



2027

Sponsorship & Partnership Guide

Connect with Canada's Governance Community

Annual Corporate Governance Conference | Halifax, Nova Scotia | 2027



WHY PARTNER WITH GPC?

Connect with the People Shaping Governance in Canada

Governance Professionals of Canada (GPC) is a national association serving governance professionals across public, private, Crown and not-for-profit organizations. Our community includes Corporate Secretaries, governance leaders, General Counsel, directors, executives and professionals working across legal, compliance, risk, ethics, ESG and board administration.

A GPC partnership is more than brand exposure.



ACCESS

Connect directly with governance professionals and board-facing decision-makers across Canada.



THOUGHT LEADERSHIP

Demonstrate relevant expertise and contribute to important governance conversations.



VISIBILITY

Build brand recognition through national events, education, digital channels and regional programming.



RELATIONSHIPS

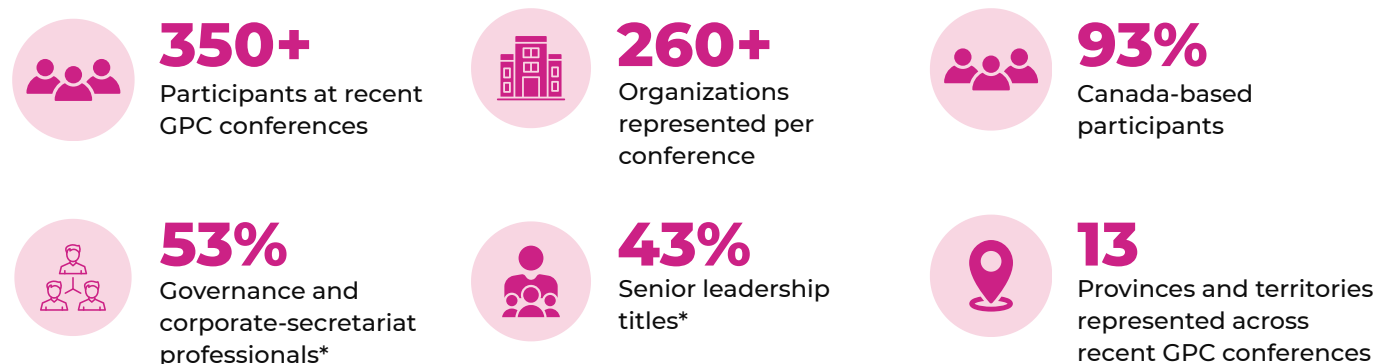
Develop meaningful connections with clients, prospects and governance leaders through highly focused engagement opportunities.

Whether your objective is business development, thought leadership, brand positioning or sustained engagement with the governance community, GPC can build a partnership around your priorities.

Who You'll Meet

A national, highly concentrated governance audience

GPC's Annual Corporate Governance Conference brings together governance professionals, corporate secretaries, board-facing executives, legal leaders and other professionals responsible for supporting effective governance across Canada. Our recent conference audiences demonstrate strong national reach and a high concentration of professionals working directly in governance and corporate-secretariat functions.

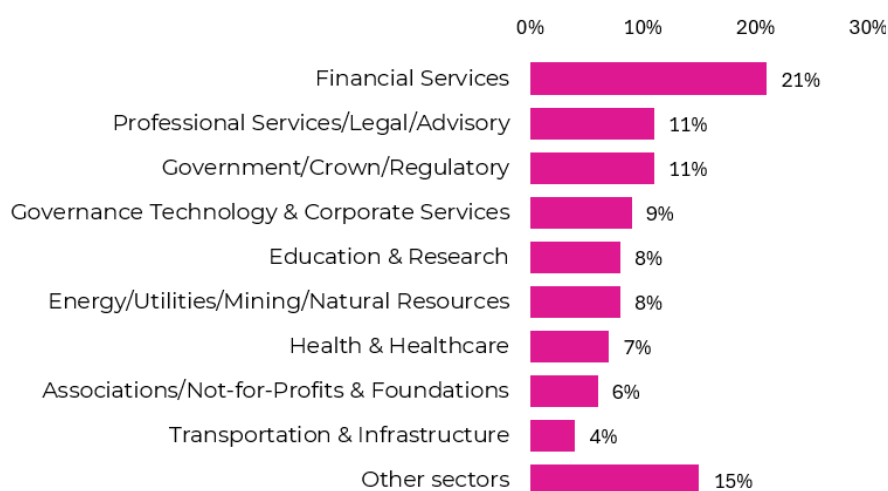


Who Is in the Room?

