

September 19 & 20, 2024

**2024 WILD ROSE
P2 PALOOZA
SPONSORSHIP PACKAGE**

2024 IAP2 Wild Rose P2 Palooza: Reunited & Reignited Post-Pandemic

IAP2 Wild Rose is hosting a 1.5-day event in Alberta for members and practitioners. The event aims to facilitate learning, sharing, and growth in the field of public participation.

The 2024 P2 Palooza format has been tailored to meet the evolving needs of P2 practitioners in Alberta. The event will begin on the evening of Sept. 19 with a social gathering at National on 10th in Calgary, followed by a day of learning on Sept. 20 at cSPACE Marda Loop. Participants will have the chance to explore new concepts, adapt to changing engagement scenarios, share best practices, and enhance their leadership skills in a supportive environment.

As a non-profit organization solely operated by volunteers, we strive to provide our members with excellent value at minimal costs. The success of the event relies partly on the support from organizations that see themselves as leaders in public participation and engagement.



IAP2wildrose.ca

f IAP2 Wild Rose



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1 Why sponsor?

It is a critical time to support the development and professionalization of public engagement in Canada. With increasingly complex regulatory expectations from governments and high expectations from the public on projects that impact them, your organization can't afford to overlook this critical skill set and practice in your teams.

This event is a once-a-year opportunity to reach a targeted audience of professionals from a broad range of sectors including professional, government, industry, non-profit and post-secondary institutes. As the public engagement sector grows, professionals are considering the best place to use their skills as well as the tools and platforms they want to work with. This growing group of professionals is an audience you want to be in front of.

Four levels of support are available. If you have something else in mind that doesn't fit into these categories, let's talk. Our sponsors are critical partners in our events and we strive to continue building relationships with sponsor organizations throughout the year. Through your sponsorship, you will be demonstrating your understanding of the importance of raising the bar for engagement with people and communities in all public participation processes.

2 What do I get for my sponsorship?

Our different levels of sponsorship provide a variety of options for showcasing your organization and brand, including:

- Advertising and marketing promotion at the event, on the website, and on social media
- Opportunities to speak directly to participants at key times on the agenda
- Recognition from event emcee throughout event
- Access to a group of highly engaged professionals who are decision makers in their organizations and community

3 How do I become a sponsor?

Contact our sponsorship lead at p2paloozasponsorship@iap2wildrose.ca or invest in a sponsorship directly through our website at <https://iap2wildrose.ca/2024-p2-palooza>.

More Information:
[IAP2wildrose.ca/2024-p2-palooza](https://iap2wildrose.ca/2024-p2-palooza)

2024 SPONSORSHIP OPPORTUNITIES

Platinum Session Sponsor (exclusive)

- Logo and company name under event title on website.
- One of two top logos listed on website and newsletter.
- Two recognition posts on LinkedIn and Facebook.
- Pop-up banner at event.
- Recognition at event opening and before first speaker.
- 15-minute speaking opportunity

\$2,000

Platinum Social Event Sponsor (exclusive)

- Logo and company name under event title on website.
- One of two top logos listed on website and newsletter.
- Two recognition posts on LinkedIn and Facebook.
- Pop-up banner at event.
- Recognition at event opening and before second speaker.
- 15-minute speaking opportunity.

\$2,000

Gold Sponsors

- Logo on website and newsletter.
- One of two top logos listed on website and newsletter.
- Two recognition posts on LinkedIn and Facebook.
- Pop-up banner at event.
- Up to 5-minutes speaking opportunity.

\$1500

Silver Sponsors

- Logo and company name under event title on website.
- One recognition post on LinkedIn and Facebook.
- Recognition at event opening and before panel.
- Up to 5-minutes speaking opportunity.

\$1000

Bronze Sponsors

- Logo and company name under event title on website.
- One recognition post on LinkedIn and Facebook.
- Recognition at event opening.

\$500