



# International Cooperation Futures Festival

## Partnership Package

The Shaw Centre, Ottawa | October 17-20, 2022

Contact: Rita Srour, Cooperation Canada's Events Coordinator, [rsrour@cooperation.ca](mailto:rsrour@cooperation.ca)



## About Cooperation Canada

Cooperation Canada is the national association of international development and humanitarian organizations working to achieve sustainable development around the world. Cooperation Canada brings together and advocates for Canada's international development and humanitarian organizations by convening the sector, influencing policy and building capacity. Together, we work with partners both inside and outside Canada to build a fairer, safer, and more sustainable world. Learn more about Cooperation Canada at [www.cooperation.ca](http://www.cooperation.ca)

## Why Cooperation Canada Seeks Partners and Sponsors for Events

Cooperation Canada strives to cater to its members and beyond. To achieve our objectives, we work with partners and sponsors to enable us to deliver successful, inclusive and thought-provoking events. Partnership packages are available at different tiers of partnership, with à la carte menu options available.

We partner with all kinds of organizations according to their organizational interests, priorities, and means. Cooperation Canada is always open to hearing from organizations on how we can partner through the options outlined below or in other ways.

# ABOUT THE INTERNATIONAL COOPERATION FUTURES FESTIVAL

From 17<sup>th</sup> to 20<sup>th</sup> October 2022, Cooperation Canada will host the [International Cooperation Futures Festival](#) at the Shaw Centre in downtown Ottawa, Canada. After a pandemic period that forced many of us to look inwards, the ambition of the conference – which we will curate to feel more like a festival – is to inject new ideas and energy into Canada’s international cooperation ecosystem. We expect participation from a diverse range of actors from civil society, government, parliament, academia, and philanthropy. While the festival will re-connect the international cooperation ecosystem, it will also connect Canada’s international cooperation actors with change-makers from the Canadian social impact and foreign policy spaces, and global leaders. Focused on the theme of international cooperation futures, the conference will examine the current state of the world, the disruptors, and trends significantly impacting the future of international cooperation.

## Objectives

- Energize the Canadian international cooperation ecosystem with thought provoking discussions on the future of international cooperation, coupled with practical sessions that enable participants to move from theory to the practice on the implications of trends and disruptors for their work.
- Convene diverse Canadian and global stakeholders concerned with international cooperation to promote new thinking, connections and engagement across government, civil society, philanthropy, academia, politics, the private sector, and the social impact community.
- Embed commitments to localization, decolonization, anti-racism, equity, diversity, and inclusion throughout the format and substance of the conference.

## Festival Context and Issues to Explore

The collision of the COVID, conflict, and climate crises has set the world back decades on poverty reduction while we move to the very edge of our planetary boundaries. Russia's war on Ukraine has led to massive movements of people and is pushing people around the world into a hunger crisis of epic proportions. Globally, and in Canada, international cooperation actors are being called on to shift power, and concrete efforts towards localization, decolonization, reconciliation, and anti-racism must gain momentum. We are witnessing a resurgence of anti-democratic, anti-feminist and 2SLGBTQ+phobic forces, and space for civil society and human rights defenders is closing in many places around the world. The funding landscape for global development and justice is shifting, with new philanthropic actors disrupting the status quo and forcing important dialogue on the future of philanthropy. Canada continues to champion its Feminist International Assistance Policy and its commitment to the Sustainable Development Goals (SDGs) – but the case for bold Canadian leadership on international assistance as a critical pillar of effective Canadian foreign policy must continue to be made. And while Canada's international cooperation actors grapple with these trends, they also face ongoing challenges towards organizational resilience that require brave internal change – declining public trust in institutions, expectations to maintain the highest ethical standards within operations and programming, an imperative to engage the Canadian public in this global life-changing and life-saving work, and the need for innovation, adaptation and investments in people and culture to ensure future ready organizations.

## Festival Themes

### STATE OF THE WORLD:

Trends and disruptors in international cooperation and humanitarian assistance

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### CANADIAN DEVELOPMENT AND HUMANITARIAN LEADERSHIP:

Effective, feminist, and bold Canadian international cooperation, including on COVID-19, climate change, and conflict

.....

### SHIFTING POWER:

Localization, decolonization, reconciliation, and anti-racism

.....

### SUPPORTING RIGHTS EVERYWHERE:

Civic space, human rights, and democracy

.....