GPC Conferences attract a diverse mix of governance professionals, including representative roles such as:

- Corporate Secretaries
- Assistant Corporate Secretaries
- Governance Leaders & Governance Officers
- Board Services & Board Relations Professionals
- General Counsel & Legal Leaders
- Directors & Senior Executives
- Risk, Compliance & Audit Professionals
- Investor Relations & Corporate Affairs Professionals
- Board and Committee Leaders

A Cross-Sector Governance Community



*Audience statistics are based on GPC's two recent conference attendee datasets. Figures are rounded.

Partnership Opportunities at a Glance

GPC offers opportunities ranging from focused event visibility to customized year-round national partnerships.



Strategic National Partnerships

Starting at \$30,000 | Contact GPC

Build a customized year-round partnership to advance your organizational goals and expand your national reach.



Annual Conference

Starting at \$1,500

Gain high-impact visibility with governance leaders at our signature national event



Exhibitor Marketplace

Starting at \$8,000

Showcase your solutions and connect directly with board members, governance professionals and decision-makers.



GPC.D & Governance Education

Starting at \$3,500

Support professional development through GPC.D and educational programming that builds stronger boards.



Excellence in Governance Awards

Starting at \$4,000

Align your brand with Canada's most prestigious recognition of board leadership and governance excellence.



Chapter Partnerships

Cash and approved in-kind opportunities available

Engage with local governance communities across the country through GPC's chapter network.



Governance Research & Insights

Starting at \$15,000 | Contact GPC

Support original research and thought leadership that inform better governance and elevate industry knowledge.



Digital Visibility

Starting at \$250

Increase your brand awareness through GPC's digital channels, including our website, newsletter and social media.

Strategic National Partnerships

STARTING AT

\$30,000 CAD

Build a Year-Round Relationship with
Canada's Governance Community

Strategic National Partnerships offer a customized and integrated approach to sponsorship, built around your organization's objectives. By combining opportunities across GPC's national platforms, programs and thought leadership, we help you create a high-impact, year-round presence with Canada's governance community.

A strategic partnership can combine opportunities across:



Annual Corporate
Governance
Conference



Excellence in
Governance
Awards



GPC.D
designation
program



Professional
development



GPC Chapter
programming



Governance
research and
insights



Governance Voice
Podcast



Governance
Matters
Newsletter



GPC digital
platforms



Executive and
targeted
engagement
opportunities



Select Category Exclusivity

Select Strategic Partnerships may include exclusive recognition within an agreed industry or service category, subject to availability and the executed agreement.

Examples of potential Strategic Partnerships



Governance
Technology
Partner



Proxy &
Shareholder
Services Partner



Media Partner



Distribution
Partner



National
Presenting
Partner



Tell us what you want to achieve.
We will build the partnership around it.

Canada's Governance Community Comes Together in Halifax

Halifax, Nova Scotia | 2027

GPC's Annual Corporate Governance Conference brings governance professionals and board-facing leaders from across Canada together for education, peer exchange, professional development and relationship building. The Conference provides sponsors with a focused environment to connect with professionals involved in governance, board administration, disclosure, risk and organizational oversight.





Conference Partner

\$30,000 **Limited availability**

- ✓ Recognition as a GPC Conference Partner
- ✓ One 10' x 10' exhibitor space
- ✓ One approved Thought Leadership Session partnership
- ✓ Four complimentary Conference registrations
- ✓ Two Governance Matters newsletter advertisements
- ✓ One-year Supplier Directory listing
- ✓ Full-page advertisement in the digital Conference program
- ✓ Conference website and event-app recognition, if operational



Core Conference Recognition

-  One-year GPC Supplier Directory listing
-  One individual GPC membership for a sponsor-designated representative
-  Logo recognition on the Conference sponsor webpage
-  Event-app sponsor recognition, if operational
-  Logo inclusion in applicable Conference marketing materials
-  One full-page corporate advertisement in the digital Conference program

Be Part of the Governance Conversation

GPC thought-leadership partnerships align sponsor expertise with relevant governance issues while maintaining the educational integrity of the Conference.



Keynote or Plenary Partner | \$12,500

Align your organization with one of the Conference's highest-profile moments and reach the full delegate audience.

