



# Empower Innovation and Entrepreneurship

2024-2025 Event Sponsorship Opportunities

# Driven to thrive

Among the World Top 5 Private Business Accelerators Since 2017

At the AC, we exist to help ambitious dreamers impact global change through their businesses. We're a hub for action that provides an extensive selection of customizable opportunities —allowing you to rapidly bring your innovation to life and connect with our thriving communities.



**400 active alumni companies**

**\$1.7B+ investment raised and \$5B+ in corporate value**

**5,000+ jobs created, and 1,000+ co-op placements**

**Currently serving 150+ companies across Ontario**

# Alumni



We've worked with over 1,000 startups across all technology sectors to help them grow and scale quickly.

Our alumni represent some of the biggest names in Canadian tech.

# A Snapshot of our Community



**150-200 companies supported each year**



**Focus on pre-seed and seed stage companies**



**50% focused on commercializing solutions aligned with the UN's sustainable development goals**



**47% of our companies are women-led**

# Events at the AC

The AC is a thriving community hub for globally minded entrepreneurs.

We host regular learning, networking, and community events for our current clients, alumni and members of the general community with the aim of connecting founders to:

- Prospective customers
- Potential investors
- New service providers
- Other, like-minded founders and members of the Waterloo innovation ecosystem



# High Impact Engagement Opportunities

Last year, AC events reached over 1800 community members through 28 high impact community events

## Sponsor Testimonials

**“The quality of startups and the vibrancy of the entrepreneurial community at Accelerator Centre reflect a commitment to excellence and innovation.”**

- RBCx

**“It has been wonderful working with the team at the Accelerator Centre as they are excited to bring more tools & learning sessions to the table... As a Partner to the Accelerator Centre, we have been introduced to numerous start-ups, all at various stages of their journey.”**

- Flow (A Deloitte Company)



The background is a solid teal color with several large, faint white circular outlines scattered across it, creating a modern, abstract design.

# **2024-2025 AC Event Sponsorship Opportunities**



# Innovate and Caffeinate

Network and learn with our thriving founder community during these in-person breakfast events at AC HQ in Waterloo

In-person, 6 times a year

Approximately 60 attendees per session

Open to current AC founders, alumni, and the general public





# Interactive Sessions

**Social Media Community Building with Tricia Mumby  
(September 2024)**

**SR&ED – Fireside Chat w/ Ruth Casselman and Jay McLean  
(November 2024)**

**Meet the Press: Interactive Panel with Canadian Media  
Professionals  
(January 2025)**

**Innovative Market Validation Workshop with Rob  
Farnham and Steve Fyke  
(March 2025)**



# Innovate and Caffeinate 2024-2025 Sponsorship Opportunities

	<b>Series Title Sponsor</b> <b>\$15,000</b> for 6 sessions	<b>Session Sponsor</b> <b>\$3,500</b> per session	<b>Catering Sponsor</b> <b>\$1,500</b> per session
<b>Summary</b>	Support a year's worth of sessions as our title sponsor. Demonstrate your commitment to supporting founders and build deep connection with the AC community.	Collaborate with us on a session, demonstrate your expertise and thought leadership, build deep connections with relevant members of our community.	Show your support and build connections and brand awareness by providing catering for panel events.
<b>Speaking Opportunities</b>	Opportunity to give opening remarks at each event and opportunity to moderate or sit on (1) one a panel of your choice.	Opportunity to moderate or sit on the panel	X
<b>Sponsor Recognition</b>	<ul style="list-style-type: none"> <li>• Verbal recognition during opening remarks</li> <li>• Logo inclusion in the online registration page</li> <li>• Social media mentions during event promotion</li> <li>• Onsite signage during event</li> <li>• Opportunity to have swag and promotional material at the event.</li> </ul>	<ul style="list-style-type: none"> <li>• Verbal recognition during opening remarks</li> <li>• Logo inclusion in the online registration page</li> <li>• Social media mentions during event promotion</li> <li>• Onsite signage during event</li> <li>• Opportunity to have swag and promotional material at the event</li> </ul>	<ul style="list-style-type: none"> <li>• Verbal recognition during opening remarks</li> <li>• Onsite signage</li> <li>• Opportunity to have swag and promotional material at the event</li> </ul>
<b>Connections</b>	Access to registration list and contact information for each session	Access to registration list and contact information	X
<b>Tickets</b>	Tickets for your team to each event	Tickets for your team to each event	Tickets for your team to each event



# She Talks Tech.

## She Talks Tech

Support a diverse and inclusive startup community through these in-depth panel events hosted in partnership with Catalyst Commons.

