

From Plans to Projects

ATLANTIC CANADA'S PROJECT INITIATION WORKSHOP

2025 Sponsorship Package

November 4–5, 2025 | Halifax, NS



A NOTE FROM THE PROJECT INITIATION WORKSHOP LEAD, SETH LEON

Manager, Community Energy & Projects, QUEST Canada

Across Canada, communities are making bold commitments to local energy action—but moving from plan to project remains a major hurdle.

That's why we created QUEST's **Project Initiation Workshops**. These intensive, hands-on events equip municipal and Indigenous project leads with the tools, coaching, and funding connections they need to take the next step—whether it's launching a community solar farm or transitioning their fleet to electric.

In Halifax this November, we're bringing together project owners, funders, clean-tech providers, and expert facilitators to catalyze real-world change. With your support, we'll help communities implement energy solutions that reduce emissions, create jobs, and build local resilience.

We hope you'll join us—by sponsoring this event, you're not just supporting a workshop. You're helping unlock sustainable, community-driven energy projects across Atlantic Canada. Together, we can turn energy and emission plans into real, shovel-ready progress.

Warm regards,



Seth Leon

*Manager, Community Energy & Projects
QUEST Canada*



WHY SPONSOR?

Sponsoring the Project Initiation Workshop is more than a brand play—it's a chance to align your organization with tangible, community-led progress toward a sustainable energy future. Whether you're a clean-tech provider, financial institution, foundation, or public-sector partner, this event offers high-value exposure, real impact, and strategic connections.

HERE'S WHAT YOU GAIN:



Direct Access to Decision-Makers

Engage with municipal and Indigenous leaders who are actively advancing energy and climate projects—and looking for partners to help them succeed.



Authentic Thought Leadership

Activate your brand through curated speaking roles, hosted sessions, or sponsored workstreams—positioning your team as trusted experts.



Deep Relationship Building

Connect in meaningful ways through networking events, peer exchanges, and group coaching—not just hallway conversations.



Strategic Alignment with Canada's Energy Transition

Show your commitment to energy and emissions action, equity, and community resilience in a results-focused environment.



THE CONNECTIONS, INSPIRATION AND
KNOWLEDGE IN THE ROOM WAS INCREDIBLE.”

MUNICIPAL PROJECT LEAD, 2024 PARTICIPANT

HOW THE SPONSORSHIP PACKAGE WORKS

This package includes nine **(9) distinct sponsorship opportunities**, each offering a unique way for your organization to contribute to the success of the Project Initiation Workshop in Halifax.

Whether your goals are brand visibility, thought leadership, community impact, or sector leadership, these sponsorship opportunities are designed to deliver real value and align with your strategic priorities.

FLEXIBLE & CUSTOMIZABLE

Each sponsorship opportunity can be:

- **Customized** to reflect your organization's goals and messaging
- **Bundled** with other opportunities to increase your reach and presence across the workshop

You can choose a single sponsorship opportunity—or work with us to build a **custom bundle** that fits your mission, audience, and budget.

Let's collaborate to create a package that delivers value for your organization while supporting community-led climate and energy leadership across Atlantic Canada.



SPONSORSHIP OPPORTUNITIES

1. Keynote Sponsor
2. Evening Reception Sponsor
3. Reverse Pitch Session Sponsor
4. Community Travel Champion
5. Expert Working Session Sponsor
6. Coffee (and Breakfast) Sponsor
7. Workshop Workbook Sponsor
8. Wi-Fi (and Charging Station) Sponsor
9. Sustainable Swag Sponsor

1 KEYNOTE SPONSOR

“Main Stage Inspiration, Presented by [Sponsor]”

INVESTMENT	\$30,000
OPPORTUNITIES	Two (2) opportunities available: Day one (1) and/or Day two (2)
OVERVIEW	Sponsor one of two high-profile keynote moments (morning of Day 1 or Day 2). You may choose to deliver the keynote presentation yourselves, select an expert to speak, or sponsor one that QUEST sources.
ACTIVATIONS & INCLUSIONS	<ul style="list-style-type: none">• Control over the keynote speaker and topic (pending QUEST alignment). Opportunity to shape the conversation and spotlight your thought leadership.• Brand recognition in event program and workshop slide deck.• Logo recognition on the sponsor page in the workshop workbook (digital and print).• Prominent visibility on the workshop event landing page.• Recognition post on QUEST Canada social media.• Option to display sponsor-curated visuals at the workshop.• Two (2) complimentary attendee tickets.• Sponsor-mention in QUEST Canada’s post-event news release.
SPOTLIGHT FEATURES	Maximum exposure and influence at the most high-attendance moment of the event.