- Opportunity to introduce the keynote speaker or moderator
- Premium session recognition
- Branding at the session entry point
- Event-app recognition, if operational
- One complimentary Conference registration
- Core Conference Recognition



GPC selects and manages the keynote speaker, topic and program.



Thought Leadership Session Partner | \$8,000

Demonstrate relevant expertise by supporting an important Conference conversation.

- Opportunity to introduce, moderate or participate in an approved session, depending on program requirements
- Session-specific branding
- Event-app recognition, if operational
- One complimentary Conference registration
- Core Conference Recognition

Sponsored sessions are structured as **moderated panel discussions** to ensure a diversity of perspectives. One representative from the Partner organization may participate as a panellist, with all remaining panellists representing organizations independent of the Partner. All topics, speakers, moderators, format and content are subject to GPC approval. Sponsored sessions are educational in nature and may not be used for product demonstrations, sales presentations or other promotional content.



Pre-Conference Leadership Experience | \$15,000

Lead a focused governance discussion before the main Conference program begins. Designed for a targeted audience of up to approximately 100 participants.

- Dedicated pre-Conference session
- Sponsor-developed topic subject to GPC approval
- Opportunity for approved sponsor subject-matter experts
- One hosted networking break
- One 10' x 10' exhibitor space
- Two complimentary Conference registrations
- Event and app recognition
- Core Conference Recognition

Conference Experience Partnerships

OWN A MOMENT
PEOPLE REMEMBER

Experience Partnerships place your organization at the centre of the Conference's most valuable networking moments.



Opening Reception Partner | \$10,000

- Recognition as Opening Reception Partner
- Sponsor recognition at reception entry points
- Verbal acknowledgement during opening remarks
- Opportunity for brief sponsor welcome remarks
- Four complimentary registrations
- Core Conference Recognition



Closing Dinner / Signature Evening Partner | \$25,000

- Premium event recognition
- Prominent sponsor logo placement on event signage and presentation screens if available.
- Opportunity for brief welcome remarks
- Prominent onsite branding
- Four complimentary registrations
- Recognition in applicable pre-event and onsite communications
- Core Conference Recognition



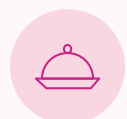
Networking Break Partner | \$7,500

- Recognition as Networking Break Partner
- Branded signage in the break area
- Verbal recognition where appropriate
- Event-app recognition
- One complimentary registration
- Core Conference Recognition



Conference Breakfast Partner | \$12,000

- Recognition as Conference Breakfast Partner for one designated breakfast
- Sponsor logo on signage at breakfast entry and serving areas
- Opportunity for brief welcome remarks, subject to GPC approval
- Event-app recognition, if operational
- Two complimentary Conference registrations



GPC manages logistics and food-and-beverage selections.

Keep Your Brand Visible Throughout the Delegate Experience

High-visibility opportunities that put your organization in front of governance leaders before, during and after the conference.



Conference App Partner | \$10,000

Position your organization within the digital tool delegates use to navigate the Conference.

Includes premium app branding, Conference sponsor recognition and two registrations. Subject to the Conference app being produced and available for use.



Badge & Lanyard Partner | \$10,000

- Sponsor logo on attendee badge and/or lanyard design
- Two registrations
Core Conference Recognition

GPC sources and manages production.



Delegate Welcome Bag Partner \$10,000

- Sponsor logo incorporated into the Conference bag
- One approved bag insert or promotional item
- Two registrations
- Core Conference Recognition



GPC manages final design and production.



Connectivity / Wi-Fi Partner \$10,000

- Recognition as the Conference Connectivity Partner
- Wi-Fi access-page or access-instruction branding where technically available
- Onsite signage
- Event-app recognition
- Two registrations
- Core Conference Recognition



Marketing Exposure Partner \$1,500

- Logo included under the Event Sponsor designation in all applicable Conference-related marketing campaigns from execution through December 31, 2027
- Inclusion in at least one grouped sponsor-recognition email
- Inclusion in at least one grouped sponsor-recognition social media post
- Logo displayed on Conference sponsor-recognition slides
- Event-app sponsor listing, if operational
- One-year Supplier Directory listing
- One full-page corporate advertisement in the digital Conference program

A Curated Marketplace. More Meaningful Conversations

The GPC Exhibitor Marketplace is intentionally limited to maintain strong visibility and create meaningful interaction between delegates and organizations providing governance-related products, expertise and services.

