



**DELTA PRINCE EDWARD
CHARLOTTETOWN, PEI
OCTOBER 8-10, 2025**

CONNECTING IN CANADA'S BIRTHPLACE

2025 CPBI ATLANTIC REGIONAL CONFERENCE



Sponsorship Package



CONNECTING IN CANADA'S BIRTHPLACE

Hello,

What could be any more Canadian? CPBI Atlantic is returning to Charlottetown, the actual Birthplace of Confederation, for our 2025 Atlantic Regional Conference. How appropriate for this year in particular when celebrating our heritage and unique identity has become so vitally important to us all!

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, but with current events putting focus so squarely on supporting Canadian events within our own borders, we anticipate a heightened level of interest that may very well have us selling out even earlier than last year when we were registered to capacity by Canada Day! Consider yourself forewarned and remember to register early, because now every day is Canada Day! And please note carefully that some of our top-level sponsorship packages include complimentary conference registrations that are not included with lower-level packages, so look for that specific information in the individual package descriptions within this document.

We know there will be valuable insights to be gained from our roster of distinguished speakers who will illuminate the varied topics on our agenda. Our Forum A Keynote will be delivered this year by internationally renowned (but homegrown!) David Frum, a Washington insider who will have no shortage of fascinating content for his presentation. As always, there will be entertaining interludes for quality networking with peers and clients with a variety of engaging social activities, beginning with golf at Crowbush. One of the highlights planned for this year is a highly interactive dinner event hosted by Chef Michael Smith, who may have been born in the United States but has made his home and business in Prince Edward Island for decades, along the way becoming widely known as Prince Edward Island's Food Ambassador. Again, how appropriate for this time in history!

Inside this document you will find a comprehensive list of sponsorship choices for 2025. 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 will 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 Charlottetown... Canada's OG meeting place! We'll celebrate our traditions and make some history together!

Sincerely,

David W. Tutty

Sponsorship Coordinator, 2025 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 **davidwtutty@outlook.com**. An acknowledgement will be sent by return email.



CONNECTING IN CANADA'S BIRTHPLACE

Sponsorship Levels

DIAMOND	\$20,000	Premier sponsor, Apparel - includes 3 registrations
EMERALD	\$15,000	Chef Michael Smith Interactive Dinner Party - includes 2 registrations
RUBY	\$10,000 \$10,000	PEI Surf & Turf - Wednesday, October 8th - includes 1 registration Forum A Keynote - David Frum - includes 1 registration
OPAL	\$7,500 \$7,500 \$7,500 \$7,500	Entertainment Wednesday, October 8th - The Fabulously Rich Forum B Keynote - Amber Mac Forum C Keynote - Dr. Yoni Freedhoff Forum D PEI Panel
PEARL	\$6,500 \$6,500	Wednesday Alt Activity - PEI Vibes & Good Times at PEI Brewing Co. Wednesday Late Night Maple & Mingle Social
TOPAZ	\$5,000 \$5,000 \$5,000	Breakfast (2 available) Lunch (2 available) Chef Michael Smith cookbook with branded bookmark
CORAL	\$4,500 \$4,500 \$4,500 \$4,500	Wednesday 6pm Opening Reception Thursday 6pm Pre-Dinner Reception Thursday 6pm Chef Michael Smith Oyster Bar CPBI Sociables
QUARTZ	\$4,000 \$4,000	Elevator Cling Sponsor (6 Available) Hotel Key Card
SAPPHIRE	\$3,500 \$3,500 \$3,500 \$3,500	Wine Sponsor Oct. 8 Wednesday Dinner Wine Sponsor - Oct. 9 Thursday Dinner Thursday Late Night PEI Ceilidh at Peake's Quay (2 available) Sparkling Water Sponsor
ONYX	\$3,250	Taste of PEI Delegate Bag Sponsor (4 available)
AMETHYST	\$3,000 \$3,000 \$3,000 \$3,000	Thursday Morning Break (2 available) Thursday Afternoon Break Friday Morning Break Transportation Sponsor
TURQUOISE	\$2,500 \$2,500	Health & Wellness Sponsor Environmental Stewardship Sponsor (4 available)
GOLF	\$6,500 \$3,000	Golf Tournament at Crowbush Golf Lunch
JADE	\$1,500	CPBI Atlantic Supporter (unlimited)
MEDIA SPONSORSHIP		

