



April 23 and April 24th

Toronto Science Centre

Be a part of this unique event being held for the first time in Toronto!

An event for your whole organization! Spark the Change brings together leaders from across industries to explore how they can work together to create lasting change. Talks and workshops will offer inspiring stories, strategies and practical advice to help you overcome obstacles and inspire you to take action.

Spark Toronto is a different conference! There will be HR, Change Management, Organizational Development and Agile practitioners from all over the world, which might seem strange to those who are used to discipline-focused conferences, but it's time we all started talking!

Eliciting the best from employees is more important than ever, and Spark is devoted to making your company a dynamic, happy place to work. Learn from the leading-edge experiments of radical companies, including networked organizations, employee ownership, innovative approaches to performance management, democratic decision-making, techniques for delivering fast innovation, and how to grow high-performing teams through inspiring leadership. Develop skills and plans in the workshops in order to return to your workplace ready to make change happen!

Morning Keynote

Michael 'Doc' Norton is Global Director of Engineering Culture at Groupon. In this keynote, Doc will show how he's used an "experimentation mindset" to continually optimize, and cultivate a culture of learning and innovation at Groupon.

Evening Reception Keynote

Jurgen Appelo, Europe's most popular writer on management and author of the new *Management #Workout* book will be delivering the evening keynote. Stick around for the reception, we'll have full use of the Science Centre exhibits, and you'll have the opportunity to network and connect to speakers and colleagues.

As well as the inspiring keynotes Spark will have 12 innovative sessions, in three tracks: "Unleashing People," "Organizing the Organization," and "Disruption and Change"

Find out more at <http://2015.sparkthechange.ca/>

How can you be a part of this unique event? By sponsoring!

Sponsorship Level	Gold	Silver	Bronze
Availability	2	4	unlimited
Investment	\$4,500	\$2,500	\$1,000
Complimentary tickets	3 (a \$1617.00 value)	2 (a \$1078.00 value)	1 (a \$539.00 value)
Inclusion in Proceeding books	Logo + Full Page write-up	Logo + Half page write-up	Logo on thank-you page
Logo on Spark Web Site	x	x	x
Recognition during conference opening/closing	x	x	x
Recognition during reception opening/closing	x	x	x
Social Media Coverage	x	x	x
Inclusion in promotional video	x	x	x
Stand-alone banner	x	x	
Logo on Lanyards	x		
Logo on Swag Bags	x		
Recognition as Reception Sponsor	x		

We also have alternative sponsorship opportunities, such as sponsoring the coffee breaks or meals.

How can you become a sponsor? Please contact: info@sparkthechange.ca and one of our team will get in touch with you!