

November 27-29, 2024

Fredericton Convention Centre

GOVMAKER

TRANSFORMING SERVICES FOR PEOPLE

SPONSORSHIP PACKAGE

In 2023, Pond Deshpande Centre was thrilled to take on the stewardship of the premiere open government conference in Atlantic Canada, GovMaker.

Join us in Fredericton for the 7th edition of GovMaker where policy meets practice at the intersection of open government, digital innovation, and inclusive collaboration. With more than 200 leaders and innovators from government, business, nonprofit, media, and academia, GovMaker 2024 is the premier event for advancing evidence-based policymaking, enhancing government transparency, driving digital transformation, and promoting diversity and inter-sectoral collaboration. Dive deep into the heart of open dialogue with high-profile speakers and experts, engage in dynamic discussions, and build lasting cross-sector relationships. Unlock the potential of open government and shape the future of civic engagement at GovMaker 2024.

The themes this year are:

- ***Open data (transparency, evidence-based policy)***
- ***Digital government***
- ***Civic innovation & engagement***
- ***The impact of AI***

GovMaker 2024 will offer participants both a broad view and a specialized focus on the themes above— through a mix of panel discussions, keynote addresses, short presentations, concurrent expert workshops, curated networking events, and learning opportunities.

SPONSORSHIP OPPORTUNITIES

GovMaker 2024 Sponsorship is divided into five tiers: Diamond, Platinum, Gold, Silver, and Catalyst

\$1500 CATALYST

- Logo on conference materials & website
- One social media mention across all platforms
- One complimentary conference registrations
- Trade show booth

\$2500 SILVER

- Logo on conference materials & website
- One social media mention across all platforms
- Sponsorship of a workshop or session
- Two complimentary conference registrations
- Trade show booth

\$7500 GOLD

- Logo on conference materials & website
- Three social media mention across all platforms
- Mention in GovMaker 2024 Press Release
- One Network or keynote sponsor
- Four complimentary conference registrations
- Trade show booth

\$15,000 PLATINUM

- Logo on conference materials & website
- Three social media mentions across all platforms
- Mention in GovMaker 2024 Press Release
- Exclusive network, keynote, or session sponsor
- Six complimentary conference registrations
- Trade show booth

SPONSORSHIP OPPORTUNITIES

\$20,000 **DIAMOND**

- Logo on conference materials & website
- Welcoming Remarks at GovMaker 2024
- Three social media mentions across all platforms
- Mention in GovMaker 2024 Press Release
- Sponsorship of a workshop or session
- Network Sponsor
- Keynote Sponsor
- Invitation to speaker & decision maker dinner
- Eight complimentary conference registrations
- Trade show booth

Diamond Sponsorship receives maximum visibility at the Conference. The Diamond sponsor is recognized as the exclusive Conference sponsor in promotional materials and will receive exclusive benefits at the Conference itself.

Platinum sponsors receive prime visibility through their support of an expert workshop session.

Gold sponsors gain significant visibility by co-hosting one of three of the Conference's networking opportunities.

All sponsors will have ensured visibility through promotional materials as well as a notable presence at the Conference itself.

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ABOUT THE HOST



The Pond Deshpande Center (PDC) is New Brunswick's social innovation partner of choice. Founded at the University of New Brunswick in 2012 with a visionary donation from entrepreneurs Gerry Pond and Gururaj and Jaishree Deshpande, PDC use social innovation and social entrepreneurship as tools to address and help solve some of society's most pressing challenges. We develop inclusive workforces, invigorate civic innovation, and create more just economic systems.

FOR MORE INFORMATION OR TO SPONSOR
GOVMAKER 2024, CONTACT US AT:
INNOVATE@UNB.CA

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| SPONSORSHIP TIER | CATALYST | SILVER | GOLD | PLATINUM | DIAMOND |
|--|----------|--------|--------|----------|----------|
| COST | \$1500 | \$2500 | \$7500 | \$15,000 | \$20,000 |
| # OF CONFERENCE REGISTRATIONS INCLUDED | 1 | 2 | 4 | 6 | 8 |
| WELCOMING REMARKS | | | | | X |
| 1 NETWORK SPONSOR | | | X | X | X |
| KEYNOTE SPONSOR | | | X | X | X |
| WORKSHOP SPONSOR | | X | | X | X |
| MENTION IN PRESS RELEASE | | | X | X | X |
| LOGO ON WEBSITE + CONFERENCE MATERIAL | X | X | X | X | X |
| SOCIAL MEDIA MENTION | 1 | 1 | 3 | 3 | 3 |
| Tradeshow booth | X | X | X | X | X |