

# International Physical Literacy Conference

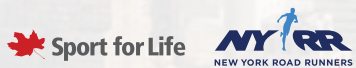
## **NEW YORK**

**New York,  
NY, USA**

Pre-Conference Workshops and  
Conference

**MAY 1 – 5, 2023**

Hosted by



[sportforlife.ca/iplc](https://sportforlife.ca/iplc)



INTERNATIONAL  
**PHYSICAL LITERACY**  
CONFERENCE

## SPONSOR & EXHIBITOR OPPORTUNITIES PACKAGE

INTERNATIONAL PHYSICAL LITERACY CONFERENCE 2023

NEW YORK, NY, USA



It is our pleasure to invite you to support the **International Physical Literacy Conference 2023 New York City (IPLC 2023)**, which will be held in New York City, May 1–5, 2023.

Hosted by the Sport for Life Society in partnership with New York Road Runners, **IPLC 2023**, the first conference of its kind to be held in the United States, is designed to bring together sport, recreation, the arts, public health, and education experts and practitioners, researchers and policy-makers. IPLC 2023 aims to mobilize knowledge that advances the worldwide physical literacy movement, increasing motivation, confidence, physical competence, knowledge, and understanding to value and take responsibility for engagement in physical activities for life on a global scale.

**IPLC 2023** provides an excellent opportunity for companies and organizations to extend their marketing activities and support the conference through its sponsorship and exhibit program. Advertise in the conference program and the Whova app, be an exhibitor and display your product or service, or sponsor and introduce a keynote speaker to the entire 450+ group of health, education and physical activity enthusiasts! Full details can be found in this package.

We look forward to welcoming you to New York City in May 2023.

Sincerely,

**The Sport for Life Society**



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# IPLC 2023 Themes and Streams

## Conference Theme: Building a New Normal

IPLC 2023 New York will both unite and empower physical activity leaders, health practitioners and educators to cross-sectorally dismantle norms and reshape our conventional approaches to address and adapt to current challenges, with physical literacy as the conduit. Since COVID has become a part of our reality, we have heard about this being an opportunity to reimagine and rebuild a more inclusive, collaborative and resilient society. Ultimately, to create a new normal – acknowledging that the existing global physical inactivity

crisis was only exacerbated by the pandemic, combined with increasing negative impacts on mental health and well-being, social connection and learning. Physical literacy is human-centred, driven intrinsically by individual needs and abilities to develop confidence, competence and motivation to be active for life. Let's collectively look from theory to practice to implementation, building a new normal where all citizens can enjoy greater health and well-being, belonging, and resilience.

## Streams:

1. The Need for Physical Literacy
2. Equitable Physical Literacy for Life
3. Physical Literacy in Action
4. Physical Literacy Policy and Strategy
5. Physical Literacy Assessment

For more information on the IPLC 2023 Streams, please visit [www.sportforlife.ca/IPLC](http://www.sportforlife.ca/IPLC).

## Why Sponsor IPLC?

- Gain premium exposure for your products, services and brand
- Affiliate your brand with the first international conference of its kind to be hosted in the United States
- Connect with global representatives championing physical literacy in the fields of sport, recreation, the arts, public health, and education

- Participate in conference sessions, panel discussions, activity breaks, social activities and other networking opportunities
- Contribute to the global physical literacy movement

Read on for more information on the opportunities available to you when you support this conference.

## Who attends the conference?

IPLC draws leaders from across the globe in the fields of sport, recreation, the arts, public health, and education, as well as coaches, teachers and educators, health care practitioners, researchers and policy-makers.