### ORGANIZATIONAL TRANSFORMATION:

Trust, ethics, and resilience

## Festival Program at a Glance



See the conference program here

## Event Profile

The International Cooperation Futures Festival will convene a diverse range of actors from civil society, government, parliament, academia, and philanthropy. Participants will include key actors in the Canadian international cooperation ecosystem, as well as change-makers from the Canadian social impact and foreign spaces, and global leaders. Up to 500 delegates will gather over four days. Participants will come mainly from Canada but international participants and speakers will form a key part of the content and contributions.

### **Participants: Up to 500**

Cooperation Canada looks forward to welcoming 400 people in person, with an additional 100+ participants joining the event virtually.

**Speakers:** 40

**Exhibitors:** 30

**Decision Makers:** More than 100





# Partnership Opportunities

Cooperation Canada's International Cooperation Futures Festival provides an excellent opportunity to increase brand and organizational awareness, promote your existing and future projects, build your network, provide professional development and learning opportunities for your staff, and demonstrate solidarity on and commitment to ambitious Canadian leadership on international development and humanitarian assistance. Partners will be promoted before, during, and after the festival through the Cooperation Canada event website, communications, and social media, and benefit from on-site signage and materials throughout the event. Below are a wide variety of opportunities to meet your organization's budget and organizational objectives. Special events and custom packages can also be designed to meet the partners' goals and means.

Type of Partnership	Commitment in CAN\$
Tier 1 - Gold Partner	50,000
Tier 2 - Silver Partner	25,000
Tier 3 - Bronze Partner	10,000
Tier 4 - Supporter	5,000
Tier 5 - Devotee	2,500

Organizations can pick and choose from the options below and will be placed in one of the above tiers, according to the total amount paid.

**To reserve a partnership, or for more information, contact Cooperation Canada's Events Coordinator Rita Srour at [rsrour@cooperation.ca](mailto:rsrour@cooperation.ca).**

**Please note** that as responsible hosts, we fully intend to comply with all applicable public health guidelines, measures, or mandates issued or recommended by Ottawa Public Health and the Province of Ontario. As such, our event and partnership offerings may be subject to further change or modification in response to future public health developments. We will make every effort to provide our partners with significant levels of acknowledgement, recognition and exposure throughout the festival.

## \$50,000 - Gold Partners

As a Gold Partner, your organization will receive extensive branding, networking and digital promotion opportunities. Additionally, your organization will be given the opportunity to use the space for an event that supports your organization's goals. These opportunities include:

- Opportunity to introduce a panel session
- Opportunity to host a session on your organization's work or a topic relevant to festival themes on the first (Mon 17 Oct) or fourth (Thurs 20 Oct) day at the Shaw Centre, which will be included in festival programming promotions
- Exclusivity – only one Gold Partner spot available from each stakeholder group (e.g. civil society, philanthropy, government)
- Extensive branding, networking and digital promotion opportunities (see below)

All Gold Partners will benefit from the branding, networking and digital opportunities outlined below.

Please note that the Gold Partner level for civil society is no longer available.

BRANDING	NETWORKING	DIGITAL
<ul style="list-style-type: none"><li>• Branding throughout the venue</li><li>• Branding on all promotional material</li><li>• Acknowledgment as Gold Partner in welcome remarks and closing remarks of festival</li><li>• Opportunity to include branded collateral in swag bag</li></ul>	<ul style="list-style-type: none"><li>• Large exhibition space at the festival</li><li>• Priority choice for the exhibition space allocation</li><li>• 8 participant badges to the festival and all related social events</li><li>• Participation of three members of your team in a meet and greet with prominent festival speakers</li></ul>	<ul style="list-style-type: none"><li>• Logo and profile on the festival website</li><li>• Logo and profile on the Summit App</li><li>• Reference of support in a story written by our digital media partner</li><li>• Acknowledgement of partnership in social media promotion for festival</li><li>• Acknowledgement of support in Cooperation Canada's newsletter</li></ul>



## \$25,000 - Silver Partners

As a Silver Partner, your organization will receive extensive branding, networking and digital promotion opportunities. There is a range of Silver Partner options to choose from.

All Silver Partners will benefit from the branding, networking and digital opportunities outlined below.

