



2022 CREATIVE CITY  
**SUMMIT**  
WATERLOO, ON • OCTOBER 4-6

**All In: New Pathways for Moving Forward**

Sponsorship Package





# 2022 CREATIVE CITY SUMMIT

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## All In: New Pathways for Moving Forward Sponsorship Package

### About the Creative City Network of Canada (CCNC):

- CCNC is a non-profit membership-based network of local-level cultural policy professionals from across Canada. With over 100 member cities, CCNC's work impacts over 50% of Canada's population.
- CCNC was incorporated in 2002
- CCNC partners with national-level organizations such as the Canadian Commission for UNESCO, Les Arts et la Ville, the Cultural Human Resources Council, the Canada Council for the Arts, Business/Arts, Culture Days, MASSCulture, CAPACOA, Canadian Live Music Association, and more
- Through CCNC's work, Canadian communities are able to provide increasingly improved social benefits through their public arts and culture programs and funding of local artists

### About the Creative City Summit:

- The annual national conference has been hosted by cities across Canada since 2002
- The programming takes place over three days
- Goals:
  - » provide a platform for networking and learning for municipal culture professional across Canada;
  - » provide tools of support of culture work at the local level;
  - » environment conducive to forging of new partnerships;
  - » gather in person to celebrate the accomplishments of our sector;
  - » showcase the work of CCNC and the arts and culture of the Host City;
  - » inspire delegates to think innovatively about local culture work.
- The Waterloo Creative City Summit will be the first in-person conference for our audience since 2019.



### Our Host:

- The City of Waterloo, Ontario is the 2022 Creative City Summit host in collaboration with Region of Waterloo, and the Cities of Kitchener and Cambridge
- Hotel: the Delta Marriott Waterloo will provide delegate accommodation as well as primary meeting space, break-out spaces, and Exhibitor Hall
- [Clay and Glass Gallery](#), [Waterloo Visitor and Heritage Information Centre](#), and the [Campus for International Governance](#) are additional program spaces

### Turnout:

- 200 in-person delegates, with full virtual access, are expected to attend in Waterloo.
- 100 virtual delegates.
  - » [Whova Event App](#): CCNC is excited to take the Creative City Summit virtual for the first time! With careful consideration as to encouraging in-person attendance, the Virtual Delegate Pass expands our reach and opens programming to those with barriers to in-person attendance.
  - » Should public health restrictions call for reduced in-person attendance, virtual access to our program will allow us the flexibility of moving online.
  - » In-person attendees will receive value added through the Whova Event app features such as gamification, real-time notifications, and connection to the full delegate list.



# Sponsorship Levels

The following opportunities include exposure to 200 in-person delegates as well as 100 virtual delegates leading up to and during the Creative City Summit. Please contact [katelittlejohn@creativecity.ca](mailto:katelittlejohn@creativecity.ca) to discuss details of opportunities or purchasing a booth in the Exhibitor Hall.

**Summit Budget: \$170,000**

## Host City

**SOLD:** City of Waterloo, ON

## Official Hotel Sponsor

**SOLD:** Delta Marriott Hotel

## Visionary \$6000+

**Benefits include:** all benefits of Innovator plus an additional Summit pass (2 total), exhibitor booth in Networking Lounge and online, daily heralding from the main stages

## Presenting Sponsor

\$10,000 (5.8% of budget); includes the right to name the event, e.g. "Your Company presents" the Waterloo Creative City Summit and opportunity to address the delegates

Available until June 8, 2022

## Summit Sponsor (2 opportunities)

\$6,000

Available as of June 9, 2022

## Innovator

(\$2,000 – \$5,999)

**Benefits include:** large logo in digital program guide, one full Summit delegate pass, signage at event/program/day sponsored, delegate bag marketing access, logo on sponsor acknowledgement board, highlight on social media, clickable access in virtual event

## Keynote Presentation Sponsor

(1 opportunity)

\$2,000

## Panel Sponsor (1 opportunity)

\$2,000

Available until June 8, 2022

## Awards of Excellence Ceremony

### Sponsor (1 opportunity)

\$2,000

Available until June 8, 2022

## Day Sponsor (3 opportunities)

\$2,500 ea

## Networking Lounge and

### Exhibitors Hall Host (1 opportunity)

\$2,500

# Sponsorship Levels

Cont.