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



CONNECTING IN CANADA'S BIRTHPLACE

CONFERENCE SCHEDULE

Wednesday, October 8, 2025

8:30am	-	6:00pm	Registration
9:30am	-	4:00pm	Conference Golf Tournament (11:00am Shotgun Start)
11:45am	-	4:00pm	Alternate Activity - PEI Vibes & Good Times at PEI Brewing Company
6:00pm	-	7:00pm	Welcome Reception
7:00pm	-	10:30pm	PEI Surf & Turf Dinner - Entertainment by The Fabulously Rich Band
10:30pm	-	11:45pm	Late Night Maple & Mingle Social

Thursday, October 9, 2025

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 David Frum
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	-	4:00pm	Forum B Keynote with Amber Mac
6:00pm	-	7:00pm	Pre-Dinner Reception with Oyster Bar
7:00pm	-	10:00pm	Chef Michael Smith Interactive Dinner Party
10:30pm	-	12:00pm	Late Night PEI Ceilidh at Peakes Quay

Friday, October 10, 2025

7:15am	-	8:45am	Breakfast
8:45am	-	9:00am	CPBI Atlantic Year in Review
9:00am	-	10:00am	Forum C Keynote - Dr. Yoni Freedhoff
10:00am	-	10:15am	Break
10:15am	-	11:30am	Forum D Keynote Panel
11:30am	-	11:40am	Closing Remarks
11:40am	-	12:30pm	Lunch (To Go boxes available)



CONNECTING IN CANADA'S BIRTHPLACE

Diamond Level - \$20,000

Premier Conference Sponsor and Apparel with Corporate Logo

- Three complimentary delegate conference registrations
- Each registrant will receive apparel with your corporate logo embroidered on the back
- Welcome message in Delegate Booklet
- 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
 - Pheedloop Conference App
 - Sponsor recognition throughout the conference
 - Appreciation advertisement in industry publication





CONNECTING IN CANADA'S BIRTHPLACE

Emerald Level - \$15,000

Chef Michael Smith Interactive Dinner Party - Thursday, October 9, 2025

- Two complimentary delegate conference registrations
- Opportunity to welcome delegates to the dinner and introduce Chef Michael Smith
- 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
 - Pheedloop Conference App
 - Sponsor recognition throughout the conference
 - Appreciation advertisement in industry publication



Chef Michael Smith Interactive Dinner Party

Chef Michael Smith invites you to an unforgettable evening of flavours, friends and foodie fun. Hear a few stories while enjoying a tasty interactive menu of high energy hijinks, twists and turns. Hold on tight for an epic team building and culinary adventure.

This sponsorship is a keynote, delicious dinner and entertainment all wrapped up in one package, that will make for an unforgettable night!

Chef Michael Smith, C.M., is one of Canada's most renowned chefs, a TV host, best-selling author, renowned Fire Cook, and passionate advocate for sustainable home cooking. As Prince Edward Island's Food Ambassador, he has inspired families worldwide through his hit Food Network shows, best-selling cookbooks, and immersive dining experiences at The Inn at Bay Fortune.



CONNECTING IN CANADA'S BIRTHPLACE

Ruby Level - \$10,000

Ruby Package 1: PEI Surf & Turf Dinner - Wednesday, October 8, 2025

- One complimentary delegate conference registration
- Opportunity to welcome delegates to the PEI Surf & Turf Dinner
- Corporate logo displayed on table signage at the dinner
- Opportunity to provide branded mints or chocolates that will 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
 - Pheedloop Conference App
 - Sponsor recognition throughout the conference
 - Appreciation advertisement in industry publication





CONNECTING IN CANADA'S BIRTHPLACE

Ruby Level - \$10,000

Ruby Package 2: Keynote A David Frum

- One complimentary delegate conference registration
- Opportunity to introduce David Frum
- 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 RUBY level sponsor in various locations, including:
 - CPBI Atlantic Conference website
 - CPBI Atlantic e-blast announcements and newsletters
 - CPBI Linked In Posts
 - Pheedloop Conference App
 - Sponsor recognition throughout the conference
 - Appreciation advertisement in industry publication



David Frum

Staff Writer at The Atlantic;
podcast host of The David Frum
Show; Former Speechwriter for
President George W. Bush.

