



SPONSORSHIP OPPORTUNITIES

2024

AUGUST 16TH
FREDERICTON CONVENTION CENTRE



KEYNOTE SPEAKER

2 PLENARY SESSIONS

8 BREAKOUT SESSIONS

MUSIC & ENTERTAINMENT

INSPIRATION

SUCCESS STORIES

NETWORKING

Bridging Borders: Building a Diverse and Inclusive Workforce

ABOUT THE SUMMIT



There is an influx of newcomers in New Brunswick, and we at Ignite, are committed to ensuring that our regions are welcoming and that our communities have the resources to support their immigration and professional journey. Successful integration of newcomers builds communities that are stronger economically and more inclusive socially and culturally. As new talent arrives, Ignite will continue to play a significant role in helping newcomers build a future in the area. We will continue to empower them with the tools to successfully execute their skills and connect with new opportunities to contribute to our workforce and economic success.

The Workforce & Newcomer Summit is both a learning and networking opportunity for newcomers in the Capital and Western New Brunswick Regions. The conference component of the summit includes a diverse range of perspectives, including those of immigrants themselves, community leaders, employers, policymakers, and experts in the field.

Therefore, our keynote speakers, plenary sessions, and concurrent sessions target crucial topics for both the integration and workforce development of newcomers. Additionally, this will provide a comprehensive understanding of the strategies for the long-term success of immigrants in our region.

The Diversity Gala Night will permit us to highlight the success of newcomer talent and partners who can attest the contribution of immigrant labour in the regions. After the success stories are shared, we are providing a space for newcomers to network. [**CLICK HERE to learn more!**](#)

WHY SPONSOR?

After the astounding success of our inaugural summit last year, the 2024 summit is becoming the most sought-after professional development event in the region.

As a sponsor, your organization will have the invaluable opportunity to showcase its leadership within the community by actively supporting initiatives aimed at fostering workforce development and newcomer integration. Your brand's strength will be exemplified through prominent visibility across all event platforms, reinforcing your commitment to driving positive change in diverse business sectors. By participating in this summit, you demonstrate a dedication to diversity and inclusion, amplifying voices and perspectives from all backgrounds.

Your sponsorship not only aligns your brand with crucial societal values but also positions you as a champion for creating inclusive environments where talent and innovation thrive. On top of all that, you get the opportunity to meet some amazingly talented new members of our community that bring the promise of growth and prosperity.





\$20,000 - EXCLUSIVE

PLATINUM SPONSOR

This exclusive sponsorship provides you with top tier benefits and will elevate your brand as a proud supporter of Ignite's Workforce and Newcomer Summit 2024. As our EXCLUSIVE Presenting Sponsor, here is what you can expect to receive:

DAYTIME SUMMIT

Tickets

- 8 COMPLIMENTARY tickets with premium seating at front of the room

On site

- Opportunity to play a corporate promotional video (1 min max.)
- Opportunity to introduce our Keynote speaker
- Opportunity to display 2 pop-up banners in a prominent area of the event space
- Opportunity to set up a booth in the event space

Socials and Promotions

- One feature profile on your company that will be seen across our Ignite socials
- Your logo will be included and promoted as our Presenting Sponsor:
 - on all event collateral including event signage/posters, name tags
 - e-blasts, social media post event announcements, media releases and the event website
 - on the rolling sponsor slide show played throughout the event
 - in the printed event program
 - on your table placeholder

Swag

- your logo on the event lanyards / name tags
- you will be invited to provide a branded item / swag to event participants distributed at the Keynote morning session

EVENING GALA

Tickets

- 8 COMPLIMENTARY tickets

On site

- Opportunity to kick off the event on stage during Welcoming remarks
- Opportunity to display 2 pop-up banners in a prominent area of the event space
- Your logo will be included and promoted as our Presenting Sponsor:
 - on the rolling sponsor slide show played at the event
 - in the printed event program
 - on all evening gala printed materials
 - on your table placeholder



\$15,000

GOLD SPONSOR

This sponsorship provides you with benefits to elevate your brand as a proud supporter of Ignite's Workforce and Newcomer Summit 2024. As our Gold Sponsor, here is what you can expect to receive:

DAYTIME SUMMIT

Tickets

- 4 COMPLIMENTARY tickets

On site

- Opportunity to display a pop-up banner in a prominent area of the event space
- Opportunity to set up a booth in the event space

Socials and Promotions

- 2 shoutouts featuring your brand / company that will be seen across our Ignite socials
- Your logo will be included and promoted as our Gold Sponsor:
 - on all event collateral including event signage/posters
 - e-blasts and the event website
 - on the rolling sponsor slide show played throughout the event
 - in the printed event program

Swag

- you will be invited to provide a branded item / swag to event participants distributed at the Keynote morning session

EVENING GALA

Tickets

- 4 COMPLIMENTARY tickets

On site

- Opportunity to display a pop-up banner in a prominent area of the event space
- Your logo will be included and promoted:
 - on the rolling sponsor slide show played at the event
 - in the printed event program



\$12,000

SILVER SPONSOR

Our Silver sponsorship provides you with top tier benefits and will elevate your brand as a proud supporter of Ignite's Workforce and Newcomer Summit 2024. Here is what you can expect to receive:

DAYTIME SUMMIT

Tickets

- 1 COMPLIMENTARY ticket

On site

- Opportunity to display a pop-up banner in a prominent area of the event space
- Opportunity to set up a booth in the event space

Socials and Promotions

- 1 shoutout featuring your brand / company that will be seen across our Ignite socials
- Your logo will be included and promoted as our Silver Sponsor:
 - on all event collateral including event signage/posters
 - e-blasts and the event website
 - on the rolling sponsor slide show played throughout the event
 - in the printed event program

EVENING GALA

Tickets

- 1 COMPLIMENTARY tickets

On site

- Opportunity to display a pop-up banner in a prominent area of the event space
- Your logo will be included and promoted as our Presenting Sponsor:
 - on the rolling sponsor slide show played at the event
 - in the printed event program

000,8 \$

BRONZE SPONSOR

Our Bronze sponsorship provides you with benefits that will elevate your brand as a proud supporter of Ignite's Workforce and Newcomer Summit 2024. Here is what you can expect to receive:

DAYTIME SUMMIT

On site

- Opportunity to display a pop-up banner in a prominent area of the event space
- Your logo will be included and promoted as our Silver Sponsor:
 - on event posters
 - event website
 - on the rolling sponsor slide show played throughout the event
 - in the printed event program

EVENING GALA

On site

- Opportunity to display a pop-up banner in a prominent area of the event space
- Your logo will be included and promoted:
 - on the rolling sponsor slide show played at the event
 - in the printed event program



\$1 - 2,000 TO AVAILABLE

PLENARY & SESSION SPONSORS

As a session sponsor - you will be able to promote your brand to a captive audience during the daytime summit. We have two distinct levels to choose from...

PLENARY SPONSOR 2 TO CHOOSE FROM

As a plenary sponsor you will have access to all ticket holders during our 2 plenary sessions!

Here is what you can expect:

- First come first served choice of the plenary topic session that best aligns with your brand
- 1 pop-up banner & collateral in the room
- Listed as a plenary sponsor:
 - on the screen
 - on the event website
 - in printed program

\$2,000 EACH

Plenary Sessions Topics

- The Future of Workforce and People First: Embracing Diverse Talent
- Immigration Impact: How has immigration helped your communities

SESSION SPONSOR 8 TO CHOOSE FROM

As a session sponsor you will be able to promote your brand to a smaller but captive audience at one of our 8 concurrent sessions throughout the day. Here is what you can expect:

- First come first served choice of the session topic that best aligns with your brand
- 1 pop-up banner & collateral in the room
- Listed as a plenary sponsor:
 - on the event website
 - in printed program

\$1,000 EACH

Concurrent Sessions Topics

- Building Inclusive Workplaces: Strategies and Best Practices
- Collaborative Efforts for Talent-Based Employment Strategy
- Evolution of Tech Careers and International Educated Talent
- Productivity/Performance in the workplace and Significance of Mental Health & Wellness (CMHA)
- The Significance of Entrepreneurship and Innovation among Immigrants
- Boost your career: The importance of personal branding
- Promise of Home: Making Campus Your Home
- Building Welcoming & Inclusive Communities through Community Partnerships

NETWORKING/BREAK SPONSOR

YOU CAN CHOOSE TO SPONSOR ALL 3 BREAKS DURING THE DAYITME SUMMIT EVENT FOR \$2,500

We know from the many events that Ignite has hosted, that networking is one of the TOP takeaways from our attendees! This sponsorship level is a great way to position your brand in front of our attendees while they are connecting with friends and colleagues.

