



# Sport for Life SUMMIT

JANUARY 21–23, 2025  
GATINEAU, QUÉBEC

**SPONSOR & EXHIBITOR  
OPPORTUNITIES PACKAGE**

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**It is our pleasure to invite you** to support the 2025 Sport for Life Summit, which will be held at the beautiful Hilton Lac-Leamy in Gatineau from January 21–23, 2025.

Hosted by Sport for Life, in partnership with Réseau Accès Participation, this year's Summit marks the 20th anniversary of the event—a significant milestone for sport in Canada. Gatineau was the home of this annual conference until January 2020. The pandemic required us to rethink how we could continue to connect people to learn and advance best practices in quality sport delivery and physical literacy development. We delivered a virtual Summit and adopted a multi-community approach to stay connected and maintain the momentum for advancing quality sport and physical activity. While we cherished those smaller, localized gatherings, after five years away we are thrilled to return to Gatineau for a full, unified Summit experience.

The 2025 Sport for Life Summit will bring together leaders from across Canada who are committed to enhancing quality sport and physical literacy. It is an opportunity to foster meaningful connections, share best practices, and explore innovations that will shape the future of sport in Canada.

We look forward to celebrating this special anniversary with you and welcoming you back to Gatineau in January 2025.

Sincerely,



Richard Way & the Summit Team



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## About the Event

The Sport for Life Summit brings together thought leaders, decision-makers, researchers, practitioners, and sport and physical activity ecosystem stakeholders who strive to enhance quality sport and physical activity throughout Canada and beyond. By establishing an environment for knowledge sharing and idea generation through thoughtful and open dialogue, the Summit fosters connection, advances best practices and identifies opportunities for innovation. We aspire to ensure quality sport and physical activity programming, and the development of physical literacy, are equitably available to everyone.

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## Why Sponsor the 2025 Sport for Life Summit?

The 2025 Sport for Life Summit is going to be the biggest it has been in five years, as this will be the first single, destination-style Summit we have delivered since the pandemic. We expect 500+ thought leaders, decision-makers, researchers, practitioners, and stakeholders from across the sport, recreation, education and health sectors, including government representation at all levels, to attend the Summit. National and provincial/territorial sport organizations are always well represented, and we've had an upward trend in attendance from municipal recreation departments, school districts and academic institutions, and health departments. We'll also have several high-level influencers and decision-makers from outside of Canada, including Fédération Française des clubs omnisports, which represents 400+ multi-sport organizations.

The Summit features an 8000-square foot (743 m) exhibition hall that will be filled with exhibitors and poster presentations, and delegates will be encouraged to visit this space during meal and network breaks, as well as during our two Summit socials.

As a sponsor, you will:

- Gain premium exposure for your products, services and brand, including your logo shared directly and your material shared direct to delegates through emails and our digital conference app Whova.
- Connect with representatives championing quality sport and physical literacy in the sport, recreation, education and health sectors who are keen to find new products, services and innovations to help them succeed with their important work.
- Participate in conference sessions, panel discussions, activity breaks, social activities and other networking opportunities.

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## Summit Theme: Joy for Everyone

Joy for Everyone celebrates the essence of fun and enjoyment in sport and recreation at every stage of the pathway. By centring our efforts on creating joyful experiences, we can build social connections, support mental wellness, and enhance physical literacy for every participant. People who enjoy their sport experience stay engaged in sport for longer. Increased participation and retention rates lead to stronger, more successful sport systems in Canada. Focusing on the fun and joyful aspects of sport, we can work to dismantle barriers and foster a lifelong engagement in sport and physical activity.

Let's join together to share ways to cultivate a sport and physical activity ecosystem that is joyous and inclusive, where individuals feel safe, welcome, and integral through every stage of their pathway from an Active Start to the Podium Pathway or being Active for Life.

### Streams

1. The Importance of Belonging and Inclusion
2. Safety, Wellbeing and Mental Health
3. Quality Athlete Development
4. Physical Literacy and Multisport

## Sponsorship Opportunities

FEATURES	PLATINUM SPONSOR \$20,000	DIAMOND SPONSOR \$10,000	GOLD SPONSOR \$7,500	SILVER SPONSOR \$5,000
<b>Association with the 2025 Sport for Life Summit</b>	The right to use the designated <i>Platinum Sponsor</i> and the 2025 Sport for Life branding in advertising and promotions.	The right to use the designated <i>Diamond Sponsor</i> and the 2025 Sport for Life branding in advertising and promotions.	The right to use the designated <i>Gold Sponsor</i> and the 2025 Sport for Life branding in advertising and promotions.	The right to use the designated <i>Silver Sponsor</i> and the 2025 Sport for Life branding in advertising and promotions.
<b>Complimentary Registration</b>	10	5	3	2
<b>Additional Registration Discount</b>	25% (up to 5)	15% (up to 5)	10% (up to 5)	X
<b>Opportunity to Address the Delegation during a Plenary</b>	Yes	x	x	x
<b>Keynote Sponsorship</b>	Yes	x	x	x
<b>Stream Sponsorship (one of four)</b>	Custom signage for the room where the stream is being held *Sponsors to provide signage	Custom signage for the room where the stream is being held *Sponsors to provide signage	x	x
<b>Handouts/Swag</b>	Yes	Yes	Yes	Yes
<b>Conference App (Whoova)</b>	3 posts	3 posts	1 post	1 post
<b>Slides and Signage</b>	Recognition on all plenary session holding slides, and on-site banners and signage	Recognition on all plenary session slides, on-site banners and signage	Recognition on all plenary session holding slides	Recognition on all plenary session holding slides
<b>Website Exposure</b>	Logo and text	Logo and text	Logo	Logo
<b>Delegate Email Exposure</b>	Logo and text	Logo and text	Logo	Logo
<b>Media Kit/ Communications</b>	4 social media posts; Newsletter block	4 social media posts; Newsletter block	2 social media posts	2 social media posts
<b>On-Site Promotion</b>	Opportunity to have a booth	Opportunity to have a booth	Opportunity to have a booth	Opportunity to have a booth