FORUM A: Thursday Morning 2025 and Beyond – Trump and Canada

Pierre Trudeau famously described Canada's relationship with the US as "sleeping with an elephant". With each unpredictable shift and turn, Canada is waking up to the risks from our increasingly precarious bed partner.

The return of Donald Trump to the presidency challenges Canadian trade and security. Canadians must reckon with new barriers to commerce, the potential end of NATO and mass immigration influx from the United States. As President Trump seeks to upend the global world order, what does this mean for international relations more broadly and Canada's place in the world?

In this keynote address, David leverages his perspective as a Washington insider, with an intimate understanding of the Canadian perspective. Frum will provide an in-depth analysis of the factors shaping American politics and the evolving dynamics between Canada and the United States, focusing on the current political, economic, and social issues that are shaping the relationship between the two countries.



CONNECTING IN CANADA'S BIRTHPLACE

Opal Level - \$7,500

Opal Package 1: Entertainment by The Fabulously Rich Band - Wednesday, October 8, 2025

- Opportunity to introduce The Fabulously Rich Band
- 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
 - Pheedloop Conference App
 - Sponsor recognition throughout the conference
 - Appreciation advertisement in industry publication



The Fabulously Rich: The Tragically Hip Tribute

In 2016, The Fabulously Rich came together to support Canadian icon and friend, Gord Downie, with a tribute concert following his cancer diagnosis. That event sparked a journey that has led them to becoming one of the most highly regarded tribute bands in the country. The Fabulously Rich take pride in contributing to the legacy of The Tragically Hip and in delivering performances that resonate with fans.



CONNECTING IN CANADA'S BIRTHPLACE

Opal Level - \$7,500

Opal Package 2: Keynote B Amber Mac

- Opportunity to introduce keynote speaker Amber Mac
- 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
 - Pheedloop Conference App
 - Sponsor recognition throughout the conference
 - Appreciation advertisement in industry publication



Amber Mac
President, AmberMac Media, Inc
Host of #TheFeed on SiriusXM

FORUM B: Thursday Afternoon DEMYSTIFYING AI: Four Artificial Intelligence Trends Shaping our Fast Future

Join us for an insightful session led by renowned tech expert and keynote speaker, Amber Mac, as she explores the transformative impact of Artificial Intelligence (AI) in the workplace. Celebrated for her contributions to digital media and technology, Amber will delve into how AI is reshaping human resources, enhancing productivity and driving innovation.

The presentation will provide attendees with key takeaways as we explore her four-part blueprint for surviving our fast future -- and thriving in it. These lessons include what every leader and professional needs to know to design, grow, learn, and communicate in the age of AI, all while leading with values and making an impact during today's world of predictable unpredictability. This is a practical, inspirational, and highly relevant talk, delivered with up-to-the-minute tech trends by one of the country's top technology and innovation voices who has moderated sessions with global leaders and delivered keynotes at over 500 events worldwide.



CONNECTING IN CANADA'S BIRTHPLACE

Opal Level - \$7,500

Opal Package 3: Keynote C – Dr. Yoni Freedhoff

- Opportunity to introduce Dr. Yoni Freedhoff
- 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
 - Pheedloop Conference App
 - Sponsor recognition throughout the conference
 - Appreciation advertisement in industry publication



Dr. Yoni Freedhoff
Medical Director,
Bariatric Medical Institute

FORUM C: Friday Morning Weighing in on Obesity Treatments

In 1997 the World Health Organization declared obesity a disease and an official epidemic, and since this time, the rates of obesity have nearly doubled. With equity and inclusiveness coming into focus for plans and new treatment options emerging, this category of drugs, which were formerly referred to as “lifestyle”, are getting renewed focus. But at what cost? And how is social media playing a role in shaping our perceptions? Join us for a frank discussion with one of Canada’s leading voices in this field, Dr. Yoni Freedhoff.