2 EVENING RECEPTION SPONSOR

“Pathways to Energy Table Talks – Hosted by [Sponsor]”

INVESTMENT	\$10,000-\$25,000
OPPORTUNITIES	Exclusive — only one (1) opportunity available
OVERVIEW	<p>The Evening Reception is the most anticipated social event of the workshop—a relaxed, highly interactive evening event—including complimentary snacks and drink(s) for attendees—fostering meaningful connection and candid conversation between project leads, funders, Indigenous and municipal staff, and private sector partners. As the exclusive sponsor, your organization will be front and center at the heart of the event's relationship-building moments. This opportunity positions your brand as approachable, collaborative, and invested in community-driven solutions. It's a unique chance to engage with attendees when energy is high, conversations are flowing, and relationships are truly taking shape.</p>
ACTIVATIONS & INCLUSIONS	<ul style="list-style-type: none">• Deliver a welcome toast to kick off the evening.• Conversation menus at each table, with your logo.• Branded drink tickets.• Brand recognition in event program and workshop slide deck.• Logo recognition on the sponsor page in the workshop workbook (digital and print).• Visibility on the workshop event landing page.• Recognition post on QUEST Canada social media.• Option to display sponsor-curated visuals at the evening reception.• Two (2) complimentary attendee tickets.• Sponsor-mention in QUEST Canada's post-event news release.
SPOTLIGHT FEATURES	<p>Build meaningful connections in a relaxed setting while curating conversations and experiences that reflect your brand's commitment to community-led energy. This activation allows you to go beyond logo placement and drinks—you'll help shape the tone and interaction of the event's most memorable networking moment.</p>
OPTIONAL ADD-ONS*	<ul style="list-style-type: none">• Complimentary appetizers and/or full meal for attendees, with branded pre-fix menu or table tent.• Co-branded sustainable glassware or reusable cups as a giveaway.

*Additional Cost

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THE MOST VALUABLE PART OF THE WORKSHOP
WAS THE PEOPLE I MET AND THE DIFFERENT
EXPERIENCES I GOT TO HEAR ABOUT—THE
PROGRESS OTHER MUNICIPALITIES ARE
MAKING TOWARD THEIR CLIMATE GOALS.”

2024 Workshop Participant



3 REVERSE PITCH SESSION SPONSOR

"Unlocking Capital: The Reverse Pitch – Presented by [Sponsor]"

INVESTMENT	\$15,000
OPPORTUNITIES	Exclusive — only one (1) opportunity available
OVERVIEW	<p>This 45-minute, curated session flips the script: instead of communities pitching to funders, funders pitch directly to municipalities and Indigenous project leads. Each funder highlights their programs, priorities, and pathways to support—offering a rare, direct look into the funding landscape for clean energy and climate action.</p> <p>This session is a catalyst for systems change. By centering underserved and remote communities and challenging traditional power dynamics, it helps unlock funding for projects that often fall through the cracks.</p> <p>As the exclusive sponsor, your organization is positioned as the lead convener of this critical conversation, championing more equitable access to capital and accelerating the transition to community-led energy solutions.</p>
ACTIVATIONS & INCLUSIONS	<ul style="list-style-type: none">• 2–3 minute welcome to open the session, introducing your organization’s commitment to accessible finance for a sustainable energy future.• Option to participate as one of the pitching funders, alongside other curated participants.• Brand recognition in event program and workshop slide deck.• Logo recognition on the sponsor page in the workshop workbook (digital and print).• Visibility on the workshop event landing page.• Recognition post on QUEST Canada social media.• Option to display sponsor-curated visuals during the Reverse Pitch Session.• Two (2) complimentary attendee tickets.
SPOTLIGHT FEATURES	<p>This is one of the most anticipated sessions of the event. As a sponsor, you’re not just participating—you’re leading. You’re helping redefine what accessible, community-first climate finance looks like, while aligning your brand with values of inclusion, innovation, and impact. Demonstrate your commitment to democratizing access to capital, advancing equity in energy transitions, and accelerating inclusive project development—contributing to long-term, systemic change.</p>

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[I] CONNECTED WITH POTENTIAL FUNDERS
[WHO] ASSISTED ME IN DETERMINING
POTENTIAL NEXT STEPS FOR MY PROJECT.”