BRANDING	NETWORKING	DIGITAL
<ul style="list-style-type: none"><li>• Branding throughout the venue</li><li>• Branding on all promotional material</li><li>• Acknowledgment as Silver Partner in welcome remarks and closing remarks of festival</li><li>• Opportunity to include branded collateral in swag bag</li></ul>	<ul style="list-style-type: none"><li>• Exhibition space at the festival</li><li>• 6 participant badges to the festival and all related social events</li><li>• Participation of two members of your team in a meet and greet with prominent Festival speakers</li></ul>	<ul style="list-style-type: none"><li>• Logo and profile on the festival website</li><li>• Logo and profile on the Summit App</li><li>• Acknowledgement of partnership in social media promotion for festival</li><li>• Acknowledgement of support in Cooperation Canada's newsletter</li></ul>

## The Walrus Talks **Only one opportunity left!**

As part of the festival, Cooperation Canada is partnering with the Walrus to host a **The Walrus Talks** on the Global Hunger Crisis. The talk will be held at 7 pm on Tuesday 18 October 2022 and Cooperation Canada is the Presenting Sponsor. Simultaneous interpretation will be available in both official languages, French and English.

In addition to the branding, networking and digital opportunities, The Walrus Talk partners will be acknowledged as a Collaborating Partner for the Walrus Talks and will benefit from the following:

- One full-page ad for each partner in The Walrus magazine
- Logo or organization name on advertisements and marketing collateral promoting the event
- Visibility on [thewalrus.ca](http://thewalrus.ca)
- Promotion on social media via The Walrus' Twitter, Facebook, and Instagram accounts
- Inclusion in The Walrus' e-newsletters
- Recognition as a collaborating partner (with logo) on all promotional and event materials
- Logo and banner on-site at the event (e.g. pop-up banner)

## Breakfast Symposium **One opportunity left**

This is an opportunity to curate a Breakfast Symposium for up to 250 people. The partnering organization will lead in the development of the content and plan for the symposium, with support from Cooperation Canada. Have an idea? Let us know how we can fit your priorities into our program.

In addition to the branding, networking and digital opportunities, the Breakfast Symposium Partner will:

- Select the theme for the Breakfast Symposium
- Develop the symposium content and plan in a way that meets organizational objectives, in partnership with Cooperation Canada
- Have organizational branding throughout the symposium space

## Future of Good Supporting Partner 1 OPPORTUNITY

Cooperation Canada is partnering with **Future of Good** as a key digital and presenting partner for the festival.

In addition to the branding, networking and digital opportunities outlined for Silver Partnerse, the Future of Good Supporting Partner will be recognized in:

- Daily highlights briefing available to attendees at 6.30 pm on Tuesday 18 October and Wednesday 19 October
- Three journalistic stories on key festival themes published by Future of Good in lead up to the conference
- In a Twitter Chat hosted by Future of Good in the lead up to the festival
- In wrap-up session for the festival co-facilitated by Future of Good and Cooperation Canada at the end of day on Wednesday 18 October

## Festival Champions 4 OPPORTUNITIES

Beyond trends and disruptors in international cooperation and humanitarian assistance, we have identified key themes for the festival. For organizations who want to show leadership and support specific themes, there are four Festival Champions spaces available. These are:

- Canadian international cooperation and humanitarian leadership champion
- Shifting power champion
- Supporting rights everywhere champion
- Organizational transformation champion

In addition to the benefits listed for Silver Partners, your organization will be able to:

- Have the support of your organization acknowledged at each plenary and parallel sessions that covers the theme you are supporting
- Have someone from your organization speak or moderate a parallel session on the festival theme you are supporting

## Festival Interpretation Partner 1 OPPORTUNITY

Working, connecting, and collaborating in both of Canada's official languages is core to Cooperation Canada's identity, and we are committed to ensuring that festival participants can experience the festival in both French and English. Simultaneous interpretation will be provided to all delegates at the conference for plenaries, the breakfast symposium, and parallel sessions.

In addition to the branding, networking and digital opportunities outlined for Silver Partners, the Interpretation Partner will:

- Be acknowledged throughout the festival as the festival's Interpretation Partner

## Unconference Partner 1 OPPORTUNITY

As part of the festival, an 'unconference' space will be curated and facilitated, to support peer-to-peer learning, collaboration and creativity. This is a participant-oriented and driven space where delegates co-design the agenda. We anticipate three unconference sessions will take place on Tuesday 18 October and Wednesday 19 October, and are planning to have expert moderation and facilitation support to guide these sessions.