The questions for plan sponsors abound: What are the coverage criteria and how can plans balance access and affordability? What should human resource professionals consider when weighing options, from labour relations to attraction and retention risks? What will new generic options in the therapy category mean for plan costs? Are there longer-term implications/outcomes to consider for pension and benefit plans with respect to mortality and morbidity?



CONNECTING IN CANADA'S BIRTHPLACE

Opal Level - \$7,500

Opal Package 4: Forum D – PEI Panel - Demographics, Economics, Social Dynamics 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
 - Phedloop Conference App
 - Sponsor recognition throughout the conference
 - Appreciation advertisement in industry publication

FORUM D Panel Friday Morning The Link to the Future: Leading Through Change on the Red Island

Much like the forces of nature shaping Prince Edward Island's coastline, the province's demographic shifts and economic currents – and those throughout Atlantic Canada – are constantly in motion with changes difficult to predict. In this moderated panel discussion, experts will explore

impacts on the Island's business landscape, and how shifting political, economic, and social dynamics are influencing operations, workforce management, and organizational strategies.

Join us for an engaging and informative session with diverse perspectives on how business leaders and workforce managers are responding to the unique challenges and opportunities currently facing Prince Edward Island, with lessons for Atlantic Canada and beyond.





CONNECTING IN CANADA'S BIRTHPLACE

Pearl Level - \$6,500

Pearl Package 1: Alternate Activity – PEI Vibes & Good Times at PEI Brewing Co.

- Opportunity to welcome attendees to the event
- Corporate logo will be displayed on signage at the event
- Bandana 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
 - Pheedloop Conference App
 - Sponsor recognition throughout the conference
 - Appreciation advertisement in industry publication

CPBI Ultimate Social: PEI Vibes & Good Times

Join us for a fun-filled afternoon, as we transport the spirit and vibe of the Cavendish Beach Music Festival to the PEI Brewing Company. Attendees will enjoy festival food stations featuring PEI culinary delights, craft beers and local spirits that focus on the island's natural ingredients and unique flavors.

The afternoon will include a trivia competition and team-based challenges, all designed to bring people together. For those looking to add some rhythm and extra fun to their day, you will have the opportunity to take part in a country line dancing lesson.

Whether you're looking to showcase your smarts or simply have a great time, this event is the perfect way to spend the afternoon in one of Canada's most picturesque and culinary provinces. Participants are encouraged to dress in Country and Western attire – cowboy/cowgirl boots and hats, denim, music festival tops, etc. Team bandanas will be provided. So, bring your competitive spirit and get ready for an unforgettable day of fun, laughter and connection – Giddy Up!



PRINCE EDWARD ISLAND BREWING CO.



CONNECTING IN CANADA'S BIRTHPLACE

Pearl Level - \$6,500

Pearl Package 2: Wednesday Late Night Maple and Mingle 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
 - Pheedloop Conference App
 - Sponsor recognition throughout the conference
 - Appreciation advertisement in industry publication



Maple & Mingle: Cows Ice Cream Bar and Late Night Networking Social

Join us Wednesday night for great networking opportunities, combined with a celebration of Canadian pride. Enjoy hot apple cider as we raise a glass to both national pride and the power of our industry. The evening will also feature a special treat from one of the PEI's local gems – Cows Ice Cream! Indulge your sweet tooth at our exclusive ice cream bar. Come for the connections, stay for the Canadiana!



CONNECTING IN CANADA'S BIRTHPLACE

Topaz Level - \$5,000

Topaz Package 1: Conference Breakfast - Thursday, October 9, 2025

- 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
 - Pheedloop Conference App
 - Sponsor recognition throughout the conference
 - Appreciation advertisement in industry publication



Topaz Package 2: Conference Breakfast - Friday, October 10, 2025

- 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
 - Pheedloop Conference App
 - Sponsor recognition throughout the conference
 - Appreciation advertisement in industry publication



CONNECTING IN CANADA'S BIRTHPLACE

Topaz Level - \$5,000

Topaz Package 3: Conference Lunch - Thursday, October 9, 2025

- 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
 - Pheedloop Conference App
 - Sponsor recognition throughout the conference
 - Appreciation advertisement in industry publication