Hybrid, 4 times a year.

Approximately 150 attendees per session.

All are welcome. Open to current AC founders, alumni, and the general public.



# A Year of Inspiring Topics

**STEM Education and Empowerment**  
(September 2024)

**Pay Equity and Transparency**  
(January 2025)

**Women's Health Tech**  
(April 2025)

**Leadership and Mentorship: Empowering the  
Next Generation**  
(July 2025)

**The Future of Humans**  
(October 2025)



# She Talks Tech Series 2024 Sponsorship Opportunities

	<b>Series Title Sponsor</b> <b>\$18,000</b> for 4 sessions	<b>Session Sponsor</b> <b>\$5,000</b> per session	<b>Headshot Sponsor</b> <b>\$2,500</b> per session	<b>Catering Sponsor</b> <b>\$1,500</b> per session
Summary	Support a year's worth of sessions as our title sponsor. Demonstrate your commitment to supporting women in tech and build deep connection with the AC community.	Collaborate with us on a session, demonstrate your expertise and thought leadership, build deep connections with relevant members of our community.	Bring confidence and self love to the attendees of the event by hosting a contest for 5 attendees to win their headshots with our highly talented photographer. Includes access to the professional event photos.	Show your support and build connections and brand awareness by providing catering for panel events.
Speaking Opportunities	Opportunity to give opening remarks at 4 (four) events and the opportunity to moderate or sit on (1) one panel	Opportunity to moderate or sit on (1) one panel	Opportunity to give closing remarks to announce the contest winners	X
Sponsor Recognition	<ul style="list-style-type: none"> <li>• Verbal recognition during opening remarks</li> <li>• Logo inclusion in the online registration page</li> <li>• Social media mentions during event promotion</li> <li>• Onsite signage during event</li> <li>• Opportunity to have swag and promotional material at the event.</li> </ul>	<ul style="list-style-type: none"> <li>• Verbal recognition during opening remarks</li> <li>• Logo inclusion in the online registration page</li> <li>• Social media mentions during event promotion</li> <li>• Onsite signage during event</li> <li>• Opportunity to have swag and promotional material at the event</li> </ul>	<ul style="list-style-type: none"> <li>• Verbal recognition during opening remarks</li> <li>• Social media mentions during event promotion.</li> <li>• Onsite signage during event</li> </ul>	<ul style="list-style-type: none"> <li>• Verbal recognition during opening remarks</li> <li>• Onsite signage during event</li> <li>• Branded napkins</li> </ul>
Connections	Access to registration list and contact information for each event	Access to registration list and contact information	Access to contact information from contest entries	X
Tickets	Tickets for your team to each event	Tickets for your team to each event	Tickets for your team to each event	Tickets for your team to each event

# AC:Studio Innovation Showcase

Our Largest Annual Event

To celebrate the success of AC:Studio, we host an annual AC:Studio Innovation Showcase and pitch event, with the aim to:

- Welcome the entire Ontario innovation ecosystem to learn more about these incredible companies, build relationships, and connect
- Create growth opportunities for founders with access to new customers and investors