In addition to the branding, networking and digital benefits outlined for Silver Partners, the Unconference Partner will:

- Be able to brand the unconference space (e.g. pop-up banners)
- Be recognized at the opening of each unconference session

## Reception Partner 1 OPPORTUNITY

Cooperation Canada will organize a reception on Wednesday 19 October for all festival participants.

In addition to the branding, networking and digital benefits outlined for Silver Partners, the Reception Partner will:

- Be able to brand the reception space (e.g. pop-up banners)
- Be recognized when remarks are made at the reception

## Refreshment Partner 2 OPPORTUNITIES

Cooperation Canada offers the opportunity to support the event by covering the refreshment breaks for one day of the conference.

In addition to the benefits listed for Silver Partners, your organization will be able to:

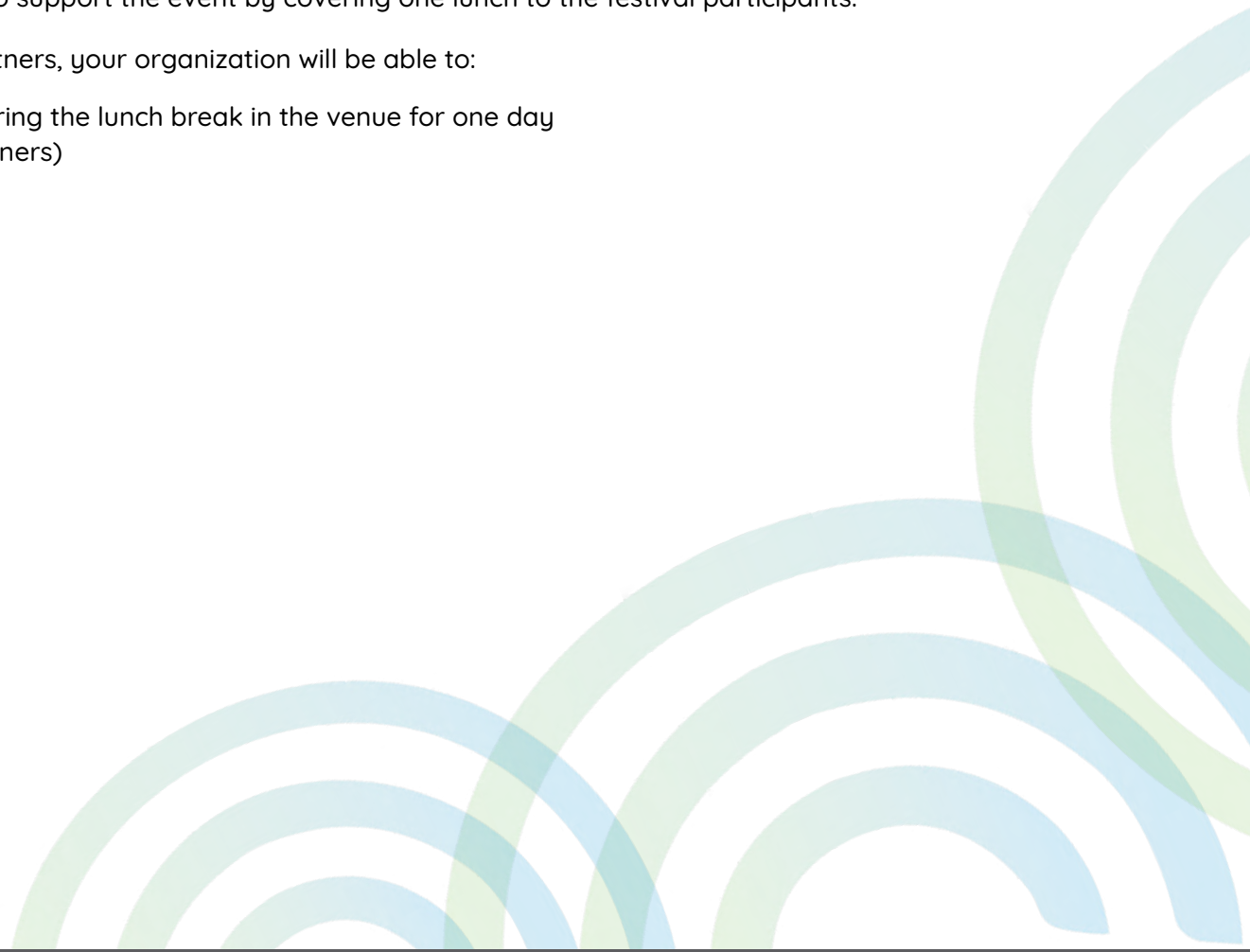
- Display their logo in food areas during the refreshment break in the venue for one day (e.g. logo at food stations; pop-up banners)

## Lunch Partner 2 OPPORTUNITIES

Cooperation Canada offers the opportunity to support the event by covering one lunch to the festival participants.