Major Conference networking activities are positioned within or around the exhibitor space to encourage consistent delegate traffic and relationship building.



Standard Exhibitor

\$8,000

10' x 10' space

- Two complimentary Conference registrations
- One full-page advertisement in the digital Conference program
- Applicable Conference marketing recognition
- Conference sponsor webpage recognition
- Event-app exhibitor listing, if operational
- One-year Supplier Directory listing
- Lead retrieval capability, where operational
- Core Conference Recognition



Double Exhibitor

\$12,500

20' x 10' space

- Four complimentary Conference registrations
- One full-page advertisement in the digital Conference program
- Applicable Conference marketing recognition
- Conference sponsor webpage recognition
- Event-app exhibitor listing, if operational
- One-year Supplier Directory listing
- Lead retrieval capability, where operational
- Core Conference Recognition



Limited exhibitor inventory. Exhibit furnishings, electrical services, shipping and additional booth requirements are not included unless expressly specified and may be ordered through the designated Conference supplier.

GPC Chapter Partnerships

CONNECT LOCALLY WITH CANADA'S GOVERNANCE COMMUNITY



GPC Chapters bring governance professionals together in markets across Canada. Chapter Partnerships offer regional relationship-building opportunities while all agreements and invoicing remain centrally managed by GPC.



Venue Host

Approved in-kind contribution | typically \$1,000+ recognized value

- Host the event at your venue
- Logo on the event page and registration confirmation
- Verbal acknowledgement at the event
- Brief welcome to attendees
- Up to 2 complimentary registrations



Networking Reception Partner

\$3,000 or approved venue + reception in-kind

- Event-page and email recognition
- Reception-area signage
- Brief welcome remarks
- 2 complimentary registrations
- Post-event acknowledgement



Networking Break Partner

\$1,750 or approved venue + refreshments in-kind

- Includes all Venue Host benefits
- Networking Break Partner designation
- Refreshment-area recognition
- Applicable promotional recognition
- Post-event acknowledgement

FEATURED OPPORTUNITY



Chapter Event Partner

\$4,500

*Choose from an existing event in our calendar or submit an event topic for approval

- Primary sponsor recognition for one chapter event
- Logo across applicable event communications
- Onsite recognition
- Brief welcome to attendees
- 2 complimentary registrations
- Post-event acknowledgement



All in-kind contributions require advance GPC approval. GPC determines the recognized sponsorship value based on reasonable market value and the associated sponsorship benefits. In-kind support does not create an entitlement to cash reimbursement.

All Chapter agreements, invoicing and sponsorship approvals are administered centrally by Governance Professionals of Canada.

Excellence in Governance Awards

CELEBRATE EXCELLENCE. ALIGN WITH LEADERSHIP

The Excellence in Governance Awards recognize individuals and organizations demonstrating leadership, integrity and impact in governance. The awards bring together governance practitioners, directors, Chairs, CEOs and other senior executives for an inspiring evening of celebration, connection and recognition.



Presenting Partner

\$60,000

EXCLUSIVE OPPORTUNITY

- Lead sponsor recognition throughout the EGA reception, dinner and awards ceremony.
- Presenting Partner recognition
- Opening reception and dinner recognition
- Opportunity for opening remarks and introduction of the MC
- One Award Category Partnership
- One hosted table of up to 10 guests
- Premium onsite and digital recognition



Opening Celebration Partner

\$10,000

Align your brand with the start of the Awards evening with prominent recognition at the opening reception.



Closing Celebration Partner

\$15,000

High-visibility partnership for the closing celebration, with prominent recognition during the evening finale.



Award Category Partner

\$12,500

Align your brand with a specific Award category, including the presentation of an award and one hosted table of up to 10 guests.



Celebration Toast Partner

\$10,000

Be the brand behind the Awards evening toast, with recognition at these special moments.



Photo Experience Partner

\$12,500

Put your brand at the centre of the celebration with branded photo opportunities and recognition.



Branded Table Host

\$4,000

Host up to 10 clients, colleagues or guests at a branded table and be part of this signature evening.

EGA Sponsor Recognition



Pre-event
Social
Recognition



On-screen
branding



Verbal
recognition



Digital
Program
Recognition



Limited attendee contact information, where attendee consent permits and where included in the selected package, for event-related follow-up only and subject to GPC attendee-data-use terms.