## Creator (\$1,000 – \$1,999)

**Benefits include:** mid-sized logo in digital program guide, one Summit day-pass, delegate bag marketing access, signage at event/program sponsored, highlight on social media

**Panel Sponsor** (3 opportunities)  
\$1,000 ea.

Available as of June 9, 2022

**Public Art Year in Review Sponsor**  
\$1,000

**Discussion Room Sponsor**  
\$1,200 (2 rooms hosted over 2 days)

**Peer-to-Peer Presentation Sponsor**  
\$1,500 (4 to 5 streams presented over 3 days)

**Lunch Sponsor** (3 opportunities)  
\$1000 ea.

## Contributor (\$350 – \$999)

**Benefits include:** small logo in online program guide; other benefits specific to event/award sponsored

**Networking Break Sponsor**  
(2 opportunities/day)  
\$350 ea.; includes signage at break

**Breakfast Sponsor** (3 opportunities)  
\$750 ea.; includes tent card on tables

**Awards of Excellence Sponsor**  
(6 opportunities)  
\$350 per award; includes name on award sponsored  
Available as of June 9, 2022

## Supporter (up to \$349)

**Benefits include:** listing in online program guide

# Marketing Opportunities

## Marketing opportunities for Creative City Summit sponsors include:

- Visible branding throughout promotional materials, the Whova virtual event app, the CCNC website and social media activity related to the Summit
- Delegate bags and signage at the in-person conference
- Virtual Exhibition Booth with space for virtual face-to-face engagement with delegates and direct links to website
- In-person Exhibitors Hall booth located in the networking break area with lots of foot traffic and face time with delegates from across the country

# Audience Demographic

Typically, delegates represent senior management and decision-makers in municipal departments such as Culture, Community Services, Economic Development, Heritage, Film, Public Art and more. They oversee local festivals and support their communities' creative industries such as music and film, digital media, etc. Past attendees have included delegates representing municipalities and organizations and other cultural workers from across Canada. The Creative City Summit delegates are culture professionals working primarily at the local level or with interest in understanding and working with those working at the local level of culture.

The Creative City Summit is open to anyone to attend. Many delegates are members of the CCNC network and inform our priorities when designing this event. The number of Canadians represented by CCNC municipal membership is over 50% of Canada's population (Census 2016). Municipalities span geography and size, from under 10,000 to Toronto's 2.7 million.

The City of Waterloo, the 2022 Creative City Summit Host, has a population of 105,000 and has made its mark globally as a city of innovation and future-oriented thought. Hosting the Summit will mean Waterloo can showcase how this brand is woven throughout the city's cultural output.

# Draft Agenda

This is a year for innovation and outside-the-box thinking when it comes to who and what we program and how our programming aligns with both our theme and the current concerns of culture sector professionals. We are planning the following elements:

## Day 1:

Opening Ceremony and  
Indigenous Blessing

Panel Discussion,  
Discussion Rooms,

Heritage Canada presentation  
on Cultural Statistics Strategy  
program,

Peer-to-Peer presentations,  
Regional Study Tours,  
Evening Welcome Reception

## Day 2:

Panel Discussion,  
Discussion Rooms,  
Public Art Year(s) in Review  
presentation,  
Peer-to-Peer presentations,  
Regional Study Tours,  
Evening Keynote presentation

## Day 3:

Hill Strategies and CHRC  
presentation on major CCNC  
research initiative findings: *Cultural  
Resilience: Using Innovation to  
Stabilize in Times of Crisis*

Panel Discussion,  
Peer-to-Peer presentations,  
Awards of Excellence ceremony

Each day also includes breakfast, lunch, Exhibitor Hall access, networking breaks, and access to virtual speed networking on the Whova app.