Topaz Package 4: Conference Lunch - Friday, October 10, 2025

- 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
 - Pheedloop Conference App
 - Sponsor recognition throughout the conference
 - Appreciation advertisement in industry publication

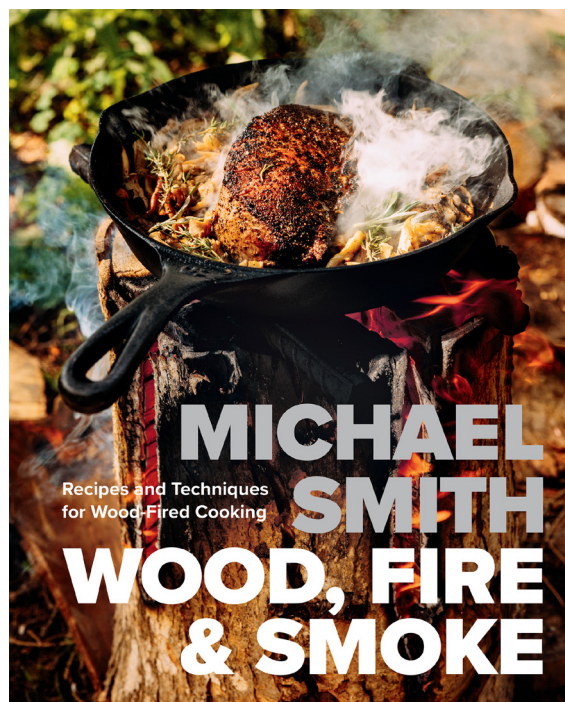


CONNECTING IN CANADA'S BIRTHPLACE

Topaz Level - \$5,000

Topaz Package 5: Chef Michael Smith Cookbook with Branded Bookmark

- Opportunity to provide branded bookmarks to be inserted into a copy of Chef Michael Smith's latest cookbook given to each delegate
- Opportunity to provide one corporate prize (\$100-\$500 value) to be drawn at conference
- Acknowledgement and identification as the TOPAZ level sponsor in various locations, including:
 - CPBI Atlantic Conference website
 - CPBI Atlantic e-blast announcements and newsletters
 - CPBI Linked In Posts
 - Pheedloop Conference App
 - Sponsor recognition throughout the conference
 - Appreciation advertisement in industry publication



All delegates will receive a copy of Chef Michael Smith's latest cookbook *Wood, Fire & Smoke*.

Chef Michael Smith

Chef Michael Smith, C.M., is Prince Edward Island's Food Ambassador. He has inspired families worldwide through his hit Food Network shows, best-selling cookbooks, and immersive dining experiences at The Inn at Bay Fortune. His acclaimed FireWorks Feast has become one of the world's top farm-to-fork culinary events. This immersive, multicourse culinary experience that has garnered international acclaim, making it a must-visit destination for food lovers seeking an authentic farm-to fork adventure.

In Spring 2025, he returns with Bell Fibe TV's Chef on Fire Season 2 and his latest cookbook, *Wood, Fire & Smoke*. Alongside his wife, Chastity, Michael owns and operates The Inn at Bay Fortune on Prince Edward Island.



CONNECTING IN CANADA'S BIRTHPLACE

Coral Level - \$4,500

Coral Package 1: 6:00pm Welcome Reception - Wednesday, October 8, 2025

- 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
 - Phedloop Conference App
 - Sponsor recognition throughout the conference
 - Appreciation advertisement in industry publication



Coral Package 2: 6:00pm Pre-Dinner Reception - Thursday, October 9, 2025

- 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
 - Phedloop Conference App
 - Sponsor recognition throughout the conference
 - Appreciation advertisement in industry publication



CONNECTING IN CANADA'S BIRTHPLACE

Coral Level - \$4,500

Coral Package 3: Thursday 6pm Chef Michael Smith's Oyster Bar

- Chef Michael Smith's Interactive Bay of Fortune Oyster Bar.
- 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
 - Pheedloop Conference App
 - Sponsor recognition throughout the conference
 - Appreciation advertisement in industry publication