In addition to the benefits listed for Silver Partners, your organization will be able to:

- Display their logo at in lunch space during the lunch break in the venue for one day (e.g. logo at food stations; pop-up banners)



# \$10,000 – Bronze Partners

As a Bronze Partner, your organization will receive branding, networking and digital promotion opportunities. There is a range of Bronze Partner options to choose from.

All Bronze Partners will benefit from the branding, networking and digital opportunities outlined below.

BRANDING	NETWORKING	DIGITAL
<ul style="list-style-type: none"><li>• Branding throughout the venue</li><li>• Branding on all promotional material</li><li>• Acknowledgment as Bronze Partner in welcome remarks and closing remarks of festival</li></ul>	<ul style="list-style-type: none"><li>• Exhibition space at the festival</li><li>• 4 participant badges to the festival and all related social events</li><li>• Participation of one member of your team in a meet and greet with prominent Festival speakers</li></ul>	<ul style="list-style-type: none"><li>• Logo and profile on the festival website</li><li>• Logo and profile on the Summit App</li><li>• Acknowledgement of partnership in social media promotion for festival</li><li>• Acknowledgement of support in Cooperation Canada’s newsletter</li></ul>





## Plenary Partner 2 OPPORTUNITIES

Two festival plenary sessions will be held on the mornings of Tuesday 18 October and Wednesday 19 October. The plenary space can hold an audience of 400+ and the plenary sessions will be simultaneously streamed online. As a Plenary Partner, your organization will be profiled to this audience in person and online. One plenary session will focus on trends in international cooperation and humanitarian assistance and the second plenary session will focus on disruptors in international cooperation and humanitarian assistance.

In addition to the benefits listed for Bronze Partners, your organization will:

- Be recognized as a Plenary Partner in the opening of the panel session
- Be able to display your organizational logo on screen at the venue, and through other promotional formats (e.g. pop up banner) at the plenary

## Capacity Strengthening Partner 2 OPPORTUNITIES

On October 17th, Cooperation Canada programs will organize capacity strengthening activities to support organizations to take action on anti-racism and the prevention of sexual exploitation and abuse. Committed to a stronger sector that strives towards organizational excellence in these areas? For organizations who want to show leadership and support on these issues, you have an opportunity to support the ARC Hub and Digna to provide interactive, accessible training opportunities to international cooperation organizations.

In addition to the benefits listed for Bronze Partners, your organization will be able to:

- Have someone from your organization open or close a capacity strengthening session for the relevant program your organization is supporting (Digna or ARC Hub)
- Have the support of your organization acknowledged throughout all capacity strengthening session for the relevant program your organization is supporting (Digna or ARC Hub)

## Session Curation Partner **Only 1 opportunity left**

Do you have an event or consultation that you need to organize? Do you want to take advantage of the Shaw Centre space, and the fact that many of your key stakeholders will be in Ottawa together in person? Organizations are offered a space for half a day in the morning or afternoon of 17 October or 20 October to design their own program.

In addition to the branding, networking and digital opportunities outlined for Bronze Partners, a Session Curation Partner will be able to:

- Use a 75-person meeting room at the Shaw Centre
- Have organizational branding in the space where the event is held

## Leaders' Retreat Partner **SOLD**

Are you interested in supporting the connection, collaboration, and leadership of leaders in the international cooperation and humanitarian assistance ecosystem in Canada and beyond? Do you want to facilitate learning on critical issues that leaders are grappling with and seeking to drive forward? The Leaders' Retreat Partner will support a session with CEOs and Executive Directors of the Cooperation Canada membership.