2024 Workshop Participant

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HAVING THE FUNDERS IN THE ROOM WAS
EXCELLENT. WOULD DEFINITELY COME TO
ANOTHER EVENT WHERE FUNDERS ARE
PRESENT AND THERE TO ADVANCE THE WORK
OF ATTENDEES.”

2024 Workshop Participant



4 COMMUNITY TRAVEL CHAMPION

"Unlocking Capital: The Reverse Pitch – Presented by [Sponsor]"

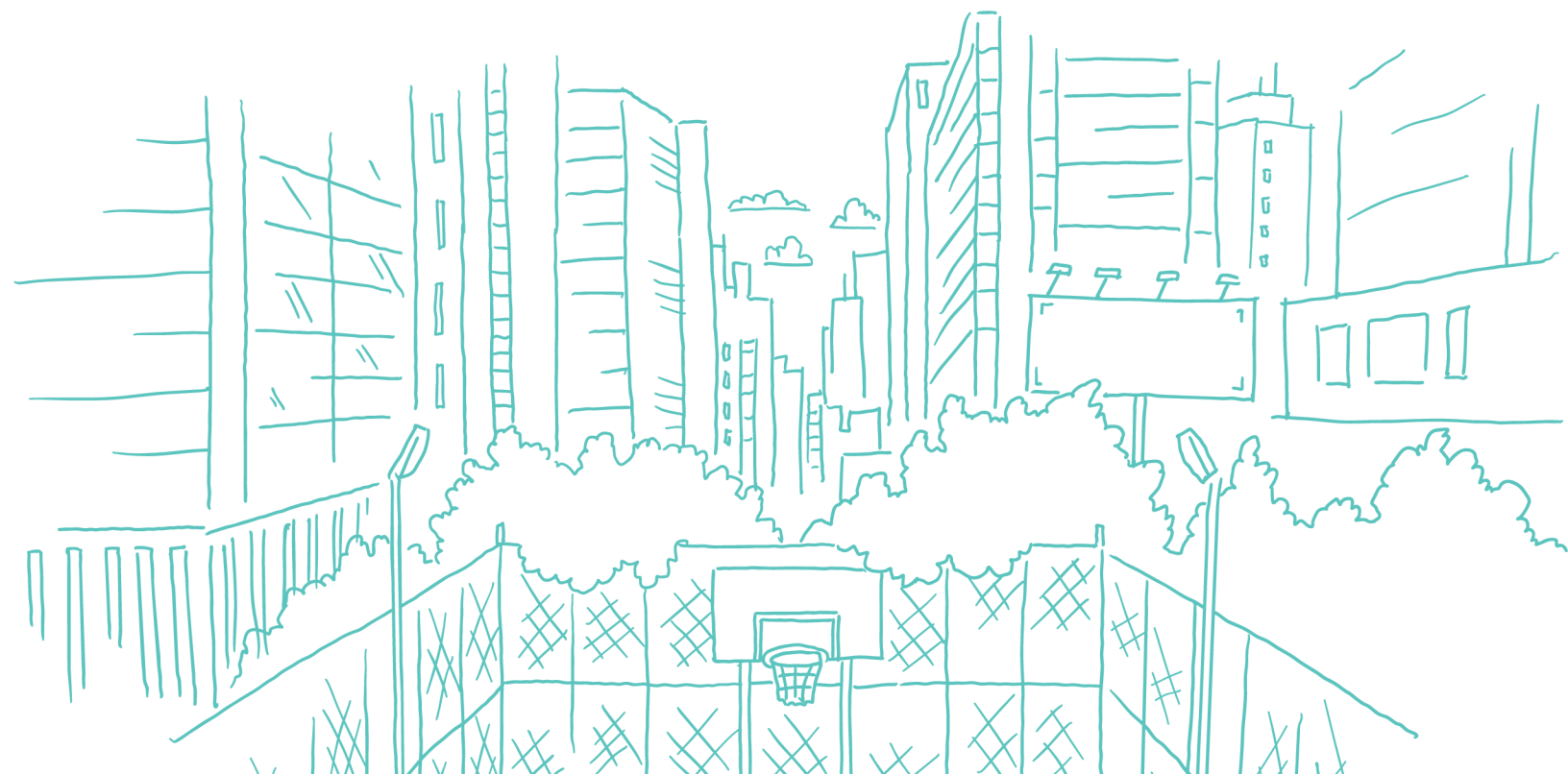
INVESTMENT	\$10,000 or \$25,000 (Cash or In-Kind)
OPPORTUNITIES	Multiple opportunities available
OVERVIEW	<p>Sponsor travel and accommodations for community leaders from underserved or remote areas to ensure equitable access. This support helps address challenges of time, distance, and resources that often limit participation from smaller municipalities and Indigenous communities. Your contribution ensures diverse voices are present and valued at the table—fueling more inclusive, representative energy solutions. This is a chance to align with climate goals, community resilience, and social impact in a highly visible, regional initiative.</p>
ACTIVATIONS & INCLUSIONS	<ul style="list-style-type: none">• A live shout-out during the event recognizing your support for equitable participation.• A sponsor thank-you-blurb in the travel communications to attendees.• Brand recognition in event program and workshop slide deck.• Logo recognition on the sponsor page in the workshop workbook (digital and print).• Visibility on the workshop event landing page.• Recognition post on QUEST Canada social media.• One (1) complimentary attendee ticket.
SPOTLIGHT FEATURES	<p>This opportunity demonstrates a clear commitment to equity, access, and meaningful energy action. By removing obstacles related to travel and time, you're helping amplify voices from underserved and remote communities—allowing them to actively participate in project development, connect with funders, and access technical expertise they otherwise might not. It's a high-impact way to back inclusion, support Canada's sustainable energy transition, and align your brand with tangible, community-led outcomes that extend well beyond the workshop.</p>
OPTIONAL ADD-ONS*	<ul style="list-style-type: none">• Post-event storytelling via Powered by Communities (e.g., "How Community Leaders Made Their Way to Halifax Thanks to [Sponsor]")• Sponsor-branded sustainable swag or local treats gifted upon arrival, reinforcing your commitment to community and sustainability.

