

SPONSORSHIP PACKAGE 2026 2027

NICC Business Centre Sponsorship Package

Annual Program and Event Partnerships

Where business leaders, founders, capital and expertise connect

A practical Calgary platform for business education, executive relationships, corporate venue activity and community investment.

NEW INDO CANADIAN CENTRE

Bay 8, 1916A 30 Avenue NE, Calgary, Alberta
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newicc.org/nicc-business-centre



Explore the Centre

September 2026

Partnership Opportunity

The NICC Business Centre is being developed as a revenue generating business platform within the New Indo Canadian Centre. It will bring together business owners, founders, investors, lenders, professional advisors, technology leaders and the next generation of entrepreneurs through useful programs and corporate events.

Sponsors help NICC deliver credible speakers, well produced forums and an executive quality guest experience. In return, sponsors receive defined visibility, curated participation and appropriate opportunities to engage with the business community.

The broader operating model is intended to generate net revenue from programs, memberships, sponsorships and venue activity. After approved operating costs and reserves, this revenue can support the future NICC Community and Seniors Amenity Centre.

NICC Platform at a Glance

10,073 square feet across the existing NICC venue	500 plus total centre capacity	192 events and about 20,000 attendees in 2025	300 plus events and about 30,000 attendees projected in 2026
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What Sponsorship Supports

- Founders Forum signature speakers, executive discussions and curated networking events.
- Business education on capital, growth, technology, leadership, succession, mergers and acquisitions, real estate and international opportunities.
- Event production, hospitality, audio visual support, communications and professional guest management.
- Development of the NICC Business Network, member directory, mentoring and speaker participation.
- The long term development of the Bay 4 Business Centre and NICC corporate venue program.

Partnership Value

NICC offers sponsors a focused environment rather than general advertising inventory. Each activation is tied to a defined program, audience and benefit schedule. The Centre will report what was delivered and will protect the quality of the guest experience.

Audience and Program Platform

The Business Centre is designed for people who own, finance, advise, lead or are building businesses. Invitations and programs will be curated so the quality of the room remains central to the sponsor and participant experience.

Primary Audience

- Established business owners and chief executives
- Investors, lenders and finance professionals
- Technology, innovation and real estate leaders
- Entrepreneurs and founders
- Legal, accounting, mergers and advisory professionals
- Next generation entrepreneurs and global business connectors

Program Pillars

Program pillar	Illustrative focus
Capital and Investment	Financing, venture capital, lending and investment readiness
Entrepreneurship and Growth	Scaling, sales, talent, governance and operating discipline
Technology and Innovation	Practical artificial intelligence, digital tools and clean technology
Leadership and Succession	Executive leadership, succession and mergers and acquisitions
Professional Network	Executive roundtables, referrals, mentoring and member connections
Global Business Connections	Canada and India opportunities and the Gujarati Business Network

Founders Forum 01

The inaugural Founders Forum will feature venture capital investor Harish Consul of Ocgrow Ventures on Friday, September 25, 2026. The invite only program will bring together approximately 60 to 80 business leaders for a keynote, dinner, fireside discussion and networking. Scotia Wealth is sponsoring the dinner. Additional annual, program series and future event partnerships are available.

Sponsorship Options

Sponsors may select an annual partnership, a program series or one event. Final benefits are confirmed in a written agreement and scheduled with NICC before activation.

Benefit	Annual Leadership Partner	Annual Partner	Program Series Partner	Event Partner
Investment	\$15,000	\$10,000	\$5,000	\$2,500
Term	12 months	12 months	One series	One event
Core recognition	All Business Centre programs	Four selected programs	Two to three event series	Sponsored event
Digital recognition	Business Centre page and annual materials	Business Centre page and selected materials	Series pages and materials	Event page and materials
Guest invitations	12 across the term	8 across the term	6 across the series	4 for the event
Executive participation	Brief welcome at one selected event	Recognition at one selected event	Recognition at series events	Verbal acknowledgement
Program input	One educational session developed with NICC	Topic and speaker input for one event	Topic and speaker input for the series	No editorial role
Venue benefit	One full day or two half days	One half day	10% discount on one NICC venue booking	Not included
Reporting	Post event summaries and annual report	Post event summaries and annual report	Post series summary	Post event summary

Annual Leadership Partner availability is limited to three organizations during the inaugural year.

Guest allocations, executive participation, venue credits and program timing remain subject to capacity, availability and NICC approval.

Partner Benefits and Activation

Brand Visibility

- Logo recognition on the Business Centre webpage and the materials assigned to the selected level.
- Recognition on event screens, invitations, registration pages, selected email communications and approved social media posts.
- Verbal acknowledgement at sponsored events and placement within the sponsor section of post event communications.
- Use of the approved NICC Business Centre partner designation during the sponsorship term.