In addition to the branding, networking and digital opportunities outlined for Bronze Partners, the Leaders' Retreat Partner will:

- Contribute to the development of retreat content, in partnership with Cooperation Canada
- Have organizational branding throughout the retreat space
- Support networking and relationship building across Cooperation Canada leaders through a Leaders' Social

## Full Day Interpretation Partner 3 OPPORTUNITIES

Working, connecting and collaborating in both Canada's official languages is core to Cooperation Canada's identity, and we are committed to ensuring that festival participants can experience the festival in both French and English. Simultaneous interpretation will be provided to all participants at the festival for plenary, breakfast symposium, Walrus Talks and some parallel sessions in the program.

In addition to the branding, networking, and digital benefits outlined for Bronze Partners, Full Day Interpretation Partners will:

- Be acknowledged on 17 October, 18 October, or 19 October as a festival Interpretation Partner for the day

## Digital Platform Partner 1 OPPORTUNITY

We are committed to an eco-friendly and technologically interactive and engaging festival. The Digital Platform Partner will be at the centre of eco-friendly and digital content delivery for the festival.

In addition to the branding, networking and digital benefits outlined for Bronze Partners, the Digital Platform Partner will:

- Have their logo posted on the online festival platform and festival registration page

## Connecting Partner 1 OPPORTUNITY

We have heard from Cooperation Canada members and others we work with that they are keen to connect in-person and catch up after a long period of only meeting online. To facilitate this, we would like to create a 'Connecting Space' for festival participants to meet and have relaxed conversations with old and new friends and peers.

In addition to the branding, networking and digital benefits outlined for Bronze Partners, the Connecting Partner will be able to brand the Connecting Space (e.g. pop-up banners).

## Entertainment Partner 2 OPPORTUNITIES

Throughout the festival, Cooperation Canada will organize activities to connect members in a social and engaging way. Cooperation Canada will be responsible for all logistics.

In addition to the branding, networking and digital benefits outlined for Bronze Partners, Entertainment Partners can have their organization featured in the area where the social activity takes place (e.g. pop-up banner) and will be recognized in remarks during the entertainment.

## Charging Stations Partner 2 OPPORTUNITIES

Keep festival participants charged up and provide networking opportunities around two branded device-charging stations in the main festival areas!

In addition to the branding, networking and digital benefits outlined for Bronze Partners, the Charging Stations Partners will be able to brand two charging station.

## Onsite Registration Partner 1 OPPORTUNITY

Many festival participants will pass through the onsite registration booth! Support onsite registration and your organization will be seen by all participants!

In addition to the branding, networking and digital benefits outlined for Bronze Partners, the Onsite Registration Partner can have their banner at the registration desk, and their logo at the badge printing area.

## Swag Bag Partner 1 OPPORTUNITY AVAILABLE

Cooperation Canada will procure bags for all festival participants.

In addition to the branding, networking and digital benefits outlined for Bronze Partners, the Swag Bag Partner can have their organization logo on the festival bag.

# \$5,000 – Supporter

As a Supporter, your organization will receive branding, networking and digital promotion opportunities. There is a range of Supporter options to choose from.

All Supporters will benefit from the branding, networking and digital opportunities outlined below.

BRANDING	NETWORKING	DIGITAL
<ul style="list-style-type: none"><li>• Branding throughout the venue</li><li>• Branding on all promotional material</li></ul>	<ul style="list-style-type: none"><li>• Tabletop exhibition space</li><li>• 2 participant badges to the festival and all related social events</li></ul>	<ul style="list-style-type: none"><li>• Logo and profile on the festival website</li><li>• Logo and profile on the Summit App</li><li>• Acknowledgement of support in Cooperation Canada’s newsletter</li></ul>

## Youth Supporter **Only one opportunity left**

Cooperation Canada wants to ensure that the festival is accessible to youth. Organizations are encouraged to support highly subsidized festival ticket pricing for youth to attend the festival.

In addition to the branding, networking and digital benefits for Supporters, organizations that choose to be Youth Supporters will have the opportunity to meet with the young participants they supported to attend the festival.

## Speaker and Moderator Supporter UP TO 10 OPPORTUNITIES

This is an opportunity for an organization to support Cooperation Canada to secure the most renowned Canadian and international speakers. Your support will help to facilitate travel and ensure the highest standards in hospitality for our speakers. Cooperation Canada will manage all logistics related to participation by speakers and moderators.