*Additional Cost

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A KEY PART OF THE WORKSHOPS IS LEARNING AND MAKING CONNECTIONS. I LOVED HOW PRACTICAL IT WAS AND HEARING ABOUT THE DIFFERENT STRUGGLES EACH MUNICIPALITY FACES. BRINGING PEOPLE TOGETHER TO HELP SOLVE THESE ISSUES IS REALLY IMPORTANT IN FOSTERING AN INCLUSIVE GREEN TRANSITION.”

2024 Workshop Participant



5 EXPERT WORKING SESSION SPONSOR

“[Sponsor], Powering Real Project Breakthroughs”

INVESTMENT	\$10,000
OPPORTUNITIES	Exclusive to one (1) sponsor per expert group, totaling three (3) opportunities
OVERVIEW	<p>Sponsor one of three core Expert Working Sessions during the hands-on portions of the workshop. These sessions bring together municipal and Indigenous project leads with expert advisors, funders, and facilitators to advance real-world energy and emissions initiatives. Each session is anchored by one of our dedicated expert groups—specialized teams offering deep guidance in key dimensions of project development:</p> <ol style="list-style-type: none">1. Capital & Financial Strategy Experts – Business case development, capital raising, funding models, and financial planning2. Risk, Regulatory & Partnership Experts – Legal agreements, stakeholder engagement, regulatory navigation, and risk mitigation3. Technical & Implementation Experts – Clean energy technologies, deep retrofits, EV infrastructure, and project delivery pathways <p>As a sponsor, you'll be directly aligned with one of these high-impact sessions and expert groups—helping communities move their projects forward with confidence and clarity.</p>
ACTIVATIONS & INCLUSIONS	<ul style="list-style-type: none">• Opportunity to introduce your session (2-minute welcome) and be recognized as a thought partner in that area.• Option to nominate a technical representative to support the session discussions (pending QUEST approval and alignment).• Brand recognition in event program and workshop slide deck.• Logo recognition on the sponsor page in the workshop workbook (digital and print).• Visibility on the workshop event landing page.• Recognition post on QUEST Canada social media.• Option to display sponsor-curated visuals during the Expert Working Session.• One (1) complimentary attendee ticket.
SPOTLIGHT FEATURES	<p>This is your chance to align your brand with deep technical guidance and real-world project development. Sponsors of these sessions are seen as hands-on enablers of community-led climate action—helping bridge the gap between ambition and execution.</p>

