

FIRSTWORK

AMPLIFY

ONTARIO'S WORKFORCE LEADERSHIP SUMMIT

Workforce Catalyst:

Building Healthy Ecosystems

16 April 2024

**Metro Toronto
Convention Centre**



SPONSORSHIP PROSPECTUS

FIRSTWORK
TRANSFORMING ONTARIO'S WORKFORCE

#Amplify24
www.FirstWork.org

ABOUT FIRST WORK



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



About Amplify

Join 250+ senior leaders for Ontario's Workforce 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.



Awards and Lunch

This year, Amplify is looking forward to celebrating both individuals and organizations who are championing innovation and best practices in this space. As a Supporting Partner, you will have the opportunity to sponsor our awards ceremony or specific awards.

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!

SUPPORTING PARTNER \$5,000

Benefits include:

Event Day

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

Business Development

- Delegate list and participation insights

Conference Presence

- Ability to display corporate signage
- Logo on all email communications surrounding Amplify
- Logo recognition on Amplify event page of First Work website
- Gamification

ADD-ON ACTIVATIONS

- **Title Sponsor \$15,000** *(includes 4 additional passes)*
- **Keynote Presentation \$10,000** *(Includes 2 additional passes)*
- **Reception Sponsor \$10,000** *(Includes 2 additional passes)*
- **Opening Welcome \$5,000** *(includes 1 additional pass)*
- ~~**Lunch Sponsor \$5,000** *(includes 1 additional pass)*~~ **SOLD**
- **Breakfast Sponsor \$5,000** *(includes 1 additional pass)*
- ~~**Delegate Bag Sponsor \$5,000** *(includes 1 additional pass)*~~ **SOLD**
- **Workshop Sponsor \$5,000** *(includes 1 additional pass)*
- **Award Sponsor \$2,500** *(includes 1 additional pass)*
- **Networking Gamification Sponsor \$2,500** *(includes 1 additional pass)*
- **Break Sponsor \$2,500** *(includes 1 additional pass)*
- ~~**Lanyard Sponsor \$2,500** *(includes 1 additional pass)*~~ **SOLD**
- **Two Concurrent Sessions \$2,500** *(includes 1 additional pass)*

EXHIBITOR SPACE ONLY AT \$3,000



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

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 Conference this October? We have something for you!