most iconic view of St. John's is Signal Hill. From defending the harbor against invaders, to celebrating Queen Victoria's Diamond Jubilee, this is a uniquely picturesque place.

**Quidi Vidi -** Quaint fishing village to explore before gathering with all teams to enjoy some snacks and a pint.



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## Pearl Level - \$6,500

### Pearl Package 2: Newfoundland 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
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Delegates and guests will enjoy great networking opportunities while sampling delicious Newfoundland food. From Cod Tongues, Jiggs Dinner to “Fries, Dressing and Gravy” you will feast like a Newfoundlander! Enjoy hot apple cider as you reconnect with friends and colleagues old and new!



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## Topaz Level - \$5,000

### Topaz Package 1: Conference Breakfast - Thursday, October 3, 2024

- 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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### CPBI Conference Breakfast Buffet



Assorted, Freshly Baked Breakfast Pastries  
Butter, Jam and Preserves  
Freshly Sliced Fruit  
Sliced Domestic Cheeses  
Chive Scrambled Eggs  
Hash Brown Potatoes  
Crispy Bacon, Country Style Sausages  
and Baked Ham

### Topaz Package 2: Conference Breakfast - Friday, October 4, 2024

- 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
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## Topaz Level - \$5,000

### **Topaz Package 3: Conference Lunch - Thursday, October 3, 2024**

- 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 4: Conference Lunch - Friday, October 4, 2024**

- 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
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## Coral Level - \$4,500

### **Coral Package 1: 6:00pm Welcome Reception - Wednesday, October 2, 2024**

- 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 3, 2024**

- 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
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## **Coral Level - \$4,500**

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

- Each conference attendee will receive two drink tickets for the beverage of their choice, to be redeemed at any cash bar during the 2024 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
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## Quartz Level - \$4,000

### Quartz Package 1: Elevator Cling (3 available) NEW!

- Corporate logo displayed on elevator located in main lobby of Delta St. John's
- Opportunity to provide one corporate prize (\$100-\$500 value) to be drawn at conference
- Acknowledgement and identification as a QUARTZ 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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### Quartz Package 2: Newfoundland Delegate Box (5 available)

- Corporate logo displayed inside the 2024 CPBI Atlantic Delegate Package featuring Newfoundland products
- Opportunity to provide one corporate prize (\$100-\$500 value) to be drawn at conference
- Acknowledgement and identification as the QUARTZ level sponsor in various locations, including:
  - CPBI Atlantic Conference website
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## Sapphire Level - \$3,500

### **Sapphire Package 1: Wine Sponsorship at Lobster Dinner - Wednesday, October 2, 2024**

- 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 3, 2024**

- 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
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## Sapphire Level - \$3,500

### **Sapphire Package 3 & 4: Thursday Late Night George Street Social at O'Reilly's (2 available)**

- Corporate logo will be displayed on signage at the event
- Corporate logo on George Street Social event tickets
- 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
  - Corporate logo on drink tickets
  - CPBI Linked In Posts
  - WHOVA Conference App
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O'Reilly's Irish Newfoundland Pub (voted Canada's Favourite Bar) is one of a kind, located in the heart of Newfoundland's famous Entertainment District on the legendary George Street. Join us at O'Reilly's for a rollicking Newfoundland time that will dance in your heart for years to come! Our night will feature one of the best in local Irish/Newfoundland music, libations and even a chance to get Screeched in for any first timers.



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*WHERE THE SUN RISES FIRST*

## Sapphire Level - \$3,500

### Sapphire Package 5: Conference Sparkling Water Sponsor

- 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
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## Amethyst Level - \$3,000

### Amethyst Package 1: Cape to Cabot Boxed Lunch Wednesday, October 2, 2024

- Opportunity to provide stickers with corporate logo to be added to boxed lunch provided to each participant of the Cape to Cabot Adventure
- 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







# DAWN OF A NEW AGE:

*WHERE THE SUN RISES FIRST*

## Amethyst Level - \$3,000

### Amethyst Package 2 & 3: Thursday Morning Break - October 3, 2024 (2 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



### Amethyst Package 4: Thursday Afternoon Break - October 3, 2024

- 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 4, 2024

- 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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## Turquoise Level - \$2,500

### Turquoise Package 1: Wellness Walk

- Corporate logo will be displayed on signage at the meeting location of the Walk
- 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



### Wellness Walk

**7:15am Thursday Morning**

**Meet in the Delta St. John's Lobby**

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



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## Turquoise Level - \$2,500

### Turquoise Package 2: Environmental Stewardship (4 available)

- CPBI Atlantic will make a generous donation to Nature NL 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
  - Appreciation advertisement in industry publication



[www.NatureNL.ca](http://www.NatureNL.ca)

## Nature Newfoundland and Labrador

Nature Newfoundland and Labrador is a non-profit organization and registered charity promoting the enjoyment and conservation of wildlife and natural resources in the Canadian province of Newfoundland and Labrador. We are this province's oldest conservation organization (first established in 1910!) and were formerly called The Natural History Society of Newfoundland and Labrador. We continue to be one of the province's most active environmental organizations and regularly partner with other groups to raise awareness about nature and host fun and educational events that help everyone get outside.



# DAWN OF A NEW AGE:

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

- 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 GlenDenning Golf Course**

**Wednesday, October 2, 2024**

GlenDenning Golf is an oasis of fun and enjoyment within the city of St. John's. The course is designed with generous tee decks, contoured fairways and undulating greens, all defined by strategically placed bunkers. The gentle terrain, provides an enjoyable walk for all ages and ability.

Playing at a Par 71 and 6214 yards with three tee positions to choose from, beginners and avid golfers will enjoy the forgiveness and challenges that each hole has to offer. GlenDenning stresses club selection and strategic shotmaking.



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

- Corporate logo will be displayed on signage at the golf course
- Opportunity to provide stickers with corporate logo to be added to BBQ 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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## Jade Level - \$1,500

### CPBI Atlantic Supporter

- 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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## Media

- 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:
  - one full-page Thank You Advertisement after the conference