# AC:Studio Innovation Showcase Sponsorship Opportunities

	Title Sponsor \$25,000 <b>SOLD</b>	Cash Prize Sponsor \$10,000	Pre-Event Mixer Sponsor \$5,000	Showcase Floor Sponsor \$3,000	Catering Sponsor \$1,500	Community Sponsor \$500
Summary	Demonstrate your commitment to the entrepreneurial ecosystem and support our showcase event at the highest level and build in person connections with AC:Studio companies.	Contribute to the event by providing the winner of the pitch competition with a 10,000 cash prize as part of our prize package.	Help founders and investors connect by sponsoring our invite only founder and investor networking lunch.	Drive networking opportunities and build relationships with founders by sponsoring our showcase floor.	Feed the masses and collaborate with our team to plan a crowd pleasing menu.	Support our annual showcase event and build in person connections with AC:Studio companies.
Sponsor Recognition	<ul style="list-style-type: none"> <li>Onsite signage</li> <li>Opportunity to have additional swag and promotional material onsite</li> <li>A booth on the showcase floor</li> <li>Registration details from the event</li> <li>Logo inclusion on online registration page</li> <li>Social media mentions during event promotion</li> <li>Opportunity to speak as a member of your team presents a co-branded Investor's Choice</li> <li>Co-branded swag produced by the AC team and the opportunity to have additional swag and promotional material onsite</li> </ul>	<ul style="list-style-type: none"> <li>Onsite signage</li> <li>Opportunity to have additional swag and promotional material onsite</li> <li>A booth on the showcase floor</li> <li>Registration details from the event</li> <li>Logo inclusion on online registration page</li> <li>Social media mentions during event promotion</li> <li>Opportunity to speak as a member of your team presents a co-branded Investor's Choice</li> </ul>	<ul style="list-style-type: none"> <li>Onsite signage</li> <li>Opportunity to have additional swag and promotional material onsite</li> <li>A booth on the showcase floor</li> <li>Registration details from the event</li> <li>Logo inclusion on online registration page</li> <li>Social media mentions during event promotion</li> <li>Opportunity to speak at the Pre-Event Mixer</li> </ul>	<ul style="list-style-type: none"> <li>Onsite signage</li> <li>Opportunity to have additional swag and promotional material onsite</li> <li>A booth on the showcase floor</li> <li>Registration details from the event</li> <li>Invitation to the Pre-Event Mixer</li> </ul>	<ul style="list-style-type: none"> <li>Onsite signage</li> <li>Branded napkins to accompany catering</li> <li>Opportunity to have additional swag and promotional material onsite</li> <li>Invitation to the Pre-Event Mixer</li> </ul>	<ul style="list-style-type: none"> <li>Onsite signage</li> <li>Invitation to the Pre-Event Mixer</li> </ul>
Booth space at the event	Yes	Yes	Yes	Yes	No	No

# Pitch Coaching Open House

We're opening our doors for a full day of pitch coaching and networking

This full day, in-person event brings together our experienced team, seasoned coaches, investor network, and community partners to give founders meaningful feedback and advice that helps them sell their business and themselves to investors and potential customers.

Imagine bouncing from one expert to another, getting instant feedback, and fine-tuning your pitch on the fly. It's like speed-dating, but for business ideas!





# AC Community Pitch Coaching Open House

## Sponsorship Opportunities

	<b>Title Sponsor</b> <b>\$10,000</b> <b>1 Available</b>	<b>Room Sponsor</b> <b>\$5,000</b> <b>4 Available</b>	<b>Networking Sponsor</b> <b>\$3,000</b>	<b>Catering Sponsor</b> <b>\$1,500</b>	<b>Community Sponsor</b> <b>\$500</b>
<b>Summary</b>	<b>Demonstrate your commitment to the entrepreneurial ecosystem and support our Community Pitch Coaching Open House.</b>	<b>Host one of our pitch coaching rooms and select and expert from your team to be present and contribute to the coaching sessions.</b>	<b>Help founders connect and build their network by sponsoring 1,600 square foot networking area space during the event.</b>	<b>Feed the masses by providing either breakfast, lunch, or coffee and snacks throughout the day.</b>	<b>Make your support known and join the networking portion of the event</b>
<b>Sponsor Recognition</b>	<ul style="list-style-type: none"><li>• Logo inclusion on marketing materials</li><li>• Onsite signage at the registration desk</li><li>• Social media mentions during event promotion</li><li>• Opportunity to speak at the opening remarks and during the lunch break</li><li>• Ability to have a representative in up to 4 pitch coaching rooms</li><li>• A table set up in our networking area to showcase your team and commitment to the startup ecosystem.</li><li>• Registration details from the event</li></ul>	<ul style="list-style-type: none"><li>• Branded signage on one of 4 pitch coaching rooms</li><li>• Ability to have a representative present in your selected pitch coaching room</li><li>• Social media mentions during event promotion</li><li>• A table set up in our networking area to showcase your team and commitment to the startup ecosystem.</li><li>• Registration details from the event</li></ul>	<ul style="list-style-type: none"><li>• Branded signage in the networking area</li><li>• Social media mentions during event promotion</li><li>• A table set up in our networking area to showcase your team and commitment to the startup ecosystem.</li><li>• Registration details from the event</li></ul>	<ul style="list-style-type: none"><li>• Onsite signage in the networking area</li><li>• Branded napkins to accompany catering</li><li>• Opportunity to have additional swag and promotional material onsite</li></ul>	<ul style="list-style-type: none"><li>• A table set up in our networking area to showcase your team and commitment to the startup ecosystem.</li></ul>



# Tech Connect Mixer

In partnership with Communitech, Velocity, MIX, Waterloo Inc, and Catalyst Commons, we're bringing together the whole ecosystem for an evening of networking designed specifically for founders.



