



2023

ST. JOHN'S, NL • OCTOBER 3–5

# CREATIVE CITY SUMMIT

 **YOU ARE HERE:**

AT THE INTERSECTIONS OF  
CREATIVITY, CULTURE,  
AND PLACE

## Sponsorship Package





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# CREATIVE CITY SUMMIT

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

- CCNC is a non-profit 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.
- National partners include the Canadian Commission for UNESCO, Les Arts et la Ville, the Cultural Human Resources Council, the Canada Council for the Arts, Business/Arts, CAPACOA, Canada Culture Days, and more.
- Through CCNC's work, Canadian communities are able to provide improved social benefits through cultural programs and funding of local artists.

## About the Creative City Summit:

This annual national conference has been hosted by cities across Canada since 2002. The programming takes place over three days both in-person and, since 2022, virtually.

### Goals:

- To provide a platform for networking and learning for municipal culture professionals across Canada;
- To provide tools of support for culture work at the local level;
- To provide an environment conducive to the forging of new partnerships;
- To gather in person to celebrate the accomplishments of our sector;
- To showcase the work of CCNC and the arts and culture of the Host City;
- To inspire delegates to think innovatively about local culture work.

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



Freeman



NOVA SCOTIA



Parks Canada  
Parcs Canada



DOWNTOWN  
HALIFAX

Please contact [katelittlejohn@creativecity.ca](mailto:katelittlejohn@creativecity.ca) to discuss opportunities, bundling options and/or event programming.  
Please confirm sponsorship and/or exhibitor booth interest by June 30th. Contracts to be finalized by August 17, 2023.

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### Our Host:

The City of St. John's, Newfoundland and Labrador is the perfect host for the 2023 Creative City Summit. The city has a population of 110,525 and is seen world-wide as a culturally rich example of hospitality and vibrancy on Canada's Atlantic coast. Hosting the Summit will allow St. John's, the City and its creative industries, to showcase how this brand is woven throughout the city's cultural output and spaces, bolsters tourism, and contributes to its residents' quality of life and well-being.



### Our Delegates:

Delegates are culture professionals interested in culture's impact on the public. Delegates represent senior management and decision-makers in municipal departments such as Culture, Economic Development, Heritage, Film, Public Art, Events, and more. They oversee local festivals and support their communities' creative industries such as music and film, digital media, etc. Many delegates are members of the CCNC network and inform our priorities when designing this event. Municipalities span geography and size, from fewer than 10,000 to Toronto's 2.7 million.

- 200 in-person delegates are expected in St. John's.
- 100 virtual delegates are expected to join live streams and interact on the event app.



### Mobile Event App (Whova):

- In-app networking for both in-person and virtual Summit attendees. Sponsor logos appear in a carousel across the bottom of every app page as well as on the agenda next to supported program pieces.
- Reach Creative City Summit delegates from July 5, 2023 until January 5, 2024.
- Host a Virtual Exhibitor Booth on Whova to increase your interaction with delegates and showcase your promotions in depth.



# Theme and Speaker Selection

The theme for the 2023 Creative City Summit is:

**“You Are Here: At the Intersections of Creativity, Culture, and Place”.**

Through this theme, we will consider the meeting points that exist within the broad scope of cultural policy work and the resulting impact on the identity of a place. This theme will inform the direction of our panel topics and keynote presentation.

Woven throughout the programming are spotlights on public art, events and festivals, inclusion, diversity, equity, and accessibility, and culture data – all of which are significant components of our delegates' work in municipal cultural policy.

In the past, we've featured keynote speakers such as Roda Muse, Rachael Brown, Simon Brault, Rt. Hon. Michaëlle Jean, and more from many backgrounds. Our Keynote Speaker is selected by the Planning Committee to bring inspiration and a bird's eye perspective on Canada's culture sector.

The 2023 Keynote Speaker is:



**Zita Cobb**  
Founder and CEO of Shorefast

Zita Cobb is an eighth-generation Fogo Islander, Founder and CEO of the registered charity Shorefast, and Innkeeper of the award-winning Fogo Island Inn. Zita graduated high school on Fogo Island before studying business in Ottawa. Following a subsequent successful career in high-tech, Zita returned to Fogo Island and established Shorefast to put another leg on the Island's struggling economy to complement its ever-important fishery. With an enduring commitment to Fogo Island, Shorefast is expanding its mission through its pan-Canadian Community Economies initiative to strengthen place-based economic development within the global economy.

