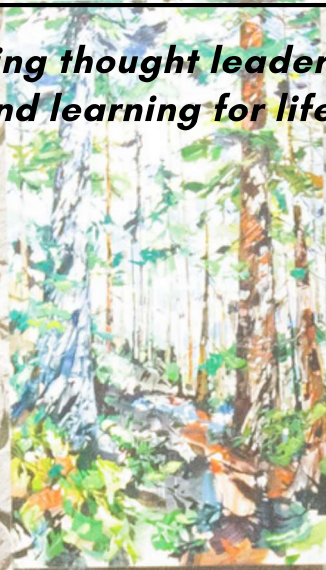


# 2023 - 2024 Series & Event Sponsorship Opportunities

*Inspiring thought leadership  
and learning for life*





## 2023/2024 Series Sponsorship Opportunity

As a registered Canadian charity the Whistler Institute is focused on developing innovative educational initiatives that address the unique needs of Whistler and the Sea to Sky community. The **Whistler Institute Global Perspectives Speaker Series** events are designed to stimulate discussion and inspire action around major issues facing Whistler and beyond. The Series hosts authoritative and influential thought leaders who have made a global impact through evolutionary and even revolutionary advancements in their fields.

The Speaker Series serves two primary functions: to provide educational thought leadership events to residents and visitors; and to raise critical funds which allow the Whistler Institute to provide the local community with essential programming, year-round.

The **2023/2024 event series** comprises 4 in-person events to be held at the Maury Young Arts Centre in Whistler, BC. Each event will be preceded by an opportunity for casual conversation in The Gallery at the Arts Centre and followed by a private dinner experience which will allow for more in-depth discussion surrounding the topic presented.

### Fall 2023 Events

#### Thursday September 28, 2023 - Canada, The Asian Century, And What Comes Next



Speaker : **Paul Evans**

Professor Emeritus in the School of Public Policy and Global Affairs  
University of British Columbia

Event Details: [whistlerinstitute.com/courses/asian-century/](https://whistlerinstitute.com/courses/asian-century/)

#### Thursday October 26, 2023 - Higher Education: The Next Paradigm



Speaker : **Paul Dangerfield**

President and Vice-Chancellor  
Capilano University

Event Details: [whistlerinstitute.com/courses/higher-education/](https://whistlerinstitute.com/courses/higher-education/)

\*Spring 2024 events under development.



## Become a Series Sponsor - \$10,000

The Whistler Institute is seeking 5 series sponsors. Sponsors will be provided with recognition throughout the series with inclusion in all of the marketing campaigns as well as in-person representation at all 4 speaker series events. Series sponsor benefits include the following:

- brand activation opportunity at all 4 in-person speaker series events
- 6 tickets to each of the 4 speaker series events (24 tickets total)
- 2 tickets to each of the 4 private dinner experiences (8 tickets total)
- recognition of support during opening and closing remarks
- company logo displayed on screen prior to event start
- brand recognition on event website, print and digital advertising
- brand recognition across social media channels (including LinkedIn, Facebook & Instagram)
- logo inclusion in email communications to Whistler Institute subscriber database
- logo inclusion in supporters report provided to all supporters upon completion of the series.

**Please contact us about In-Kind support.**

### CONNECT WITH US

Suki Cheyne, Executive Director, Whistler Institute  
Tel: 604-932-7600, Email: [contact@whistlerinstitute.com](mailto:contact@whistlerinstitute.com)





## Become an Event Sponsor

	<b>BRONZE</b> \$1,000	<b>SILVER</b> \$2,500	<b>GOLD</b> \$5,000
brand activation opportunity at in-person series event			✓
tickets to sponsored series event	2	4	6
tickets to private dinner experience			2
recognition of support during opening and closing remarks	✓	✓	✓
company logo displayed on screen prior to event start	✓	✓	✓
brand recognition on event website, poster, print and digital advertising	✓	✓	✓
brand recognition across social media channels (including LinkedIn, Facebook & Instagram)	✓	✓	✓
logo inclusion in email communications to Whistler Institute subscriber database	✓	✓	✓
logo inclusion in supporters report provided to all supporters upon completion of the event.	✓	✓	✓

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## Who Are We Speaking To?

### Geographic Breakdown

- Sea-to-Sky residents and second home owners
- Vancouver and Lower Mainland residents
- Whistler Resort visitors

### Diverse Audiences

- Supporters of local learning opportunities
- Visitors with a passion for education
- Post Secondary students and graduates
- Lifelong learners

### Marketing Overview

Marketing initiatives will include social media marketing (Instagram, Facebook, LinkedIn), email marketing, third party event listings, traditional print advertising, posters, and digital media.

### Past Event Advertising Samples

**WHISTLER INSTITUTE**  
Presents  
**THE FUTURE OF THE OLYMPIC MOVEMENT  
IN AN EVER-CHANGING WORLD**  
Thursday, April 21, 2022 6:30 PM In-Person at the Rainbow Theatre

**Featuring**

<b>CHRISTOPHER DURR</b> Olympic Athlete / Director	<b>TRICIA SMITH</b> Canadian Olympic / Director, UCCO President	<b>SAMSON DERASHOGHOS</b> Canadian Paralympic / Paralympian	<b>SHELLEY GOTELL</b> Olympic / Paralympian
<b>CLARA HUGHES</b> Olympic Champion / Olympian	<b>RICHARD PETER</b> Olympic / Paralympian	<b>RICHARD POIRER</b> O.C., B.C., A.S., F.P.A.	<b>KATRINA LEMAY-SOKAL</b> Olympic / Paralympian

**Event Supporters / Platinum Sponsors / Gold Sponsors:** WESGROUP, Gibbons, Starchbridge

**Silver Sponsors / Bronze Sponsors:** eadesign, RDC, TODAY

**Beedie/Living RDC FINE HOMES**

**CASCADE ENVIRONMENTAL RESOURCE GROUP LTD**

**THANK YOU**

**Cronin Family STARK**

**RACE & COMPANY LLP**



## PAST EVENTS

### A Roof Over Our Heads: Exploring Mountain Resort Housing Possibilities

- April 27, 2023 in partnership with the Canada West Ski Areas Association
- 6 industry experts discussed various mountain resort housing models
- Marketing reached over 40,000 individuals



### The Role of The Olympic Movement in an Ever Changing World



- April 21, 2022 in partnership with the Canadian Olympic Committee
- 8 industry experts discussed the continued evolution of the Olympic games
- VIP reception with fireside chat
- Marketing reached over 25,000 individuals (via print, digital, & social media channels)

### Climate Emergency - An Action Guide for Concerned Citizens

- December 7, 2021
- Presentation by Dr. Mark Jaccard
- Intimate dinner experience followed the event
- Marketing reached over 9,000 individuals (via print, digital, & social media channels)





## Past Event Sponsors



The Whistler Institute has been generously supported by Visionary Founders: Raindrop Foundation, Duane Jackson, Bill Kunzweiler, and McLean Group, Patrons: Bob and Sue Adams and Zen Group, as well as grants from the Katz Amsterdam Charitable Trust, Whistler Community Foundation, Whistler Blackcomb Foundation, and the Resort Municipality of Whistler, among numerous year-round donors, supporters, and volunteers.