# Tech Connect Mixer Sponsorship Opportunities

	<b>Multi Event Sponsor</b> <b>\$10,000</b> Includes 3 events	<b>Community Sponsor</b> <b>\$5,000</b> per event	<b>Catering Sponsor</b> <b>\$3,500</b> per event	<b>Headshot Sponsor</b> <b>\$2,000</b> per event
Summary	Showcase your brand and demonstrate your commitment to the entrepreneurial ecosystem in Waterloo and build in person connections with our founder community— past and present, at multiple events throughout the year.	Support the Waterloo entrepreneur ecosystem and build in person connections with the founder community— past and present.	Feed the masses and collaborate with our team to plan a crowd pleasing menu.	Bring confidence and self love to the attendees of the event by hosting a contest for 5 attendees to win their headshots with our highly talented photographer. Includes access to the professional event photos.
Sponsor Recognition	<ul style="list-style-type: none"> <li>• Recognition on the online registration page</li> <li>• Social media mentions during event promotion, onsite signage</li> <li>• Co-branded swag produced by the AC team and the opportunity to have additional swag and promotional material included in the event giveaway bag</li> <li>• Onsite signage,</li> <li>• Contact details from the online registration list</li> </ul>	<ul style="list-style-type: none"> <li>• Recognition on the AC's social platforms</li> <li>• Recognition on the online registration page</li> <li>• Onsite signage,</li> <li>• Opportunity to have additional swag and promotional material onsite and/or included in the event giveaway bag</li> <li>• Contact details from the online registration list</li> </ul>	<ul style="list-style-type: none"> <li>• Onsite signage</li> <li>• Recognition on the online registration page</li> <li>• Opportunity to have additional swag and promotional material onsite</li> </ul>	<ul style="list-style-type: none"> <li>• Verbal recognition during opening remarks, onsite signage</li> <li>• Social media mentions during event promotion.</li> </ul>
Tickets	Tickets to the event for your team	Tickets to the event for your team	Tickets to the event for your team	Tickets to the event for your team



# AC Annual Community BBQ

Bringing together 15 years of startups success stories for a day of family fun, networking and community building

Summer 2024, estimated 300 community members in attendance.

A mix of current, early-stage startups, alumni, community partners, corporate sponsors and innovation ecosystem partners



# Annual Alumni BBQ 2025 Sponsorship Opportunities

	<b>Title Sponsor</b> <b>\$10,000</b> 1 Available	<b>Community Sponsor</b> <b>\$5,000</b>	<b>Catering Sponsor</b> <b>\$3,500</b>	<b>Family Fun Sponsor</b> <b>\$1,500</b>
Summary	Demonstrate your commitment to the entrepreneurial ecosystem and support our annual alumni event at the highest level and build in person connections with our founder community— past and present	Support our annual alumni event level and build in person connections with our founder community— past and present	Feed the masses and collaborate with our team to plan a crowd pleasing menu	Help us bring the fun and make it memorable by providing family friendly activities like lawn games, bouncy castles, and entertainment
Sponsor Recognition	<ul style="list-style-type: none"> <li>• Logo inclusion on marketing materials</li> <li>• social media mentions during event promotion,</li> <li>• onsite signage,</li> <li>• co-branded swag produced by the AC team</li> <li>• opportunity to have additional swag and promotional material included in the event giveaway bag</li> </ul>	<ul style="list-style-type: none"> <li>• Logo inclusion on marketing material</li> <li>• Onsite signage</li> <li>• Opportunity to have additional swag and promotional material included in the event giveaway bag</li> </ul>	<ul style="list-style-type: none"> <li>• Onsite signage</li> <li>• Recognition on the online registration page</li> <li>• Opportunity to have additional swag and promotional material onsite</li> </ul>	<ul style="list-style-type: none"> <li>• Onsite signage,</li> <li>• opportunity to have additional swag and promotional material included in the event giveaway bag</li> </ul>
Tickets	Tickets to the event for your team	Tickets to the event for your team	Tickets to the event for your team	Tickets to the event for your team



# Contact:

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