Coral Package 4: 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 2025 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
 - Pheedloop Conference App
 - Sponsor recognition throughout the conference
 - Appreciation advertisement in industry publication



CONNECTING IN CANADA'S BIRTHPLACE

Quartz Level - \$4,000

Quartz Package 1: Elevator Cling (6 available)

- Corporate logo displayed on elevator located in main lobby of Delta Prince Edward
- 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
 - Pheedloop Conference App
 - Sponsor recognition throughout the conference
 - Appreciation advertisement in industry publication



Quartz Package 2: Hotel Key Card

- Corporate logo displayed on hotel room keys given to each delegate staying at Delta Prince Edward
- 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
 - Pheedloop Conference App
 - Sponsor recognition throughout the conference
 - Appreciation advertisement in industry publication



CONNECTING IN CANADA'S BIRTHPLACE

Sapphire Level - \$3,500

Sapphire Package 1: Wine Sponsorship at PEI Surf & Turf Dinner - Wednesday, October 8, 2025

- 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
 - Pheedloop Conference App
 - Sponsor recognition throughout the conference
 - Appreciation advertisement in industry publication



Sapphire Package 2: Wine Sponsorship at Chef Michael Smith Dinner - Thursday, October 9, 2025

- 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
 - Pheedloop Conference App
 - Sponsor recognition throughout the conference
 - Appreciation advertisement in industry publication



CONNECTING IN CANADA'S BIRTHPLACE

Sapphire Level - \$3,500

Sapphire Package 3 & 4: Thursday Late Night PEI Ceilidh at Peake's Quay (2 available)

- Corporate logo will be displayed on signage at the event
- Corporate logo on PEI Ceilidh 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
 - Pheedloop Conference App
 - Sponsor recognition throughout the conference
 - Appreciation advertisement in industry publication



Ceilidh at Peake's Quay – A Musical Island Experience

After a day of inspiration and connection, conference attendees will be musically guided to the iconic Peake's Quay for a lively and unforgettable PEI Ceilidh! Let the rhythms of Prince Edward Island welcome you with traditional tunes, local drinks, and a whole lot of dancing. Whether you're a ceilidh regular or just in it for the fun, this evening promises an authentic taste of Island hospitality and celebration. Come ready to kick up your heels and soak in the spirit of the Maritimes!



CONNECTING IN CANADA'S BIRTHPLACE

Sapphire Level - \$3,500

Sapphire Package 5: Conference Sparkling Water Sponsor

- Canadian sourced sparkling water will be available to 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
 - Pheedloop Conference App
 - Sponsor recognition throughout the conference
 - Appreciation advertisement in industry publication





CONNECTING IN CANADA'S BIRTHPLACE

Onyx Level - \$3,250

Taste of PEI Delegate Bag (4 available)

- Corporate logo displayed on Taste of PEI Delegate bag featuring locally sourced PEI products.
- Opportunity to provide one corporate prize (\$100-\$500 value) to be drawn at conference
- Acknowledgement and identification as the ONYX level sponsor in various locations, including:
 - CPBI Atlantic Conference website
 - CPBI Atlantic e-blast announcements and newsletters
 - CPBI Linked In Posts
 - Pheedloop Conference App
 - Sponsor recognition throughout the conference
 - Appreciation advertisement in industry publication





CONNECTING IN CANADA'S BIRTHPLACE

Amethyst Level - \$3,000

Amethyst Package 1 & 2: Thursday Morning Break - October 9, 2025 (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
 - Pheedloop Conference App
 - Sponsor recognition throughout the conference
 - Appreciation advertisement in industry publication



Amethyst Package 3: Thursday Afternoon Break - October 9, 2025

- 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
 - Pheedloop Conference App
 - Sponsor recognition throughout the conference
 - Appreciation advertisement in industry publication



Amethyst Package 4: Friday Morning - October 10, 2025

- 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
 - Pheedloop Conference App
 - Sponsor recognition throughout the conference
 - Appreciation advertisement in industry publication





CONNECTING IN CANADA'S BIRTHPLACE

Amethyst Level - \$3,000

Amethyst Package 5: Transportation Sponsor

- Corporate logo displayed on buses transporting attendees to and from Crowbush Golf Tournament and PEI Brewing Company.
- 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
 - Pheedloop Conference App
 - Sponsor recognition throughout the conference
 - Appreciation advertisement in industry publication