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## Additional Sponsorship Opportunities

Increase your visibility and enrich the delegate experience through à la carte sponsorship opportunities including:

- A Summit stream – \$1,500
  - Introduction before the sessions, mentioning the sponsor
- A keynote session – \$1,500
- Exhibitor hall – \$1,500
- Coffee breaks – \$2,500
- Activity breaks – \$1,500
- Lanyards – \$2,000
- Experio games – between \$2,000 and \$6,000

Customizable options:

- Notepads/pens
- Registration kit insert
- Conference tote bags
- Other ideas? Reach out to us!

Sponsor local delegate(s) to attend – \$500 per person

Do you share Sport for Life's values to pursue equity, diversity, inclusion and accessibility? Consider sponsoring local delegate's attendance at the 2025 Sport for Life Summit! Your sponsorship will go towards covering the cost of registration for those who do not have the financial means to cover the fees but are interested in attending and contributing to the conference.

Interested in sponsoring an activity or social event? Sport for Life, in partnership with RAP, will offer a range of opportunities to contribute to social activities and networking events—from co-hosting and emceeing a social event to covering the cost of food and beverage for attendees. Opportunities vary depending on the contribution amount. Please contact Shelley Roddie at [shelley@sportforlife.ca](mailto:shelley@sportforlife.ca) to discuss details.

### **How to become a sponsor:**

Should you wish to discuss opportunities, please contact our Manager of Knowledge Scaling:

Shelley Roddie  
Manager of Knowledge Scaling  
Sport for Life  
[shelley@sportforlife.ca](mailto:shelley@sportforlife.ca)

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## Exhibitor Opportunities

Tabletop display – \$1249 plus QST

Non-profit rate – \$849 plus QST

- One table with two chairs.
- 50% off Summit registration (up to 2 staff).
- Acknowledgement and exhibitor profile on the website.
- Complimentary refreshment service during conference hours.
- Logo included in daily digital plenary slide deck.

### How to become an exhibitor:

Should you wish to discuss opportunities, please contact our Manager of Knowledge Scaling:

Shelley Roddie  
Manager of Knowledge Scaling  
Sport for Life  
[shelley@sportforlife.ca](mailto:shelley@sportforlife.ca)

Space is limited—book early! Exhibit spaces are booked on a first-come, first-served basis. Reservations without payment will not be considered until payment has been received.

ELECTRICAL OUTLET will be an additional charge.



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## Terms & Conditions

These terms and conditions are the contractual agreement between Sport for Life and the Sponsor/Exhibiting Firm (hereinafter referred to as 'the Exhibitor').

**PURPOSE:** The 2025 Sport for Life Summit (hereinafter referred to as 'Event') is conducted by Sport for Life (hereinafter referred to as 'Sport for Life'). The purpose of the 2025 Sport for Life Summit is to bring together leaders in quality sport and physical activity throughout Canada to foster connection, advance best practices, and identify opportunities for innovation.

**ELIGIBILITY:** Sport for Life, in its sole discretion, determines whether a prospective Exhibitor is eligible to participate in the Event. Sport for Life reserves the right to reject an application for exhibit space including, without limitation, those submitted by applicants whose product or service would not be in the best interest of Sport for Life or the Event.

**ATTENDANCE & BOOTH REPRESENTATIVES:** The Event is not open to the public. Exhibitor name badges are to be worn by exhibitors at all times. Exhibitors without name badges may be asked to leave at the discretion of Sport for Life. Booths must be staffed during the stated exhibit hall hours by qualified employees of the Exhibitor.

**PAYMENT:** Payment is due in full within 30 days of receiving the invoice from Sport for Life. Exhibitors without payment will not be considered complete and will not be processed.

**CANCELLATION BY EXHIBITOR:** All notices of cancellation must be received in writing by December 1, 2024. There will be an administration charge of 25% of the exhibit fee for all cancellations. If written notice is received by December 1, 2024, Sport for Life will refund 75% of the total fee. No refunds will be issued for cancellation notices received after December 1, 2024.