As a Networking Sponsor, here is what you can expect to receive:

- Your logo will be included and promoted:
 - on the rolling sponsor slide show played during the break
 - displayed at the refreshment tables during the break
- your company name will be listed:
 - in the printed event program
 - on the event website page



\$1,000 X 3 AVAILABLE - DAYTIME



\$7,000

GALA SPONSOR

The Diversity Gala Night will bring together newcomers, immigrants, international students, community leaders, stakeholders and government to showcase and celebrate the rich cultural tapestry of our community, emphasizing their contributions in our region. We will celebrate diversity through success stories, food and live cultural entertainment.

Our aim is to strengthen the sense of community, promote cultural understanding, and provide a platform for the diverse voices within our immigrant, newcomer, and international student populations. highlight the success of newcomer talent and partners who can attest the contribution of immigrant labour in the regions.

As our GALA sponsor, here is what you can expect to receive:

EVENING GALA

Tickets

- 8 COMPLIMENTARY tickets with premium seating at front of the room

On site

- Opportunity to kick off the event on stage during Welcoming remarks
- Opportunity to display pop-up banners in a prominent area of the event space

Socials and Promotions...

- Your logo will be included and promoted:
 - on Gala event collateral including:
 - event signage
 - name tags
 - e-blasts, social media sponsor posts and the event website
 - on the rolling sponsor slide show played at the Gala
 - in the printed event program



\$4,000

GALA ENTERTAINMENT SPONSOR

Put your brand in the spotlight by supporting a variety of cultural entertainers throughout the evening gala! There will be 3 diverse groups taking centre stage to entertain attendees, this sponsorship allows you to sponsor all three!

As our Gala entertainment sponsor, here is what you can expect to receive:

EVENING GALA

Tickets

- 4 COMPLIMENTARY tickets

On site

- Opportunity to introduce each group / entertainer to the stage throughout the evening

Socials and Promotions...

- Your logo will be included and promoted:
 - e-blasts, social media sponsor posts and the event website
 - on the rolling sponsor slide show played at the Gala
 - in the printed event program



\$2,000

GALA NETWORKING SPONSOR

We know from the many events that Ignite has hosted, that networking is one of the TOP takeaways from our attendees ! This sponsorship level is a great way to position your brand in front of our attendees while they are connecting with friends and colleagues.

As a Networking Sponsor, here is what you can expect to receive:

Socials and Promotions...

- Your logo will be included and promoted:
 - on the rolling sponsor slide show played during the networking portion of the evening
- Your company name will be listed:
 - in the printed event program
 - on the event website page



IN-KIND AND CUSTOM SPONSORSHIPS

Do you have a unique product or service you offer, or perhaps you don't see a sponsorship that doesn't quite fit your needs?

Let us know and we will work with you on the details!

Here is a list of a few in-kind options to consider:

- Decor
- Photography
- Videography

TICKET SPONSORSHIP \$2,070

Although this event offers great value at a reasonable price, there are those who simply cannot afford to attend - you can help by sponsoring a table (8 tickets) to the Summit and Gala!

Here is what you will expect to receive:

- You company name will be listed:
 - in the printed event program
 - on the event website page
 - we will ensure your logo is on the table placeholder at both the summit and the gala along with premium table positioning

**HELP US MAKE THE 2024 WORKFORCE &
NEWCOMER SUMMIT A HUGE SUCCESS!**

**TO DISCUSS SPONSORSHIP OPPORTUNITIES,
PLEASE CONTACT:**

nausheen@myignite.ca