



GREATER
PARKLAND
REGIONAL
CHAMBER

SMALL BUSINESS WEEK SPONSORSHIP OPPORTUNITIES

The GPRC is working to fulfill our mission of promoting growth and economic contribution in the region by offering the first SBW Conference in the area.

gprchamber.ca

September 2,
2020

Dear Chamber Member,

The Greater Parkland Regional Chamber of Commerce (GPRC) respectfully invites you to be a sponsor for the First Annual Small Business Week Conference in October.

In January of 2020, the GPRC began operating after the Spruce Grove, Stony Plain, and Wabamun District Chambers' of Commerce unified to become one of the largest chambers in the province. Serving the whole Parkland County region, which includes the communities of Spruce Grove, Stony Plain, and Wabamun, the GPRC works to fulfill our mission of promoting growth and economic contribution in the region by offering the first SBW Conference in the area.

Prior to the unification of the Spruce Grove, Stony Plain, and Wabamun District Chambers', there was never a conference of this type offered in the region. In addition to the Chamber's mission, this conference fulfills two of our *5 Things the Chamber Does For You* as an educational component and a networking opportunity. With the uncertainty of large gathering allowances through the public health orders due to the COVID-19 pandemic, this conference will be offered completely online through the PheedLoop platform.

The positive impacts and outcomes that we are looking forward to from this Conference include:

- Encouraging our business community to keep positive, keep motivated and to continue pushing through the challenges they are being faced with.
- Setting business owners, entrepreneurs, and their staff up to be able to focus on themselves, to improve not just their businesses, but grow professionally as well.

For our first SBW Conference, we are excited to announce that Michele Romanow will be the keynote speaker. Michele is a "Dragon" on CBC's Dragon's Den, Co-Founder and President of Clearbanc, and a serial entrepreneur who started five companies before her 33rd birthday.

We are looking to fulfill the following sponsorship titles:

- Title Sponsor: \$5,000
- Keynote Speaker Sponsor: \$2,500
- Lunch Sponsors: \$1,750 (2 available)
- Panel Discussion Sponsor: \$1,500
- Break-out Session Sponsors: \$1,500 (3 available)

Full descriptions of each sponsorship opportunity can be found on the enclosed pages.

Thank you,



Sarah Parry

CEO, Greater Parkland Regional Chamber of Commerce



G | P | R | C

**GREATER PARKLAND
REGIONAL CHAMBER**

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SPONSORSHIP OPPORTUNITIES

To coincide with BDC's national celebration of Small Business Week (SBW) during the third week in October, the GPRC has planned a 2-day virtual SBW conference for 2020.

To carry-out a successful event, the GPRC is looking to fill multiple sponsorship opportunities.

- Presenting Sponsor: \$5,000

- Opportunity to provide remarks during the event.
- Your business will be recognized as the Presenting Business in all Small Business Week promotional materials.
- Company logo on all promotional materials used for the event.
- Company logo on the screen at all times for attendees to view.
- Company banner ad on our Small Business Week webpage.
- Social Media sponsor recognition.
- Verbal recognition throughout the event.
- 20 tickets for company staff to attend the conference.

- Keynote Speaker Sponsor: \$2,500

- Representative from your business will introduce the Keynote Speaker.
- Company logo on the screen as the Keynote Speaker is presenting.
- Logo recognition on Chamber promotional materials as the Keynote Speaker Sponsor.
- Social Media sponsor recognition.
- Verbal recognition throughout the event.
- 10 tickets for company staff to attend the conference.

- Lunch Sponsors: \$1,750 each (2 available)

- Company information included with lunch package. One business will be featured each day.
- Logo displayed on the screen for the 1-hour lunch break.
- Logo recognition on Chamber promotional materials as a Lunch Sponsor.
- Social Media sponsor recognition.
- Verbal recognition throughout the event.
- Three tickets for company staff to attend the conference.

- Panel Discussion Sponsor: \$1,500

- Company logo displayed on the screen during the panel discussion.
- Logo recognition on Chamber promotional materials as the Panel Sponsor.
- Social Media sponsor recognition.
- Five tickets for company staff to attend the conference.

- Breakout Session Sponsors: \$500 each (3 available)

- Company logo displayed on the screen during a break-out discussion. One logo will be displayed per session. Preference of which session can be given.
- Logo recognition on Chamber promotional materials as a Break-out Session Sponsor.
- Social Media sponsor recognition.
- Two tickets for company staff to attend the conference.



GREATER PARKLAND
REGIONAL CHAMBER

SMALL
BUSINESS
WEEK
OCTOBER 21 & 22

Time	Length	Speaker Session
Wednesday, October 21		
9:00 AM	1.5 hours	Keynote Speaker - Michele Romanow
10:30 AM	30 min BREAK	
11:00 AM	1 hour	Panel Session - New Business - Franchise Business - Mature Business - Serial Entrepreneur
12:00 PM	1-hour LUNCH	
1:00 PM	1-hour Breakout	1) TBD
		2) TBD
		3) TBD
2:00 PM	30 min BREAK	
2:30 PM	1 hour	Round table with GPRC Board of Directors

Time	Length	Speaker Session
Thursday, October 22		
9:00 AM	1.5 hours	Guest Speaker - Clarence Louie
10:30 AM	30 min BREAK	
11:00 AM	1-hour Breakout	1) Succession Planning Shauna Feth (U of A)
		2) Kim Orlesky
		3) TBD
12:00 PM	1-hour LUNCH	
1:00 PM	30 min	Parkland County - Business Retention and Expansion Program
1:30 PM	30 mins each	How to Do Business with the Government - Municipal - Provincial

CONTACT

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