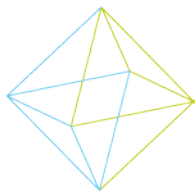




Innovation
Academy



2019 SPONSOR OPPORTUNITIES

W21C INNOVATION ACADEMY DETAILS

The W21C Innovation Academy takes place on **October 30, 2019, at the University of Calgary's MacEwan Ballroom (402 Collegiate Blvd NW, Calgary, AB).**

This biennial fast-paced scientific and business pitch competition encourages entrepreneurship and commercialization in healthcare, for both social and biomedical innovations. It is part of an international innovation platform with sites currently in Switzerland, Hong Kong, United Kingdom, and Canada (Toronto and Calgary). Throughout 2019, each partner site will host independent Innovation Academies. Winners from each of these events will move on to compete against each other at the [2020 Global Healthcare Innovation Academy](#), taking place June 22-23, 2020, hosted by Unity Health Toronto.

The primary goal of this competition is to encourage disruption and accelerate change within our health systems; to make care better for our communities.

BENEFITS OF SPONSORSHIP

- Innovations competing at this event have the potential to effect change in health care, not just in Alberta, but across the globe. By sponsoring this event, you will be supporting real health care systems impact.
- Your brand will be visible to a wide audience ranging from academics, clinicians, industry members, educators, policy makers, and the public.
- As part of a global network, this event increases opportunities for international exposure.

SPONSORSHIP LEVELS – *See Second page for detailed level benefits*

Presenting Sponsor – \$25,000 CAD: Show your support of the Innovation Academy initiative by becoming the exclusive presenting sponsor of the 2019 W21C Innovation Academy.

Prize Sponsor – \$10,000 CAD: Support health innovation by sponsoring the following prizes: 1st and 2nd place for biomedical innovations, 1st place social innovation, most promising idea, and people's choice.

Nourishment Sponsor – \$7,500 CAD: Forget breakfast—lunch is the most important meal of the day! Make the W21C Innovation Academy lunch unforgettable by sponsoring this part of the event.

Libation Sponsor – \$7,500 CAD: While the judges deliberate, nerves are high, and when the winners are announced, it is time to celebrate! Be the focus of the post-pitch networking on the day of the event.

Education Sponsor – \$5,000 CAD: This pre-event sponsorship opportunity is designed to help support the preparation of the biomedical and social innovations before the pitch competition. This in-person and remote access pitch clinic will take place in September, and is also open to other inspiring innovators from the local and national community.

Exhibitor Opportunities – \$2,500 CAD: Be a part of the action – all exhibits will be located in the same room as the keynote address and competitor pitch presentations. Be upfront and personal with attendees, and don't miss a moment of this exciting event.

SPONSOR BENEFITS	<u>Presenting</u> \$25,000 (1 Available)	<u>Prize</u> \$10,000 (5 Available)	<u>Nourishment</u> \$7,500 (1 Available)	<u>Libation</u> \$7,500 (1 Available)	<u>Education</u> \$5,000 (1 Available)	<u>Exhibitor</u> \$2,500 (Multiple)
Organization recognized as presenting sponsor after every use of event name in all event marketing materials, i.e. "2019 W21C Innovation Academy Presented by"	✓	-	-	-	-	-
Organization's promotional materials given to all attendees at registration	✓	-	-	-	-	-
Representation on event day standing banner and all event signage	✓	-	-	-	-	-
Representation on the jury panel for event	✓	✓	-	-	-	-
Photo opportunity with winning teams	✓	✓	-	-	-	-
Prize named after your organization	-	✓	-	-	-	-
Presentation of prize to winning team	-	✓	-	-	-	-
Large logo projected on screen between talks during event	✓	✓	-	-	-	-
Logo displayed on all event day catering table signage	-	-	During lunch	During reception	-	-
Recognition in event promotional materials	All event emails and print materials	All event emails and program	-	-	Pitch clinic materials only	-
MC recognition during event	Opening and closing remarks	Opening and closing remarks	Opening remarks	Closing remarks	-	-
Logo representation in event program	✓	✓	✓	✓	✓	-
Social Media mentions ¹	25+	5	3	3	3	3
Representation on event website with logo and links ²	Large	Large	Large	Large	Large	Small
Table top exhibit space (6ft table, 2 chairs, Wi-Fi access)	✓	✓	✓	✓	✓	✓

¹Website recognition will be displayed for six months post event.

²Dependent on time of sponsorship commitment.

For more information please contact: rabatach@ucalgary.ca