# Sponsorship Opportunities

## Sponsor tiers

FEATURES	PLATINUM SPONSOR \$20,000 USD	DIAMOND SPONSOR \$10,000 USD	GOLD SPONSOR \$7,000 USD	SILVER SPONSOR \$5,000 USD
Association with IPLC 2023 New York City	The right to use the designation <i>Platinum Sponsor</i> and the IPLC 2023 New York City branding in advertising and promotions	The right to use the designation <i>Diamond Sponsor</i> and the IPLC 2023 New York City branding in advertising and promotions	The right to use the designation <i>Gold Sponsor</i> and the IPLC 2023 New York City branding in advertising and promotions	The right to use the designation <i>Silver Sponsor</i> and the IPLC 2023 New York City branding in advertising and promotions
Complimentary Registration	10	5	3	2
Additional Registration Discount	20% (max 5)	10% (max 5)	5% (max 5)	✗
Keynote Sponsorship	✓	✗	✗	✗
Stream Sponsorship (one of five)	Custom signage for the room where the stream is being held <small>*Sponsors to provide signage</small>	Custom signage for the room where the stream is being held <small>*Sponsors to provide signage</small>	✗	✗
Coffee/Activity Breaks	1 coffee break <b>and</b> 1 activity break	1 coffee break <b>or</b> 1 activity break	1 coffee break <b>or</b> 1 activity break	✗
Session hosting	4 sessions	3 sessions	2 sessions	1 session
Handouts/SWAG	✓	✓	✓	✓
Program Advertisement	Full page ad	Full page ad	Half page ad	Quarter page ad
Plenary Remarks	✓	✗	✗	✗
Slides and Signage	Recognition on all plenary session holding slides, and on-site banners and signage	Recognition on all plenary session holding slides, and on-site banners and signage	Recognition on all plenary session holding slides, and on-site banners and signage	Recognition on all plenary session holding slides, and on-site banners and signage
IPLC Website Exposure	Text and logo	Text and logo	Text and logo	Text and logo
Media Kit/Comms	10 social media posts including Twitter and Facebook; 2 posts on Whova app	10 social media posts including Twitter and Facebook; 2 posts on Whova app	5 social media posts including Twitter and Facebook; 1 post on Whova app	5 social media posts including Twitter and Facebook; 1 post on Whova app
On-Site Promotion (Table Top Display)	Opportunity to have a booth	Opportunity to have a booth	Opportunity to have a booth	Opportunity to have a booth

## Additional sponsorship opportunities

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

- Stream Sponsorship – \$2,000 USD per stream
- Keynote session – \$2,500 USD per speaker\*\*
- Conference tote bags – \$1,500 USD\*
- Coffee breaks – \$1,500 USD full day
- Lanyards – \$1,000 USD\*
- Activity breaks – \$1,500 USD full day
- Notepads/Pens – \$750 USD\*
- Registration kit insert – \$300 USD

\*Indicates an opportunity for exclusive sponsorship. For more details and a complete listing of sponsorship entitlements, please refer to the Exhibitor Terms and Conditions. **Please note:** With the above opportunities, you must supply and make all arrangements for the bags, notepads/pens and/or lanyards. Sport for Life and New York Road Runners branding must be included on all conference materials and have to be approved before the printing by both parties.

\*\*Includes a private meet and greet with the keynote speaker.

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

Do you share Sport for Life's values to pursue equity, diversity, inclusion and accessibility? Consider sponsoring a local delegate's attendance to IPLC 2023! 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.

## Activity/Social Sponsorship – \$5,000-\$20,000 USD

Interested in sponsoring an activity or social event? Sport for Life will be offering a range of opportunities to contribute to social activities and networking events - from co-hosting and emceeding an IPLC social event to covering the costs of food and beverages for attendees. Opportunities will vary pending the contribution amount. Please contact Francesca Jackman, Manager of Strategic Initiatives, Sport for Life at [francesca@sportforlife.ca](mailto:francesca@sportforlife.ca) to discuss details.

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## How to become a Sponsor

Should you wish to discuss opportunities, please contact our Manager of Strategic Initiatives:

### Francesca Jackman

Manager of Strategic Initiatives

Sport for Life

[francesca@sportforlife.ca](mailto:francesca@sportforlife.ca)



# Advertising Opportunities

Additional options — IPLC 2023 New York City digital program

- Promo web page – \$1,000 USD
- Inside full page color – \$500 USD
- 1/2 page color – \$300 USD
- 1/4 page color – \$150 USD

**Please note:** All advertisements must be submitted as JPG or PNG files prior to April 1, 2023. To purchase advertising please contact [Francesca Jackman](mailto:francesca@sportforlife.ca) at [francesca@sportforlife.ca](mailto:francesca@sportforlife.ca).