Zita has been a Member of the Order of Canada since 2016 and was a 2020 inductee to Canada's Business Hall of Fame. She holds honorary doctorates from McGill University, Memorial University of Newfoundland, the University of Ottawa, and Carleton University. She volunteers her full time and energy for Shorefast's charitable initiatives and community businesses.

More info at [www.shorefast.org](http://www.shorefast.org)

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## Draft Agenda

This is a year to celebrate PLACE: the room you are in, the heritage around you, and the people who live in and visit your town, region, and country and their creations. The planning and programming of this Summit will align with our theme and the current concerns of culture sector professionals. We are planning the following elements:

### Day 1:

Opening Breakfast and Words of Welcome

Keynote Address

Discussion Rooms

Lunch, Public Art Year in Review

Peer-to-Peer Presentations

Regional Study Tours

St. John's Evening Reception

### Day 2:

Breakfast

Regional Study Tours

Discussion Rooms

Lunch, CCNC Annual General Meeting

Panel Discussion

Peer-to-Peer Presentations

### Day 3:

Breakfast, 2024 Sneak Peek

Discussion Rooms

Peer-to-Peer Presentations

Lunch, Awards of Excellence

Panel Discussion

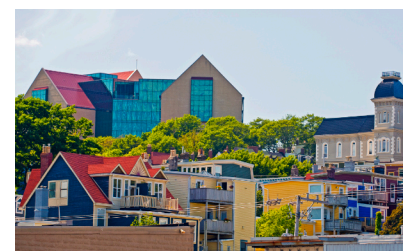
Closing Words

### Venues:

**St. John's Convention Centre –**  
Primary meeting space, dining space, break-out spaces, and exhibition space.

**Delta Hotel St. John's –**  
Guest accommodations for delegates and speakers. Adjoined by pedway to SJCC.

**The Rooms –**  
The official welcome to St. John's, hosted by the City of St. John's, will take place at this impressive cultural hub.







## 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 [katellittlejohn@creativecity.ca](mailto:katellittlejohn@creativecity.ca) to discuss details of opportunities or purchasing a booth in the Virtual Exhibitor Hall.

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

### Host City

**SOLD:** City of St. John's, NL

### Official Hotel Sponsor

**SOLD:** Delta Hotel St. John's

## Visionary \$6000+

**Benefits include:** all benefits of Innovator plus an additional Summit pass (2 total), a Virtual Exhibitor Booth, daily heralding from the main stage

### Presenting Sponsor

\$10,000 (6% of budget); includes the right to name the event, e.g. "Your Company presents" the St. John's Creative City Summit and opportunity to address the delegates

Available until June 8, 2023

### Summit Sponsor (2 opportunities)

\$6,000

Available as of June 9, 2023

## Innovator

(\$2,000 – \$5,999)

**Benefits include:** large logo in event app and online, 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 Address Sponsor

(1 opportunity)

\$2,000

### Panel Series Sponsor (1 opportunity)

\$2,000

Available until June 8, 2022

### Awards of Excellence Ceremony

**Sponsor (1 opportunity)**

\$2,000

Available until June 8, 2023

### Day Sponsor (3 opportunities)

\$2,500 ea

### Networking Lounge Host

(1 opportunity)

\$2,500

## Sponsorship Levels

Continued

### Creator

(\$1,000 – \$1,999)

**Benefits include:** mid-sized logo on Whova app, one 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, 2023

#### Public Art Year in Review Sponsor

\$1,000

#### Discussion Room Sponsor

\$1,200 (3 rooms hosted over 3 days)

#### Peer-to-Peer Presentation Sponsor

\$1,500 (12 sessions over 3 days)

#### Lunch Sponsor (3 opportunities)

\$1000 ea.

### Contributor

(\$350 – \$999)

**Benefits include:** small logo on Whova; 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, 2023

### Supporter (up to \$349)

**Benefits include:** online and event app listing

Please confirm sponsorship and/or exhibitor interest by **June 30th**.  
Contracts to be finalized by **August 17, 2023**.

Visit [www.creativecity.ca/summit/stjohnssummit2023/](http://www.creativecity.ca/summit/stjohnssummit2023/) for more information.

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