

FIRSTWORK

TRANSFORMING ONTARIO'S WORKFORCE



Partnership Prospectus 2026

www.FirstWork.org



About First Work

First Work supports a sustainable employment delivery network and empowers jobseekers by building bridges between opportunities and employers.

Amplify 2026

Ontario's Employment Workforce Leadership Summit

April 22, 2026

The Chelsea Hotel Toronto
33 Gerrard Street West

About Amplify

Join 250+ senior leaders for Ontario's Employment Sector Workforce Leadership Summit! Amplify is the annual employment sector leadership conference, providing professional development for those disrupting, driving, and shaping workforce development across Ontario.

Delegates will:

- Learn best practices and explore innovative technology and digital platforms.
- Amplify their current strategies to build better partnerships, create efficient organizational systems, and better equip their staff.





Why Sponsor?

Amplify is Ontario's premier gathering of those challenging, disrupting, and shaping workforce development across the Province. Sponsorship offers unparalleled access to 250+ senior workforce development leaders, helping you connect, engage, and achieve your goals. Celebrate individuals and organizations championing innovation and best practices in the workforce sector.

1 Sponsorship Benefits

All sponsors receive:

- One (1) tabletop exhibit space.
- Opportunity to provide promotional items to attendees.
- Two complimentary event passes.
- Customized social media presence.
- List of delegate organizations attending
- Ability to display corporate signage.
- Logo placement on all email communications and the Amplify event webpage.

2 Add-On Activations

Additional sponsorship opportunities include, but are not limited to:

- **Lead Sponsor: \$25,000** (Includes 3 additional passes).
**the Lead Sponsor title is reserved for the highest sponsorship level provided for the event*
- **Presenting Sponsor: \$20,000** (Includes 2 additional passes).
- **Breakfast and Lunch Sponsor: \$15,000** (Includes 1 additional pass).
- **Reception Sponsor: \$10,000** (Includes 1 additional pass).
- **Name-badge, Break, Delegate Bag, Award, Concurrent Session, or Registration and Welcome Sponsor: \$7,500** each (each includes 1 additional pass, additional costs may apply for materials or services).
- **Supporting Sponsor: \$3,500** (all basic benefits only)

3 Exhibitor Space Only: \$2,000

Showcase your impact on the employment sector with an interactive exhibitor package including networking opportunities. Includes 2 passes total.

Futures Conference 2026

Canada's Workforce Development Conference

October 2026

About Futures

Join over 500+ professionals at Canada's national workforce development conference.

Futures gathers attendees from across the country to:

- Explore the latest labour market trends.
- Learn best practices for engagement.
- Participate in inspiring discussions to elevate programming and professional development.





Why Sponsor?

Futures provides access to 500+ workforce development practitioners and innovators from Ontario and beyond. Sponsorship helps you connect and showcase your leadership in shaping workforce development.

1 Sponsorship Benefits

All sponsors receive:

- One exhibit tabletop space.
- Opportunity to provide promotional items to attendees.
- Two complimentary event passes.
- Customized social media presence.
- List of delegate organizations attending
- Ability to display corporate signage.
- Logo placement on all email communications and the Futures event webpage.
- Gamification and push notification announcements.

2 Add-On Activations

Enhance your sponsorship with these additional opportunities:

- **Lead Sponsor: \$30,000** (Includes 3 additional passes).
** The Lead Sponsor title is reserved for the highest sponsorship level provided for the event*
- **1-Day Breakfast, Lunch, and Dinner Sponsor: \$25,000** (Includes 3 additional passes).
- **Presenting Sponsor or Training Certification Sponsor: \$20,000** (Includes 2 additional passes).
- **Reception Sponsor or Registration and Welcome Sponsor: \$12,500** (Includes 1 additional pass).
- **Award, Name-Badge, or Delegate Bag Sponsor: \$10,000** each
- **Concurrent Session, Photo Booth, or Break Sponsor: \$7,500** each
- **Supporting Sponsor: \$5,000** (all basic benefits only)

3 Exhibitor Space Only: \$3,500

Showcase your impact on the employment sector with an interactive exhibitor package including networking opportunities. Includes 2 passes total.

Toronto Aspire Career Summit 2026

Discover. Grow. Explore.

About the Career Summit

Toronto's Aspire Career Summit gathers up to 1,000 youth and job seekers aged 15-29 to broaden their horizons, explore new career pathways, and develop the skills needed for future success. The Summit helps participants discover a range of exciting opportunities across Ontario's labour market, bringing those first steps directly to them. The Summit features:

- Exhibitor engagement opportunities
- Inspiring facilitated sessions
- Professional networking with employers and industry leaders
- Skill-building workshops, tips and tricks, resources, and more!





Why Sponsor?

Canada's emerging talent is one of the most valuable assets for building a strong, competitive workforce.

Young Canadians offer:

- new perspectives and innovative thinking
- digital fluency & creativity
- diverse networks

1 Sponsorship Benefits

All sponsors receive:

- Exhibitor Table
- Recognition on event website, email communications, e-newsletter, social media, and printed event passport
- Logo on event signage
- Option to include branded swag in registration bag (1,000 pieces required)

2 Premium Sponsorship Opportunities

- **Benefactor: \$25,000** (Includes 2 additional passes)
- **Presenting Partners: \$20,000**
- **Community Partners: \$15,000**
- **Registration & Welcome Experience Sponsor: \$10,000**
- **Break Bestie: \$10,000**
- **Networking Lounge Sponsor or Professional Headshot Lounge Sponsor: \$5,000**
- **Interactive Activity Sponsors: \$4,000**
- **Supporting Sponsor: \$1,000**
- **Young Professional Impact: \$500**

3 Exhibitor Booth/Table: \$500

- 6ft Exhibitor table with your business name displayed
- Registration and networking access for two representatives

Join Us in Making a Difference

Sponsorship directly supports young job seekers, breaking down employment barriers and fostering long-term economic stability. By partnering with First Work, you contribute to building a skilled, motivated, and prepared workforce. Together, we can create meaningful opportunities for youth and empower the next generation of leaders.

Questions or Ideas?

Contact us to explore opportunities that align with your goals and make an impact at partnerships@firstwork.org.