

# 2024 Sponsorship Opportunities

*Inspiring thought leadership  
and learning for life*





## 2024 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.

Throughout 2024 four in-person Speaker Series events will be held at the Maury Young Arts Centre in Whistler, BC. and each event will include a Q&A session during which presenters will address questions posed by attendees.

### Spring 2024 Events

#### Thursday March 7, 2024 - The Future of Health Care



This event will focus on how Healthcare is evolving and how those changes inform the training of medical professionals as well as the services that are offered.

Event Details: <https://whistlerinstitute.com/courses/healthcare>

#### Thursday April 4, 2024 - Concussions: Advances in Prevention, Identification, and Treatment



This event will focus on concussion in sports and traumatic brain injury, including biomechanics, neuroscience, prevention, therapy, and recovery.

Event Details: <https://whistlerinstitute.com/courses/concussions/>

As fall 2024 event details are finalized they will become available here:  
<https://whistlerinstitute.com/programs/global-perspectives-speaker-series/>



## 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
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.	✓	✓	✓

**Please contact us about in-kind support.**

### CONNECT WITH US

Tel: 604-932-7600, Email: [contact@whistlerinstitute.com](mailto:contact@whistlerinstitute.com)



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

The Whistler Institute is seeking 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)
- 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.

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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 DUBI</b> Whistler Institute Executive Director	<b>TRICIA SMITH</b> Canadian Olympic Committee Director	<b>RAMON DERASPOPOVIC</b> Canadian Olympic Committee President	<b>SHELLEY GOTTELL</b> Canadian Olympic Committee Director
<b>CLARA HYNES</b> Deaf Sports Canada Director	<b>RICHARD PETER</b> Canadian Olympic Committee President	<b>RICHARD POODI</b> CC, BSc, MSc, PMP, PSM	<b>CATRIONA LEVAY-SOUL</b> Canadian Olympic Committee Director

Event Supporters: Platinum Sponsors: Gold Sponsors: Silver Sponsors: Bronze Sponsors: Buy Tickets Today

Beedie/Living **RDC** FINE HOMES  
CASCADIAN ENVIRONMENTAL RESOURCE GROUP LTD  
**THANK YOU**  
Cronin Family **STARK**  
WHISTLER INSTITUTE  
RACE & COMPANY LLP



# PAST EVENTS

## Higher Education: The Next Paradigm

- October 26, 2023
- President and Vice-Chancellor, Capilano University Paul Dangerfield spoke to how the landscape of higher education is changing, and quickly.
- Marketing reached over 30,000 individuals (via print, digital, & social media channels)



## Canada, the Asian Century, and what comes next



- September 28, 2023
- Professor Emeritus Paul Evans discussed how China's rise as a global power presents profound opportunities and changes globally.
- Marketing reached over 40,000 individuals (via print, digital, & social media channels)

## 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)





## 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.