



SPONSORSHIP OPPORTUNITIES 2017

**CONNECT WITH THE FUTURE
OF THUNDER BAY**

 **Socialize.**

 **Mobilize.**

 **Realize.**



SHIFT, Thunder Bay's Young Professionals Network, promotes networking and collaboration among young people between 19-40 years from a variety of professions and backgrounds. The organization hosts diverse personal and professional development activities for young people to connect with mentors, encourage knowledge sharing, and build meaningful relationships in the community.

SHIFT relies on memberships and sponsorships to fund our initiatives on an annual basis. Sponsoring a SHIFT activity/event allows for exclusive access to young professionals in our community. Benefits of becoming a sponsor includes:

- **Networking with the most active group of young professionals in the community**
- **Broaden your competitive edge with exclusive participation in SHIFT events**
- **Prominent brand exposure that your target audiences find attractive**
- **Enhance your public profile and heighten visibility**
- **Building and strengthening business connections**
- **Generating sales leads**
- **Introducing new products and services**

AS A SHIFT SPONSOR, YOU ARE SUPPORTING PROGRAMS AND ACTIVITIES THAT ALLOW FURTHER GROWTH AND DEVELOPMENT OF THE ORGANIZATION. YOUR SPONSORSHIP SUPPORTS FUTURE LEADERS AND HELPS DRIVE THE COMMUNITY FORWARD.



PREMIUM EVENTS

*All events are open to non-members.

2017 SHIFT EVENTS

HURRY HARD! SHIFT CURLING BONSPIEL

**AVERAGE ATTENDANCE: 100+
MONTH: MARCH**

It's just as popular as hockey, and one of the only places that it's okay to throw a rock! Curling is a fun sport with strong social roots. Join us for the ultimate battle of the SHIFTERS as teams face off on the rink. No experience required. Yelling is an asset. Attendance expected to be 100+

ANNUAL GENERAL MEETING (AGM) & SPEED NETWORKING

**AVERAGE ATTENDANCE: 75-100
MONTH: MAY**

SHIFTERS come together once a year to celebrate the successes of young professionals in the community and to announce the newly elected board directors to lead the organization. The event also features the very popular speed-networking event for all those in attendance including new SHIFTERS and non-members.



OTHER SHIFT NETWORKING EVENTS & SERIES

*All events are open to non-members.

SHIFT Talks

SERIES (3 EVENTS)

AVERAGE ATTENDANCE: 35-60
MONTH: JANUARY, APRIL AND OCTOBER
(BDC SMALL BUSINESS WEEK)

The SHIFT TALKS series creates strong connections for the under 40 crowd with relevant leaders, innovators and executives. The events feature speakers that support young professionals to realize their personal, professional and community goals, by providing inspiring messages through personal experiences, stories and insights. They are all designed to be intimate events to allow those in attendance to connect with the speaker and provide an opportunity for a question and answer period and one-on-one time.

SHIFT & SKI

AVERAGE ATTENDANCE: 50
MONTH: FEBRUARY

Shift and ski as you follow the twinkling lights! Join SHIFT for a truly magical cross-country ski by candle light. Explore the trails like never before and then warm up around a bonfire or inside the chalet with friends, SHIFTerS, a bevy, cocoa and smores.

(No experience required! FREE lessons & equipment rentals available.)

This is the stuff ski dreams are made of!

GRUB CRAWL

AVERAGE ATTENDANCE: 60+
MONTH: SEPTEMBER

Heck Yes!! There ain't no party like a Grub Crawl party. A new spin on the annual SHIFT Business Crawl. Here's our game plan for the best time ever. Join us for an evening trek in the Waterfront District as we visit local pubs and restaurants and eat a lot! It's a perfect opportunity to explore everything delicious, unique and flat out fun that our city has to offer. Great company, awesome locations- a great night out on the town.

CHOOSE YOUR LEVEL OF INVOLVEMENT WITH SHIFT:

SPONSORSHIP BENEFITS	REALIZER \$3000+	MOBILIZER \$1500	SOCIALIZER \$500 (IN KIND/CASH)
Co-Sponsor of 2 chosen events	✓		
Co-Sponsor of 1 chosen event		✓	
Annual SHIFT Memberships	6 (corporate)	4 (corporate)	2 (corporate)
Website Exposure	Large logo and link at the bottom of website	Medium logo and link on the bottom of main page	Exposure with event poster
Speaking Opportunity at chosen event	✓		
Listed on every event in partner section	✓	✓	✓
Complimentary tickets to chosen event	6	4	2
Opportunity to display company signage at event	✓ (large)*	✓ (medium)*	✓ (small)*
Name/logo recognition in participating Media	✓		
Verbal Recognition at chosen event	✓	✓	✓
Featured on Chosen event poster	✓		
Marketing Materials at chosen event (giveaways)	✓	✓	✓
Social Media brand presence (pre and post media announcements of the event)	✓	✓	
Email Blast brand presence	✓	✓	
Print materials logo or name exposure if applicable	✓	✓	

ANY INVOLVEMENT IN SHIFT THUNDER BAY'S YOUNG PROFESSIONALS NETWORK IS APPRECIATED. IF THERE IS A UNIQUE WAY WE CAN SUIT YOUR CORPORATE NEEDS PLEASE LET US KNOW.

*All the sponsorships are exclusive to type of business.

*The sponsor may also suggest other ways to promote their company and support the event. All final decisions will need to be approved by SHIFT Committee.

MEDIA SPONSORS

SHIFT is in constant need of strengthening its brand, building exposure in the community, communicating with its members and non-members and increasing awareness of its events and programs. As a media sponsor, benefits include involvement at SHIFT events (brand presence, act as an announcer or emcee) and exclusive access to young professionals in the community. Media sponsorships are individually customized.

SPONSORSHIP FORM

SPONSORSHIP LEVEL

REALIZER \$3000+ MOBILIZER \$1500 SOCIALIZER \$500 (IN KIND/CASH)

Company Name _____

Address _____ City _____

Province _____ Postal Code _____

Telephone _____ Fax _____

Contact Person _____

Email _____

VISA/Mastercard Cheque enclosed Invoice Required

VISA Card Number _____ Expiry Date _____

Name on Credit Card _____ Signature _____

THANK YOU FOR YOUR SUPPORT.



ABOUT US

SHIFT is Thunder Bay's Young Professionals Network. The not-for-profit organization promotes networking and collaboration among young people between 19-40 years from a variety of professions and backgrounds.

SHIFTer ['SHif-tər]

NOUN

- 1. an engaged, dynamic and ambitious 19 to 40 year old living, working or doing business in Thunder Bay.**
- 2. a young person who believes in their own potential and wants to connect with others to get things done.**

Everyone has a goal or a dream for themselves, their family or their community. SHIFT brings the under forties together to turn goals and dreams into reality. We socialize, mobilize, and realize our potential to drive ourselves, each other and Thunder Bay forward.

SHIFT is an incredibly diverse group of young people representing many professions and backgrounds. From business owners, entrepreneurs and trades people; to students, health specialists, and government employees, the uniqueness and connectedness of our members sets us apart. Every SHIFTer shares a common value that we believe in what's next for Thunder Bay and we want to help drive the community forward.

MISSION

SHIFT brings the under 40 demographic together to socialize, mobilize and realize personal, professional and community development.

VISION

To retain and attract young professionals in Thunder Bay, and support young professionals to realize their goals while making a positive impact in the community.



Socialize.



Mobilize.



Realize.



IF YOU HAVE ANY QUESTIONS, PLEASE CONTACT:

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SHIFTNETWORK.CA  