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I FOUND THE PRESENTATIONS AND THE
DISCUSSIONS WITH EXPERTS VERY BENEFICIAL.”

2024 Workshop Participant



6 COFFEE (AND BREAKFAST) SPONSOR

Exclusive — only one (1) opportunity available

INVESTMENT	\$7,500-\$15,000
OPPORTUNITIES	Exclusive to one (1) sponsor per expert group, totaling three (3) opportunities
OVERVIEW	<p>Fuel the conversations that spark collaboration. By sponsoring our morning coffee stations, your brand becomes a catalyst for connection, energy, and informal dialogue. These moments are where attendees gather, fuel motivation, and build relationships—often leading to the most meaningful partnerships of the event.</p> <p>Your brand will be front and center during some of the most natural and dynamic interactions of the workshop.</p>
ACTIVATIONS & INCLUSIONS	<ul style="list-style-type: none">• Sponsor shout-out during the morning welcome remarks.• Logo recognition on one (1) of the following items at the coffee station: table-top signage, napkins, coasters, coffee sleeves, or cups.• Brand recognition in event program and workshop slide deck.• Logo recognition on the sponsor page in the workshop workbook (digital and print).• Visibility on the workshop event landing page.• Recognition post on QUEST Canada social media.• Option to display sponsor-curated visuals at the coffee station.• One (1) complimentary attendee ticket.
SPOTLIGHT FEATURES	<p>These are some of the highest-traffic, most naturally social moments of the workshop—where conversations flow freely and connections are made over a warm cup of coffee (or tea). As a sponsor, your brand will be part of the daily rhythm that keeps people engaged, energized, and building relationships. It's a simple, high-impact way to stay visible, approachable, and memorable throughout both days of the event.</p>
OPTIONAL ADD-ONS*	<ul style="list-style-type: none">• Purchase a light breakfast for attendees to accompany their morning coffee (fruit and pastries).• Sponsor-branded baked goods (e.g., locally sourced cookies or biscotti) served with coffee or during a break.• Sponsor-branded sustainable travel mugs — a lasting takeaway that reinforces your commitment to climate-conscious practices.

*Additional Cost

7 WORKSHOP WORKBOOK SPONSOR

“A Practical Project Initiation Guide, with [Sponsor]”

INVESTMENT	\$5,000–\$10,000
OPPORTUNITIES	Exclusive — only one (1) opportunity available
OVERVIEW	<p>Sponsor the workbook provided to every participant—in digital and print formats. The Workshop Workbook is the central resource that ties the entire two-day event together. It’s more than just an event program—it’s a structured guide filled with tools, templates, session notes, project planning frameworks, and curated resources that attendees will use during the workshop and return to long after it’s over.</p> <p>This sponsorship offers high-value, high-retention brand visibility with every single participant. Whether they’re sketching out a solar financing model or capturing ideas during a reverse pitch session, your brand will be right there—on the pages that matter most.</p>
ACTIVATIONS & INCLUSIONS	<ul style="list-style-type: none">• Prominent logo and naming recognition on cover of workbook• Branded pen to accompany the workbook• Brand recognition in event program and workshop slide deck.• Logo recognition on the sponsor page in the workshop workbook (digital and print).• Visibility on the workshop event landing page.• Recognition post on QUEST Canada social media.• One (1) complimentary attendee ticket.
SPOTLIGHT FEATURES	<p>This is one of the most high-utility items of the entire event. Every participant receives a workbook, uses it continuously during the workshop, and takes it home for ongoing reference. As a sponsor, your brand will be visible during key project development moments—whether it’s brainstorming a solar farm or a municipal EV fleet upgrade.</p> <p>You’re not just sponsoring paper—you’re powering knowledge transfer, capacity building, and long-term project execution.</p>
OPTIONAL ADD-ONS*	One-page insert with a co-designed feature (i.e. checklist, case study, or innovation resource).