**CANCELLATION BY SPORT FOR LIFE:** If the Exhibitor fails to make a payment required by this contract in a timely manner, Sport for Life may terminate this contract (and the Exhibitor's participation in the Event) without further notice and without obligation to refund any monies previously paid. Sport for Life reserves the right to refuse the Exhibitor permission to move in and set up an exhibit if the Exhibitor is owing any payment to Sport for Life. Sport for Life may also terminate this contract effective upon written notice of termination if the Exhibitor breaches any of its obligations under this contract or any other contract or arrangement with Sport for Life, without any obligation on Sport for Life's part to refund any payments previously made and without releasing any Exhibitor from any liability arising as a result of or in connection with such breach. If Sport for Life removes or restricts an exhibit it considers to be objectionable or inappropriate, no refund will be due to the Exhibitor.

**CANCELLATION OF THE EVENT:** In the event that the premise where the Event is to be held shall, in the sole opinion of Sport for Life, become unfit or unavailable for occupancy, or shall be substantially interfered with, by any reason of picketing, strike, embargo, injunction, act of war, act of God, fire or provincial or federal government agency or by reason of any other occurrence beyond the control of Sport for Life, Sport for Life may cancel or terminate the exhibition. In the event of such cancellation or termination, the Exhibitor waives any and all claims the Exhibitor may have against Sport for Life for damages and expenses and agrees to accept in complete settlement and discharge of all claims against Sport for Life the Exhibitor's pro-rated share of the total amount paid by all Exhibitors less all costs and expenses incurred by Sport for Life in connection with the Event including a reserve for future claims and expenses in connection therewith.

**SUBLETTING OR TRANSFERABILITY:** The Exhibitor may NOT assign, sublet or apportion to any other entity or individual all or part of the exhibit space allowed and may not advertise or display goods or services other than those produced and sold by said Exhibitor in the regular course of business. No person, firm, or organization not having contracted with Sport for Life for the occupancy of space at the exhibit will be permitted to display or demonstrate their products, processes or services, nor may this agreement be transferred or assigned without written consent of Sport for Life.

**INSURANCE:** The Exhibitor acknowledges that Sport for Life and the facility do not maintain insurance covering the Exhibitors' property and that it is the sole responsibility of the Exhibitor to obtain business interruption and property damage insurance covering such losses by the Exhibitor. It is mandatory for exhibitors to carry special insurance to cover exhibit material against damage and loss, and public liability insurance against injury to the person and property of others.

**LIMITATION OF LIABILITY:** Sport for Life is not responsible for any loss, theft or damage to the property of the Exhibitor, their employees or representatives. Further, Sport for Life will not be liable for damage or injury to persons or property from any cause whatsoever by reason of the use or occupancy of the booth space or the participation in the Event by the Exhibitor. The Exhibitor assumes entire responsibility for and hereby agrees to protect, indemnify, defend and save Sport for Life and their employees and agents, harmless against all claims, losses, and damages to personal property, governmental charges or fines and attorneys' fees arising out of or caused by the Exhibitor or Exhibitor's installation, removal, maintenance, occupancy or use of the exhibition premises or a part thereof, excluding any such liability caused by the sole negligence of Sport for Life, its employees or agents.

**EXHIBITOR LOSS:** Sport for Life shall not be in any way liable or responsible for the loss or disappearance, by theft or otherwise of any object, items, goods or materials whether personal or commercial property, from the Exhibitor's booth space or from the exhibit hall; except for such loss or disappearance due to intentional and tortuous theft committed by the employees of Sport for Life. Sport for Life may provide certain security services as a convenience to Exhibitors, however, neither the providing of or failure to provide such services, nor the failure of security guards to prevent theft or loss of property, shall be grounds for holding Sport for Life or the facility liable for any related loss, damage, or claim. Responsibility for the security of an Exhibitor's area, product and property rests solely with the Exhibitor.


**LISTINGS AND PROMOTIONAL MATERIALS:** By exhibiting at the Event, the Exhibitor grants Sport for Life for a fully paid, perpetual non-exclusive license to use, display and reproduce the name, trade names, product names of the Exhibitor in any directory (print, electronic or other media) listing the companies exhibiting at the Event and to use such names in event promotional materials. Sport for Life shall not be liable for any error in any listing or descriptions or for omitting the Exhibitor or any other Exhibitor from any directory or other lists or materials. Sport for Life may also take photographs of the Exhibitor's booth space, exhibit, guests and personnel during, before or after the open hours of the Event and use those photographs for any promotional purpose.

**AGREEMENT:** Through written acceptance from Sport for Life and incorporating these terms by reference, the Exhibitor agrees to abide by these rules and regulations, and those of the facility and by the decision of Sport for Life. This agreement will become binding to both the Exhibitor and Sport for Life upon its acceptance by Sport for Life.

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## Connect

**Shelley Roddie**  
Manager of Knowledge Scaling  
Sport for Life  
[shelley@sportforlife.ca](mailto:shelley@sportforlife.ca)

 CanadianSportforLife

 SportForLife\_

 SportforLifeOfficial





 **Sport for Life**  
**SUMMIT**

[sportforlife.ca/summit](http://sportforlife.ca/summit)