CONNECTING IN CANADA'S BIRTHPLACE

Turquoise Level - \$2,500

Turquoise Package 1: Wellness Walk

- Corporate logo will be displayed on signage in Delta Prince Edward Lobby
- 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
 - Pheedloop Conference App
 - Sponsor recognition throughout the conference
 - Appreciation advertisement in industry publication



Wellness Walk

7:15am Thursday Morning - Meet in the Delta Prince Edward Lobby

Start your conference day with a light trail walk on Charlottetown's historic waterfront boardwalk with beautiful views of the harbour and the downtown area.

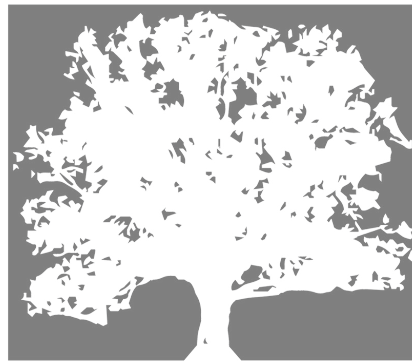


CONNECTING IN CANADA'S BIRTHPLACE

Turquoise Level - \$2,500

Turquoise Package 2: Environmental Stewardship (4 available)

- CPBI Atlantic will make a generous donation to Island Nature Trust to support their great environmental stewardship
- 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
 - Pheedloop Conference App
 - Sponsor recognition throughout the conference
 - Appreciation advertisement in industry publication



ISLAND
NATURE
TRUST

Island Nature Trust

Island Nature Trust is a non-government, not-for-profit organization dedicated to protection and management of Natural Areas on Prince Edward Island (Canada). We acquire lands to be held in trust for future generations, manage these lands as an example of appropriate and sustained use, and help private owners voluntarily protect their lands. We work with government and private landowners to create a true natural areas network on Prince Edward Island, consisting of core protected areas connected by corridors.



CONNECTING IN CANADA'S BIRTHPLACE

Golf Primary Sponsorship - \$6,500

Golf Package 1: Primary Golf Tournament Sponsor - Wednesday, October 8, 2025

- Opportunity to welcome golfers to event
- Corporate logo will be displayed on signage at the Links of Crowbush Cove Golf Course
- Corporate logo will be displayed on drink ticket each golfer will receive at the Crow's Nest.
- 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
 - Pheedloop Conference App
 - Sponsor recognition throughout the conference
 - Appreciation advertisement in industry publication

Golf Tournament The Links at Crowbush Cove

Wednesday, October 8, 2025

Recognized by Golf Digest as Canada's Best New Course in 1994. Overlooking the north shore dunes of PEI, Crowbush continues to enthrall all those that take the challenge to conquer one of North America's very best.

How can it get better than a Golf Digest five star rating? Undulating fairways, water holes with a wisp of wind, pot bunkers and challenging greens all come together to provide you with an experience not to be forgotten. Truly an unbelievable combination of nature and imagination.

Of all the courses that are considered a "must play", Crowbush is certainly one of them. If you can tame the 6,903 yards at the Links, you should be able to play well anywhere. Rated four and a half stars by Golf Digest Places to Play, which raves, "Outstanding, plan your next vacation around it".

SCORE Golf Magazine rated Crowbush in the Top 2 Best Value Golf Courses in Canada.





CONNECTING IN CANADA'S BIRTHPLACE

Golf Lunch Sponsorship - \$3,000

Golf Package 2: Golf Lunch - Wednesday, October 8, 2025

- 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
 - Pheedloop Conference App
 - Sponsor recognition throughout the conference
 - Appreciation advertisement in industry publication





CONNECTING IN CANADA'S BIRTHPLACE

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
 - Pheedloop Conference App
 - Sponsor recognition throughout the conference
 - Appreciation advertisement in industry publication

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
 - Pheedloop Conference App
 - Sponsor recognition throughout the conference
 - Appreciation advertisement in industry publication
- You will provide us:
 - One full-page Thank You Advertisement after the conference