*Additional Cost

8 WI-FI (AND CHARGING) SPONSOR

“Stay Connected, Powered by [Sponsor]”

INVESTMENT	\$5,000–\$10,000
OPPORTUNITIES	Exclusive — only one (1) opportunity available
OVERVIEW	<p>Help attendees stay charged and connected throughout the two-day event. Connection is everything—especially at a high-impact, relationship-driven event like the Project Initiation Workshop. This sponsorship opportunity positions your brand at one of the most essential features of the event: on the Wi-Fi password cards or mobile charging station. Whether attendees are checking their inbox between sessions, sharing a key takeaway on LinkedIn, or charging up their phone for the next project breakout, your brand will be at the center of these modern-day necessities. It’s a highly visible, low-barrier way to align your organization with collaboration, innovation, and accessibility. This opportunity is ideal for sponsors who want to maintain presence and relevance throughout the entire two-day workshop without requiring intensive engagement. It’s simple, powerful, and guaranteed to get noticed.</p>
ACTIVATIONS & INCLUSIONS	<ul style="list-style-type: none">• Branded signage for Wi-Fi login instructions.• Brand recognition in event program and workshop slide deck.• Logo recognition on the sponsor page in the workshop workbook (digital and print).• Visibility on the workshop event landing page.• Recognition post on QUEST Canada social media.• One (1) complimentary attendee ticket.
SPOTLIGHT FEATURES	<p>High-tech, high-traffic visibility with minimal lift. This is one of the highest foot-traffic activations of the event—every attendee will see it. It offers constant brand exposure across both days of the workshop, creating an ongoing reminder of your organization’s support, utility, and presence.</p> <p>It also reinforces your brand as a behind-the-scenes enabler of meaningful conversations, partnerships, and real-time collaboration.</p>
OPTIONAL ADD-ONS*	Branded cell phone charging station available for participant use during the workshop.

*Additional Cost

9 SUSTAINABLE SWAG SPONSOR

“Stay Connected, Powered by [Sponsor]”

INVESTMENT	\$2,500–\$7,500 (In-Kind or Cash)
OPPORTUNITIES	Exclusive or shared, depending on gift value, type, and quantity
OVERVIEW	<p>Support a meaningful, low-waste gift for all workshop attendees—such as reusable items, locally made goods, or items that support sustainable energy awareness. This is your chance to offer something tangible and memorable while aligning with values of environmental responsibility and community care.</p> <p>Sustainability Note: All gifts must align with QUEST’s environmental goals. Swag must be practical, durable, and low-impact.</p>
ACTIVATIONS & INCLUSIONS	<ul style="list-style-type: none">• Logo and recognition on gift tags, product packaging, or product.• Opportunity to include a small printed note or message with your gift.• Brand recognition in event program and workshop slide deck.• Logo recognition on the sponsor page in the workshop workbook (digital and print).• Visibility on the workshop event landing page.• Recognition post on QUEST Canada social media.
SPOTLIGHT FEATURES	Elevate your brand through thoughtful, memorable touchpoints while demonstrating your commitment to sustainability. Ideal for consumer brands, B Corps, clean-tech companies, or organizations looking to support climate action in a personal and lasting way.

Power What's Next:

COMMUNITY-LED ENERGY PROJECTS FOR A SUSTAINABLE FUTURE

We invite you to partner with us in advancing community-led energy solutions, fostering equitable access, knowledge sharing, capacity building, and networking at our upcoming Project Initiation Workshop. By sponsoring, you're not just gaining visibility—you're actively supporting real projects, building essential relationships, and helping break down barriers to participation.

Together, we can empower communities, accelerate innovation, and create a sustainable, more inclusive future.

READY TO BUILD YOUR CUSTOMIZED SPONSORSHIP PACKAGE?

Contact us today to explore opportunities, ask questions, or discuss how we can tailor your involvement to align perfectly with your organization's goals.

We look forward to partnering with you to sponsor change.

CONTACT US TODAY

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