

VANCOUVER, BC • OCTOBER 1–3, 2024



CULTURE SHIFT

CREATIVE CITY SUMMIT 2024

Sponsorship Opportunities





the **20th**
**CREATIVE CITY
 SUMMIT 2024**

About the Creative City Network of Canada (CCNC):

- CCNC is a non-profit network of local-level cultural planning and policy professionals from across Canada.
- With over 120 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, CARFAC, 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. Programming takes place over three days in person and, since 2022, also virtually.

Our Goals Are:

- To provide a platform of 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; and
- To inspire delegates to think with innovation and energy about local culture work.

Past Sponsors include:



Visit www.creativecity.com/Summit/VancouverSummit for details on event planning. Contact events@creativecity.ca to discuss 2 opportunities, bundling options and/or event programming. Please confirm sponsorship and/or Exhibitor Table interest by June 30th.

Creative City Network of Canada • 135 Laurier Avenue West, Ottawa, Ontario, Canada K1P 5J2 • P: 1-343-804-5975





Our Host: City of Vancouver

The City of Vancouver, where our first Summit took place in 2002, will be the host of the 20th Creative City Summit in 2024. The city has a population of 662,248 and is seen world-wide as a culturally rich example of hospitality and vibrancy on Canada's Pacific coast. Hosting the Summit will allow Vancouver—the City and its creative industries—to showcase how this identity 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: Canadian Municipal Culture Professionals

Delegates are culture professionals interested in culture's impact on the public representing senior management and decision-makers in municipal departments such as Culture, Economic Development, Heritage, Public Art, Events, Film, Community Services, and more. They oversee local festivals and support their communities' creative industries such as music, film, digital media, theatre, art, and more. 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 across all 10 provinces and in the North.

- 250+ in-person delegates are expected in Vancouver.
- 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. Clickable sponsor logos appear in a carousel across the bottom of every app page as well as on the agenda next to supported program pieces.
- Directly reach Creative City Summit delegates between July 2024 and January 2025.



“Really inspiring content, really valuable connections”
—2023 Sponsor

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2024 Theme

The theme for the 2024 Creative City Summit is:

CULTURE SHIFT

Through this theme, we will not only explore repositioning culture within the municipal context, but also address crucial aspects like inclusion, diversity, equity, accessibility, (re)conciliation in culture, and emerging cultural planning trends. Drawing inspiration from the City of Vancouver's Cultural Plan, our theme invites local government culture professionals to reimagine their work systems. Championing the idea that local government culture work and cultural planning goes far beyond service delivery, a CULTURE SHIFT mindset aims to create vibrant lives for communities across Canada.

The Summit program will be guided by five action words:

Creating • Centering • Connecting • Embedding • Transforming

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



Destination: Summit

Opportunities for Local Support

The Creative City Summit has been drawing hundreds of professionals from across Canada and the world to its host cities since 2002. Our programming includes Regional Study Tours, planned by our hosts, that showcase the cultural prizes of their communities. As delegates discover the city, expand their experience and interaction with the sites and businesses they won't want to miss.

The Vancouver Creative City Summit's program will take place on Tuesday, Wednesday, and Thursday (October 1-3, 2024). Our delegates often take advantage of the weekend either prior to or following the Summit program. Supporting the Summit as a sponsor gives you a direct line to delegates, influencing their decision to plan for a longer stay in Vancouver.

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Sample Agenda

The planning and programming of this Summit will align with our theme of **CULTURE SHIFT** and the current concerns of culture sector professionals. We are planning the following elements:

Day 1:

Opening Breakfast and
Words of Welcome

Keynote Address

Breakout: Discussion Rooms,
Peer-to-Peer Sessions

Lunch, Public Art Year in Review

Panel Discussion

Regional Study Tours

Vancouver Evening Reception

Day 2:

Breakfast

Panel Discussion

Breakout: Discussion Rooms,
Peer-to-Peer Sessions

Lunch, Creative City Impact
Awards

Panel Discussion

Regional Study Tours

Day 3:

Breakfast, CCNC Annual
General Meeting

Breakout: Discussion Rooms,
Peer-to-Peer Sessions

Peer-to-Peer Presentations

Lunch

Panel Discussion

2025 Sneak Peek

Closing Words

Venues:

Sheraton Wall Centre

Primary meeting space, dining space, break-out spaces, and exhibition space as well as guest accommodations for delegates.

Queen Elizabeth Theatre

The official welcome to Vancouver, hosted by the City of Vancouver, will take place at the fabulous QE. Lights!



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Get Involved!

The following opportunities include exposure to 250 in-person delegates and 100 virtual delegates leading up to, during, and after the Creative City Summit. Customized opportunities are available.

Contact Kate Littlejohn at events@creativecity.ca or call 1-343-804-5975 for more information.

Summit Budget: \$400,000 CAD

the 20th
CREATIVE CITY
SUMMIT 2024

Emerald Anniversary Sponsor

\$10,000 CAD (2.5% of budget)

Includes all benefits of Visionary plus the opportunity to name the event, e.g. "Your Company presents the 20th Creative City Summit"; opportunity to address the delegates

Available until June 8, 2024

Host City

SOLD: City of Vancouver, BC

Official Hotel Sponsor

SOLD: Sheraton Wall Centre

Visionary (\$5,000+)

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

Summit Sponsor (2 opportunities)

\$5,000 CAD ea.

Available as of June 9, 2024

Innovator

(\$2,000-\$4,999)

Benefits include: clickable logo in event app, large logo online, one (1) Full Summit 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

Panel Series Sponsor (1 opportunity)

\$2,000 CAD

Available until June 8, 2024

Day Sponsor (3 opportunities)

\$2,500 CAD ea.

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Continued

Creator (\$1,000–\$1,999)

Benefits include: clickable logo on event app, one Day Pass or value of difference of Full Pass, delegate bag marketing access, signage at event/program sponsored, social media highlight

Speaker Sponsor (multiple opportunities)
\$1,500 CAD ea.

Panel Sponsor (2–3 opportunities)
\$1,000 CAD ea.

Available as of June 9, 2023

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

Peer-to-Peer Program Sponsor
\$1,500 CAD (12 sessions over 3 days)

Lunch Sponsor (3 opportunities)
\$1,250 CAD ea.; includes tent card on tables

Contributor (\$350–\$999)

Benefits include: clickable logo on event app; other benefits specific to sponsorship

Discussion Room Sponsor
\$400 CAD ea.

Public Art (2 sessions)
Events and Festivals (2 sessions)
Cultural Research (2 sessions)
Inclusion, Diversity, Equity, Access (2 sessions)

Networking Break Sponsor
(2 opportunities/day)

\$350 CAD ea.; includes signage at break

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

Creative City Impact Awards Sponsor
(6 opportunities)
\$500 CAD per award; includes logo on award

Exhibitor Tables

Exhibit & Attend \$1,750 CAD

Includes: Table in main foyer, 3 days of face time with delegates, one (1) Full Summit Pass, listing in digital Exhibitor Guide and on website, set up September 29, tear down end of day on any of Day 1, 2, 3.

1-Day Exhibit \$650 CAD

Includes: Table in main foyer, 1 day of delegate face time on October 3, listing in digital Exhibitor Guide and on website, set up on October 2, tear down end of day on October 3.

Add additional levels of sponsorship for 10% off

Add booth attendee floor passes – \$350 CAD ea. (foyer access only)

Please contact events@creativecity.ca to discuss details of opportunities or purchasing an Exhibitor Table.

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