# Theme and Program Topics

The theme for the 2022 Creative City Summit is “All In: New Pathways for Moving Forward”; this theme will inform the direction of our panel topics and keynote presentation. The theme is further broken-down into five “streams” to serve as prompts for peer-to-peer presentations, which take place each day of programming. The streams are:

1. Conserving & Celebrating Community Stories
2. Growing Culture & Creative Industries
3. Amplifying Community Vibrancy
4. Maintaining Momentum: policy, planning, partnering, and measuring success
5. Overcoming Obstacles

Also woven throughout the programming is a focus on Public Art and Events & Festivals, both of which are significant components of our delegates’ work in municipal cultural policy.

In the past, we’ve featured international speakers such as Rachael Brown, CEO of the Future Economy Company (Scotland), Simon Brault, CEO of Canada Council, Rt. Hon. Michaëlle Jean and more great Canadian speakers from many backgrounds.



# Past Creative City Summit Sponsors

## Examples of past sponsors representing a range of interests, sectors, and government:

- **National and Provincial Government Offices** such as the Province of Nova Scotia and Parks Canada
- **Educational Institutions** such as the University of British Columbia
- **Provincial Business Associations** such as the Hotel Association of Nova Scotia and Saskatchewan Professional Planners Institute
- **Municipalities** of all sizes including the City of Toronto, ON, the City of St. Albert, AB, and the City of Fredericton, NB
- **Local-level Economic Bodies** such as the Saskatoon Regional Economic Development Authority and the Downtown Halifax Business Commission
- **Municipal- and Provincial-level Cultural Service Organizations** including SaskCulture and Calgary Arts Development (CADA)
- **Businesses of a Range of Sizes** including Southwest and Freeman Audio Visual

# Sample Agenda

## from Saskatoon Creative City Summit (2019)

### TUESDAY, OCTOBER 1, 2019

Delta Bessborough, 601 Spadina Crescent East

- » Pipe Ceremony
- » Welcoming Remarks
- » Keynote: Rachael Brown, The Creative Economy: Lessons learned, delivered, and survived
- » Round Table Sessions
- » CCNC Awards of Excellence Presentation
- » Peer-to-Peer Presentation Breakout Sessions
- » Sweat Lodge Ceremony Preparation Information Session for Participants
- » Creative City Network New Delegate Reception | Persephone Theatre, 101 Spadina Crescent East
- » Creative City Summit Welcome Reception | Remai Modern, 102 Spadina Crescent East

### WEDNESDAY, OCTOBER 2, 2019

Delta Bessborough, 601 Spadina Crescent East

- » Panel: Erin Benjamin, Canadian Live Music Association and Melissa Mongiat, Daily tous les jours
- » Round Table Sessions
- » Public Art Year in Review
- » Peer-to-Peer Presentation Breakout Sessions
- » Arts and Culture Study Tours
- » Sweat Lodge Ceremony at Whitecap Dakota First Nation
- » OPTIONAL EVENING ACTIVITIES:
  - Nutrien Wonderhub Tour
  - Prairie Lily Dinner Cruise
  - Scummy Magic Adventure
  - Production of GLORY, Persephone Theatre

### THURSDAY, OCTOBER 3, 2019

Delta Bessborough, 601 Spadina Crescent East

- » CCNC Annual General Meeting
- » Peer-to-Peer Presentation Breakout Sessions
- » Travel to Wanuskewin National Heritage Park
- » Keynote: Ken Bautista, Return on Community
- » Closing Remarks

**Please confirm sponsorship and/or exhibitor booth interest by June 30th. Contracts to be finalized by August 17, 2022.**

Visit [www.creativecity.ca/summit/waterloosummit2022/](http://www.creativecity.ca/summit/waterloosummit2022/) for more information.

We will do our best to offer your preferred level of sponsorship. If you have any questions, please contact **Katy Littlejohn**, National Events and Communications Manager [katelittlejohn@creativecity.ca](mailto:katelittlejohn@creativecity.ca) or call our Ottawa office at **1-343-804-5975**.