



2023 ATLANTIC LEADERSHIP FORUM

SPONSORSHIP PACKAGE



FUSION HFX

EVENT DATE:
MAY 6TH 2023





ATLANTIC LEADERSHIP FORUM

The Atlantic Leadership Forum allows young professionals to enjoy interactive workshops and networking events to help them gain skills, knowledge, and ideas to drive change in their communities and professional lives.

After three long years, we are pleased to present its return in May 2023! The event typically involves a day of programming and is kicked off by a networking social the previous evening.

Who attends?

- ~100 and 200 young professionals who work in law, IT, human resources, marketing, arts & culture, finance, and many more fields
- Attendees are primarily local with some groups attending from other Atlantic provinces
- Speakers include business leaders, corporations, and professional development experts

Why attend?

- Career Development and continuing education
- Learning new professional skills or upgrading existing skills
- Gain and develop leadership skills
- Networking and skills transfer opportunities



ATLANTIC LEADERSHIP FORUM

2019 Conference





ABOUT US

Fusion Halifax is a volunteer-run non-profit organization that empowers young professionals in Halifax to improve their communities. We believe the best way to accelerate the pace of action is to develop a network of strong and empowered young leaders. Fusion Halifax equips young leaders with the tools, skills, and experiences to become doers in their communities.

Our three pillars of excellence:
Connect, Grow, and Thrive.



Fusion at a Glance

Fusion Halifax has been operating since 2007 with **over 1500 members** and counting. Members are professionals from many different backgrounds who typically range between the ages of 20-40 years old.

Typical Member Groups Include:

- Students
- Industry Leaders
- Young Women
- Immigrants and Newcomers

Our Values

Since its establishment, Fusion has strived for **innovative**, **environmentally conscious**, and **accessible** activities that support young professionals' success and **wellness** within an environment that promotes **equity, diversity and inclusion**.

Social Media Followers:

5, 735



1, 832



2, 366



12, 200





FUSION
HALIFAX

Partnership Levels



	\$8,000	\$5,000	\$2,000	\$750
	Presenting Partner	ALF Partner	Session Sponsor	Community Sponsor

Exclusive Title Rights	✓			
Speaker spot in open/close remarks	✓			
Dedicated promotional email sent to all Fusion Members~1500+	✓	✓		
Newsletter Feature	✓	✓		
Tickets to ALF	6 Tickets	4 Tickets	2 Tickets	
Media Release	✓	✓	✓	
Display banner at event	✓	✓	✓	
Social media recognition: Opportunity to showcase a young professional in your organization	✓	✓	✓	✓
Logo placement on Fusion's website, ALF marketing materials, and conference materials	✓	✓	✓	✓



Presenting Partner

\$8,000

- Title of event will be: Atlantic Leadership Forum presented by (your name here) & Fusion Halifax
- Opportunity for company representative to speak about sponsor organization in opening (or closing) ceremonies
- Logo placement on FusionHalifax.ca, ALF marketing materials, conference materials (e.g. program) & the Eventbrite event registration page
- Company featured in Fusion Halifax's monthly newsletter ~ 1500+ subscribers
- Company logo hyperlinked to a webpage of your choice in our newsletter for 12 months
- A dedicated email to our 1500+ members promoting your organization and its services and products
- Social media recognition on Fusion's highly engaged social channels. Posts include: a pre-event feature/ spotlight on your organization, a highlight of a young professional from your organization, and a post-event feature - tagged in all posts with the name of the conference
- Display banner at event in main room at the front
- Verbal recognition by MC throughout the conference
- Media release announcing sponsorship including organization logo
- 6 complimentary registrations to ALF



ALF Partner

\$5,000

- Logo placement on FusionHalifax.ca, ALF marketing materials & conference materials (e.g. program)
- Company featured in Fusion Halifax's monthly newsletter ~ 1500+ subscribers
- A dedicated email to our 1500+ members promoting your organization and its services and products
- Social media recognition on Fusion's highly engaged social channels. Posts include: a highlight of a young professional from your organization, and a post-event feature - tagged in all posts with the name of the conference
- Display banner at event in main room
- Verbal recognition by MC at the beginning and end of conference
- Media release announcing sponsorship including organization logo
- 4 complimentary registrations to ALF



Session Sponsor

\$2,000

- Logo placement on FusionHalifax.ca, ALF marketing materials & conference materials (e.g. program)
- Social media recognition on Fusion's highly engaged social channels. Posts include: a highlight of a young professional from your organization, and a post-event feature - tagged in all promotional session posts
- Display banner during breakout session
- Verbal recognition by MC introducing breakout session
- Media release announcing sponsorship including organization logo
- 2 complimentary registrations to ALF



Community Sponsor

\$750

- Logo placement on FusionHalifax.ca, ALF marketing materials & conference materials (e.g. program)
- Social media recognition on Fusion's highly engaged social channels. Posts include: a highlight of a young professional from your organization and a post-event feature

Please note for all levels of sponsorship

- The media release does not guarantee any external party media promotion
- Location of banner dependent on sponsorship level
- Logo placement and size dependent on sponsorship level
- If the complementary tickets cannot be used by your organization, please return them so we can offer them to students at no cost
- Social media posts may vary

We appreciate the opportunity to connect with you to see how we can tailor a partnership agreement to fit your organization's goals and purpose.

We welcome in-kind, non-financial, or non-sponsorship level contributions:

- Compensation for an organizational representative as a speaker
- Purchasing a table for members of your company to attend
- Partnering to provide venue space at no or reduced cost

Thank you!

For more information, please contact Diane Praught,
Director of Development of Fusion Halifax

development@fusionhalifax.ca





**HALIFAX
PARTNERSHIP**
CONNECT. COLLABORATE. PROSPER.



HalifaxStanfield
connecting means the world



**Thank you to our 2019
sponsors!**