# Exhibitor Opportunities

Table Top display \$1,500 USD

- One six-foot skirted table with two chairs.
- One access to the conference (additional access can be purchased separately).
- Acknowledgement and exhibitor profile on the website.
- Acknowledgement on conference signage on-site.
- Complimentary refreshment service during conference hours.
- Logo included in daily digital plenary slide deck.
- \$200 USD for additional booth representatives.

## How to become an exhibitor

Should you wish to discuss opportunities, please contact our Secretariat:

### Sarah-Kate Burke

Podium Conference Specialists

[Sarah-Kate@podiumconferences.com](mailto:Sarah-Kate@podiumconferences.com)

**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.

**Please note:** Electrical outlet to be purchased separately.



# Terms and 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 **IPLC 2023 New York City** (hereinafter referred to as 'Event') is conducted by Sport for Life (hereinafter referred to as 'Sport for Life'). The purpose of the **IPLC 2023 New York City** is to bring together leaders of physical literacy development who work together to enhance the quality of sport and physical activity around the world.

**APPLICATION TO PARTICIPATE:** Application to participate will be considered only upon submission of the completed online Exhibitor Application Form to Sport for Life.

**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 upon submission of the online application form. Forms submitted 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 April 1, 2023. There will be an administration charge of 25% of the exhibit fee for all cancellations. If written notice is received by April 1, 2023, Sport for Life will refund 75% of the total fee. No refunds will be issued for cancellation notices received after April 1, 2023.

**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 due 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 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 premises 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 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 any part of the exhibit space allocated and may not advertise or display goods or services other than those produced or 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.

# Terms and Conditions

**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 the 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 persons 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 the 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 to Sport for Life 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.

**TRADESHOW SET-UP AND SHOW HOURS:** This information is provided in the Exhibitor Manual.

**AGREEMENT:** By completing the online Exhibit Application Form 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.





# Additional Information: Looking back at past IPLCs



## IPLC 2013 – BANFF

Our first ever IPLC was held in Banff in 2013, attracting 240 delegates. The main goal was to raise awareness about the benefits of physical literacy, and to create the relationships necessary to do so. The conference came to pass thanks to contributions from key sponsors including University of Alberta, Mount Royal University, and Physical Health and Education (PHE) Canada.

## IPLC 2015 – VANCOUVER

IPLC was held in Vancouver in 2015 with 400 delegates, nearly doubling the attendance in two years. It featured over 60 expert presenters from 10 different countries, significantly broadening the scope of the work being accomplished.



## IPLC 2017 – TORONTO

Toronto hosted 400 delegates at the 2017 IPLC, which included 83 international delegations from 16 countries. These included representatives from over 60 national sport organizations. Sport for Life outlined the work being done in 10 different countries and 212 Canadian communities. Nearly three quarters of the attendees were there for the first time, signaling continued successful outreach.

## IPLC 2018 – BAHRAIN

The first IPLC held outside of Canada took place in the Middle East North Africa region and was hosted in Bahrain in 2018, drawing 210 delegates.



## IPLC 2019 – WINNIPEG

Winnipeg hosted the 2019 IPLC with 320 delegates, with representatives from Ireland, Japan, the U.S., Australia and many other countries. One evening was held in the Human Rights Museum and featured an appearance from a Syrian newcomer family, while the topic being discussed was whether physical literacy should be considered a human right.

## IPLC EUROPE – SWEDEN

The first ever European IPLC was held in Umeå, Sweden with 21 countries represented. It was co-hosted by a Swedish organization called Change the Game. It attracted 230 delegates around the world. Participants agreed that cross-sectoral and cross-cultural collaborations that reach across borders are key to physical literacy's ongoing advancement.