GPC.D Designation Partnerships

SUPPORT THE DEVELOPMENT OF
GOVERNANCE CAPABILITY IN
CANADA

The GPC.D designation strengthens the practical capabilities of governance professionals working across sectors. Participants and graduates form a growing community of professionals supporting boards, executives and organizations in improving governance effectiveness.



GPC.D Module Partner

\$20,000

- Recognition across all deliveries of the sponsored module
- Logo across applicable module promotion and program materials
- On-screen and verbal recognition
- Tabletop presence for applicable in-person sessions
- One 45-minute educational lunch-and-learn or thought-leadership session
- Year-round association with governance professional education



GPC.D Scholarship Partner

\$10,000

- Full GPC.D program participation for a GPC-selected scholarship recipient
- Recognition as the “GPC.D Scholarship presented with support from [Sponsor]”
- Logo across applicable scholarship-related marketing and program materials
- Recognition in a GPC communication announcing the scholarship recipient
- Recognition within the GPC Corporate Governance Conference program's GPC.D graduation section
- Public acknowledgement during the GPC.D graduation ceremony
- On-screen sponsor logo during graduation
- Recognition on the GPC.D scholarship webpage
- Opportunity for a commemorative photograph with the recipient



GPC.D Alumni Engagement Partner

\$10,000

- Alumni event branding
- One complimentary Conference registration
- One 10' x 10' exhibitor space
- Hosted networking break
- One optional, GPC-approved promotional item or bag insert. (provided by sponsor)
- Opportunity to support an approved educational discussion



Educational Integrity. Greater Impact

All GPC.D partnership content must be educational, non-promotional and approved by GPC to ensure a high-quality learning experience for all participants.

Governance Education & Thought Leadership

CONTRIBUTE TO THE CONVERSATIONS
GOVERNANCE PROFESSIONALS NEED NOW

Professional development is central to GPC's value proposition. These partnerships align organizations with timely governance issues and learning opportunities that equip governance professionals with the knowledge and tools they need today and for the future.



Professional Development Session Partner

Half-Day \$3,500 | Full-Day \$6,500

Support educational sessions that provide practical insights and build the skills of governance professionals.

- Sponsor recognition across applicable session marketing
- One complimentary registration
- On-screen and verbal recognition
- Opportunity to introduce, moderate or participate where appropriate and approved by GPC.



National Virtual Thought Leadership Partner

\$7,500

Support a GPC-hosted virtual event that brings together governance professionals for timely and relevant discussions.

- Sponsor recognition throughout applicable promotion
- Opportunity to propose a relevant topic and qualified subject-matter experts
- Opening acknowledgement and on-screen branding
- GPC digital promotion (website, newsletter and social media)
- Post-event recognition



Governance Voice Podcast Partner

\$3,500

Align your brand with GPC's podcast, featuring conversations with governance leaders, experts and changemakers.

- Sponsor recognition within episode promotion
- Pre-roll and outro sponsor acknowledgement
- Applicable website and newsletter recognition
- Sponsor input into an approved educational topic



Special Governance Conference Partner

One-Day \$12,000 | Two-Days \$20,000

Support educational sessions that provide practical insights and build the skills of governance professionals.

- Sponsor recognition across applicable session marketing
- One complimentary registration
- On-screen and verbal recognition
- Opportunity to introduce, moderate or participate where appropriate and approved by GPC.

Digital Visibility

STAY VISIBLE BETWEEN EVENTS

Maintain your organization's presence and reach Canada's governance community year-round through GPC's newsletter and website - two trusted channels that inform, connect and engage governance professionals across the country.



Governance Matters

GPC's monthly newsletter provides governance news, regulatory updates, program information and resources to support Canada's governance community.

Circulation: 10,000+ members and governance professionals.

**Premium Banner
A1 or A2 (UPPER)**

\$950
per issue

**Banner A3 or A4
(MID-ISSUE)**

\$750
per issue

Footer Banner A5

\$250
per issue

**Multi-Issue packages
available**



Contact GPC
for details



gpcanada.org

GPC's website is a key destination for governance resources, professional development, news and event information. Showcase your organization to a highly engaged audience throughout the year.