Business Engagement

- Curated guest invitations within the allocation for the selected level.
- Introductions arranged only where both parties agree to be connected.
- Topic and speaker input where included, with NICC retaining final editorial and speaker approval.
- A concise post event debrief with attendance, represented sectors, engagement and delivered benefits.

Available Program Opportunities

Opportunity	Typical format
Founders Forum	Signature speaker, executive reception, dinner and moderated discussion
Capital and Finance Series	Access to capital, investment readiness, banking and wealth planning
Technology and Innovation Series	Practical artificial intelligence, digital adoption and clean technology
Leadership and Succession Series	Leadership, governance, succession and mergers and acquisitions
Canada and India Business Connections	Trade, investment, professional connections and market entry
Executive Networking	Chief executive roundtables, Stampede mixer and member introductions

In Kind Contributions

Hospitality, technology, printing, media and professional services may be accepted where they replace a planned cost or improve an approved program. Recognition is based on the agreed fair value and does not automatically create a cash sponsorship level.

Illustrative Annual Program

The following schedule shows the intended breadth of the Business Centre. Dates, speakers and formats will be confirmed by NICC. Sponsors will receive an activation calendar after agreement.

Timing	Program	Format	Sponsorship fit
September 25, 2026	Founders Forum 01	Keynote, dinner and fireside discussion	Launch event
November 2026	Access to Capital	Expert panel and networking	Finance series
January 2027	Artificial Intelligence for Business	Practical workshop and case discussion	Technology series
March 2027	Succession and Business Transition	Advisory panel and owner roundtable	Leadership series
May 2027	Calgary Business and Real Estate Outlook	Market briefing and executive reception	Economic outlook
July 2027	Stampede Business Mixer	Corporate networking reception	Hospitality
August 2027	Canada and India Opportunities	Trade and investment forum	Global connections
September 2027	Chief Executive Roundtable	Invite only peer discussion	Annual partner event

Measurement and Reporting

- Registrations, attendance and represented business sectors.
- Sponsor benefits delivered, including approved communications and event recognition.
- Aggregate participant feedback and interest in future programs.
- Business Centre membership, venue, speaking, mentoring and sponsorship enquiries generated by the program.
- Mutually approved follow up introductions, without transferring an attendee list.

Partnership Standards

NICC will protect the independence, credibility and guest experience of the Business Centre. These standards apply to every sponsorship unless a written agreement approved by NICC states otherwise.

Program Control NICC approves the program, speakers, moderators, invitations, communications, event operations and final recognition. Sponsor remarks are concise and scheduled in advance.

Recognition and Brand Use Each party must approve the use of its name and logo. Recognition applies only for the agreed term and materials. Category exclusivity, long term naming rights and endorsement are not included unless separately negotiated and approved.

Guest Information Sponsors do not receive attendee lists, member directory contact details or other personal information. Introductions and follow up contact require participant consent. Aggregated attendance and sector information may be reported.

Commercial Activity Sponsorship does not permit unrestricted selling, product promotion, recruitment or distribution of materials. Any display, demonstration or offer requires prior NICC approval.

Separate Relationships Sponsorship does not create Business Network membership, Founding Circle participation, preferred vendor status, governance rights, ownership rights or automatic access to other NICC, GMC or CICC programs. These relationships require separate approval.

Program Changes NICC may adjust a date, speaker or format. Comparable recognition or a replacement activation will be offered where a material change affects the agreed benefit.

Payment and Tax Documentation

All amounts are in Canadian dollars. Applicable GST will be added where required. The final agreement will identify the receiving entity, payment schedule and benefits. If an activation also involves GMC or CICC, the agreement will identify each organization's delivery responsibilities, sponsor benefits and revenue allocation. Sponsorship payments are supported by an agreement and invoice or commercial receipt. Where a separate charitable gift is made to CICC, any official donation receipt will be limited to the eligible gift amount after the fair market value of sponsor benefits is considered, in accordance with Canada Revenue Agency requirements. Sponsors should obtain independent tax advice.

Reference [Canada Revenue Agency guidance on split receipting](#)

Sponsorship Interest Form

Please complete this form to begin a sponsorship discussion. NICC will confirm availability, benefits and the activation schedule before issuing the final agreement.

Organization	
Contact name and title	
Email and telephone	
Address	

Preferred Sponsorship Level

- ☐ Annual Leadership Partner \$15,000 ☐ Annual Partner \$10,000
☐ Program Series Partner \$5,000 ☐ Event Partner \$2,500 ☐ In kind discussion

Areas of Interest

- ☐ Capital and investment ☐ Entrepreneurship and growth ☐ Technology and innovation
☐ Leadership and succession ☐ Global business connections ☐ Executive networking

Sponsorship objectives and preferred audience
Programs, timing or venue use of greatest interest
Brand contact and logo file contact

Acknowledgement

Authorized representative _____ Date _____

This form records interest only. Sponsorship begins after NICC approval and execution of the final agreement.

Return completed form to info@newiccc.org or call 403 277 1459