



## SPONSORSHIP AND INNOVATION SHOWCASE PROSPECTUS

**GLACIER**  
**\$25,000**

*Glacier sponsors will have the opportunity to have their name associated with key components of the conference, including our signature Innovation Showcase, highlighting out of the box ideas from around the world, or the Main Stage, which brings to life all of our great speakers and sessions in a big way.*

### BENEFIT OPTIONS

Be a recognized sponsor of one of the events/options:

**MAIN STAGE SPONSOR**  
**INNOVATION AND CULTURE SHOWCASE**

**In addition, your organization will receive:**

- Six (6) complimentary full conference registrations
- Recognition on our main screen throughout the meeting, on signage and from the conference podium
- An opportunity for a five minute introduction at your event, or on the conference podium
- Logo on the home page of the conference website with a link to your corporate website
- Blog post on the home page, and promotion through social media channels
- Opportunity for a specialized video/promotional piece both on the Winter Cities Shake-Up website, and on the screen at the conference (Video must be provided)
- Opportunity for a key foyer location for the innovation showcase, and for breaks throughout the conference. This space can be programmed as a café/addition to the breaks for delegates, and can feature indoor or outdoor space. We will work with you to build a space that recognizes your role in a thriving winter city
- Opportunity for prime advertising space in the conference app



**BLIZZARD**  
**\$10,000**

*People need to eat! As the Blizzard sponsor you can make this happen by choosing to have your sponsorship assigned to one of our conference lunch and activities, available on a first-come, first-served basis:*

**Fashion Show and Lunch on Thursday**  
**Silver Skate Lunch**

**In addition, your organization will receive:**

- Opportunity to provide a five minute talk as part of the conference proceedings on your company and commitment to a Winter City initiative, and to provide input into programming during lunch
- Five (5) complimentary full conference registrations
- Recognition in the final program, on signage and from the conference podium
- Logo on the conference website with a link to your corporate website
- Logo on the Winter in Edmonton website
- Display space for the duration of the meeting, and during the Innovation Showcase (10 x 10)

Visit <http://www.etches.com/193694> to submit your sponsorship application or contact [winter@buksa.com](mailto:winter@buksa.com) for more information

## FLURRY \$5,000

*Flurry level offers the opportunity to sponsor one of our keynotes or plenary panels. We can work with you to discuss which speakers might be a great fit for you. Your organizations' name would be included in the online conference program next to the speaker chosen, and you would have an opportunity to introduce the speaker on the main-stage, and speak about your organization and role in a thriving winter city.*

### **In addition, your organization will receive:**

- Opportunity to provide an introduction of your speaker to outline your company and commitment to a Winter City initiative
- Three (3) complimentary full conference registrations
- Recognition in the final program, on signage and from the podium at the conference
- Logo on the conference website with a link to your corporate website
- Opportunity for advertising space in the conference app
- Display space for the duration of the meeting, and during the Innovation Showcase (10x10)



## SNOWFLAKE \$2,500

*Some of the hallmarks of our conference are the activities and field trips that take place within the program! We are now confirming the activities for this year. As a snowflake sponsor, your contribution can be assigned to one of the unique opportunities for delegates. Last year included cross country skiing, fat biking, lessons in home building in the winter, and more. You may choose to have your sponsorship assigned to one of this year's activities, on a first-come, first-served basis.*

### **In addition, your organization will receive:**

- One (1) complimentary registration
- Recognition in the conference app, on signage and from the podium at the conference
- Logo on conference website with a link to your corporate website
- A space to display/exhibit during the Innovation showcase (10x10)



If you have an idea for sponsorship not outlined here, such as in-kind, or if a specific portion is interesting to you, please get in touch with us at [winter@buksa.com](mailto:winter@buksa.com)

# WINTER CITIES

## SHAKE-UP 2017

EDMONTON | CANADA



### WINTER INNOVATION AND CULTURE SHOWCASE! New in 2017!

For the first time, we are excited to host an Innovation Showcase, which will be open to delegates, and to the public for one special night of the Shake-Up!

The showcase will feature technologies, practices, activities, equipment, music, art, fashion and food that contribute to thriving winter cities, winter living and economy. It is a celebration of the people, organizations and businesses that make winter life enjoyable, safe and unique. Interactive displays and hands-on experiences will be part of the action as we dig in to what makes life great in a Winter City!

Winter Cities Shake-Up Sponsors automatically get a spot, but we would also invite groups to join us just for this special evening! If you are doing something innovative that makes winter more fun, more profitable, or even just more interesting, we want to show off what you're doing!

This isn't your regular conference, so don't expect your regular "tradeshow". There will be displays, fashion showcases, a DJ to keep the party going, and samples of food from winter cities around the world! From indoor to outdoor, we'll light up this February night.

Email us at [winter@buksa.com](mailto:winter@buksa.com) to find out more and to apply for a spot! This will be a curated showcase so applications will be reviewed prior to acceptance.



FOR MORE INFORMATION:  
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