Homepage Big Box

\$2,000 / 3 months
\$7,000 / year

**Website Sponsor
Logo & Link**

\$2,500 / year

**Homepage Footer
Banner**

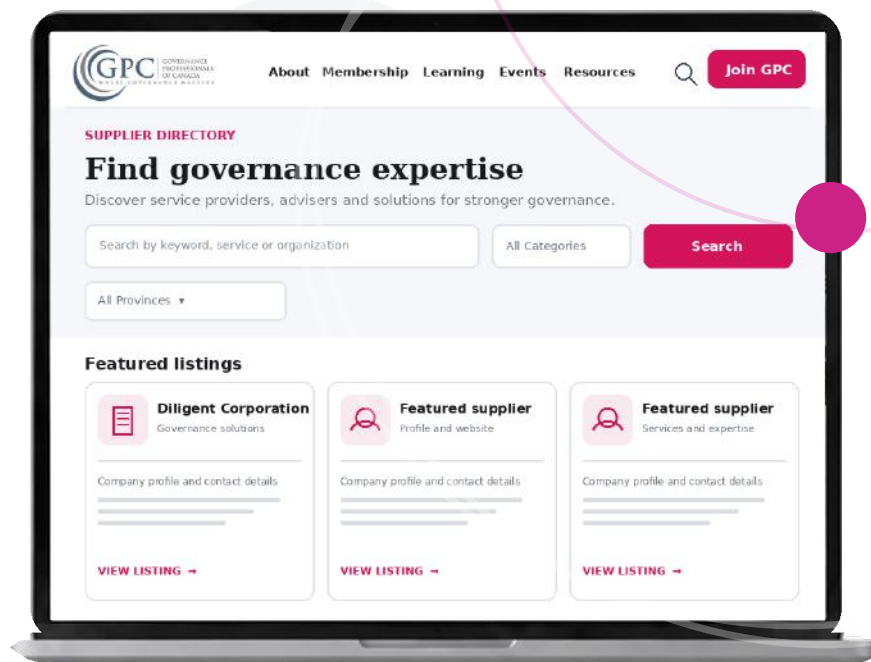
\$1,500 / 3 months
\$5,000 / year



GPC Supplier Directory

BE DISCOVERABLE WHEN
GOVERNANCE PROFESSIONALS
ARE LOOKING FOR EXPERTISE

GPC's Supplier Directory is a year-round resource that helps members and governance professionals identify relevant providers, advisers and solutions. It connects the governance community with trusted organizations that support stronger boards and better governance across Canada.



Organization Listing Member price

\$500 /year

A cost-effective way for GPC members to showcase their organizations expertise and connect with the governance community year-round.



Organization Listing Non-member price

\$1,100 /year

Extended visibility for non-member organizations to reach GPC's national audience of governance professionals and decision-makers.

Includes:



Company logo
Showcase your brand at a glance.



Company profile
Share your expertise and unique value.



Contact information
Make it easy for people to get in touch.



Website Link
Drive traffic to your organization's website.



Description of Services
Highlight your solutions and areas of expertise.



Social media links
Connect through your social channels.



**Stay visible beyond a single event and make it easy
for governance professionals to find your organization.**

Build Your Partnership

LET'S BUILD THE RIGHT PARTNERSHIP

Every organization has different objectives. GPC can combine opportunities across the Conference, Awards, Chapters, GPC.D, professional development, research and digital platforms to create a customized partnership that delivers meaningful value for your organization.



Your partnership objectives:



Increase brand awareness



Engage issuers



Develop new relationships



Build regional relationships



Reach governance decision-makers



Support governance education



Demonstrate expertise



Create year-round visibility



GPC Sponsorship & Partnerships

✉ sponsorship@gpcanada.org | ☎ 416 - 921 - 5449 ext 315 | 🌐 www.gpcanada.org

Important Commercial Terms

1. All prices are in Canadian dollars (CAD) and are subject to applicable taxes.
2. Inventory is subject to availability and is confirmed only through a fully executed GPC Sponsorship Agreement.
3. Sponsor commitments are non-cancellable once executed.
4. Benefits are subject to payment, production requirements and published deadlines.
5. Foreign-currency payments must result in the full CAD amount being received by GPC, net of all fees and charges.
6. GPC retains editorial control over all educational content, programs, speakers and research.
7. Category exclusivity applies only where expressly identified in the sponsorship package.
8. Attendee contact information will only be provided where attendee consent permits and may only be used for event-related purposes.
9. GPC may revise unsold inventory pricing or benefits at any time.



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