



AMPLIFY 2023

**PURPOSEFUL GROWTH:
FUTURE-PROOFING
WORKFORCES**

SPONSORSHIP PROSPECTUS

Amplify 

ONTARIO'S EMPLOYMENT SECTOR LEADERSHIP SUMMIT
An Initiative of **FIRST WORK**
ONTARIO'S WORKING TOGETHER FOR SUCCESS

April 17, 2023

TORONTO

WESTIN HARBOUR CASTLE



ONTARIO'S EMPLOYMENT SECTOR LEADERSHIP SUMMIT
An Initiative of **FIRST WORK**
ONTARIO'S YOUTH EMPLOYMENT NETWORK

ABOUT FIRST WORK

First Work supports and advocates for a sustainable youth employment delivery network and empowers young people to take control of their personal and professional development.

ABOUT AMPLIFY

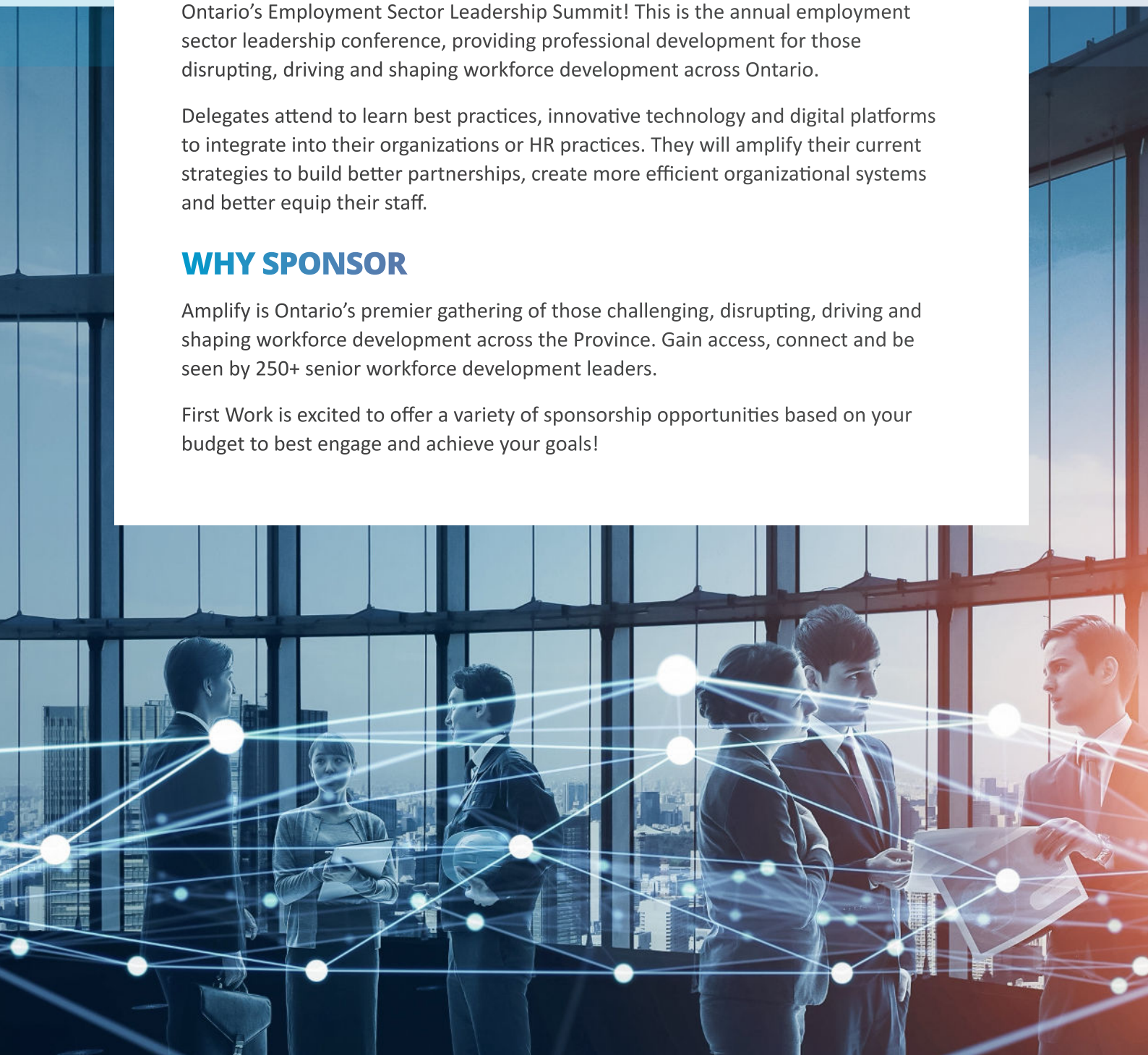
Join 250+ senior leaders on April 17th, at the Westin Harbour Castle, Toronto for Ontario's Employment Sector Leadership Summit! This is the annual employment sector leadership conference, providing professional development for those disrupting, driving and shaping workforce development across Ontario.

Delegates attend to learn best practices, innovative technology and digital platforms to integrate into their organizations or HR practices. They will amplify their current strategies to build better partnerships, create more efficient organizational systems and better equip their staff.

WHY SPONSOR

Amplify is Ontario's premier gathering of those challenging, disrupting, driving and shaping workforce development across the Province. Gain access, connect and be seen by 250+ senior workforce development leaders.

First Work is excited to offer a variety of sponsorship opportunities based on your budget to best engage and achieve your goals!



BENEFITS INCLUDED FOR ALL SPONSORS - \$3,500

EVENT DAY

- o One exhibit space
- o Provide promotional items to attendees
- o Two complimentary passes to the event valued at \$550
- o Customized social media presence

BUSINESS DEVELOPMENT

- o Exhibitor Lead Retrieval
- o Delegate list and participation insights

CONFERENCE PRESENCE

- o Your video highlighted at the event
- o Ability to display corporate signage
- o Logo on all email communications surrounding Amplify
- o Logo recognition on Amplify event page of First Work website
- o Gamification & Push Notification Announcements



ADD-ON ACTIVATIONS

- Title Naming Sponsor \$15,000
- Keynote Presentation \$10,000
- Break Sponsor \$5,000
- Land Acknowledgment and Opening Welcome \$7,500
- Lunch Sponsor \$5,000
- Lanyard Sponsorship \$7,500
- Room Key Sponsor \$5,000
- Lounge Sponsor \$5,000
- Delegate Bag Sponsor \$5,000
- Photo Booth/Headshot Sponsor \$5,000
- Charging Station \$5,000
- Networking and Workshop Sponsor \$5,000
- Two Concurrent Sessions \$5,000
- Breakfast \$5,000
- Reception Sponsor \$10,000

EXHIBITOR SPACE ONLY AT \$2,000

Showcase your impact on the employment service sector by becoming an Exhibitor at Amplify this year. With interactive opportunities like gamification, the Exhibitor package will provide your organization presence on the conference platform with opportunity to engage with attendees.

- Grouped Pre-event exposure
- Exhibit/Sponsor Hall Booth Listing
- Gamification Engagement Codes
- Lobby Social Media Feed

Other Activation ideas? Let us know, we will work with you to meet your objectives!

Interested in Partnering with this year? Email our team at partnerships@firstwork.org

Interested in doubling your impact and bundling your sponsorship efforts on our Futures Summit this October? We have something for you!