In addition to the benefits listed for Supporters, your organization will:

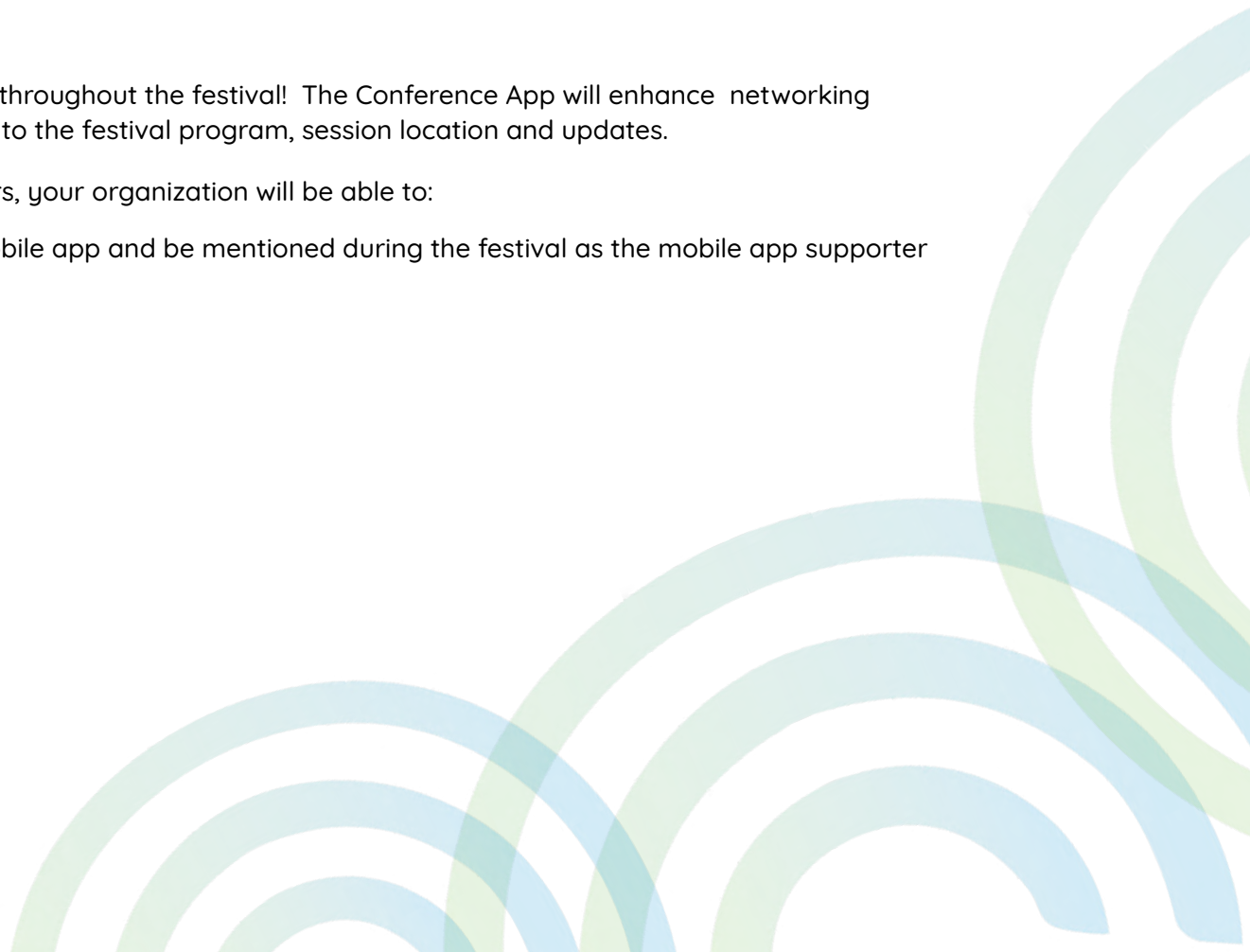
- Be acknowledged at the beginning of the session where the speaker or moderator presents
- Have the chance for one member of the organization's executive team to connect with the speaker supported by your organization for an informal meet and greet

## Mobile App 1 OPPORTUNITY

Support the technology that participants use throughout the festival! The Conference App will enhance networking opportunities and provide a platform to refer to the festival program, session location and updates.

In addition to the benefits listed for Supporters, your organization will be able to:

- Post the organization's logo on the mobile app and be mentioned during the festival as the mobile app supporter





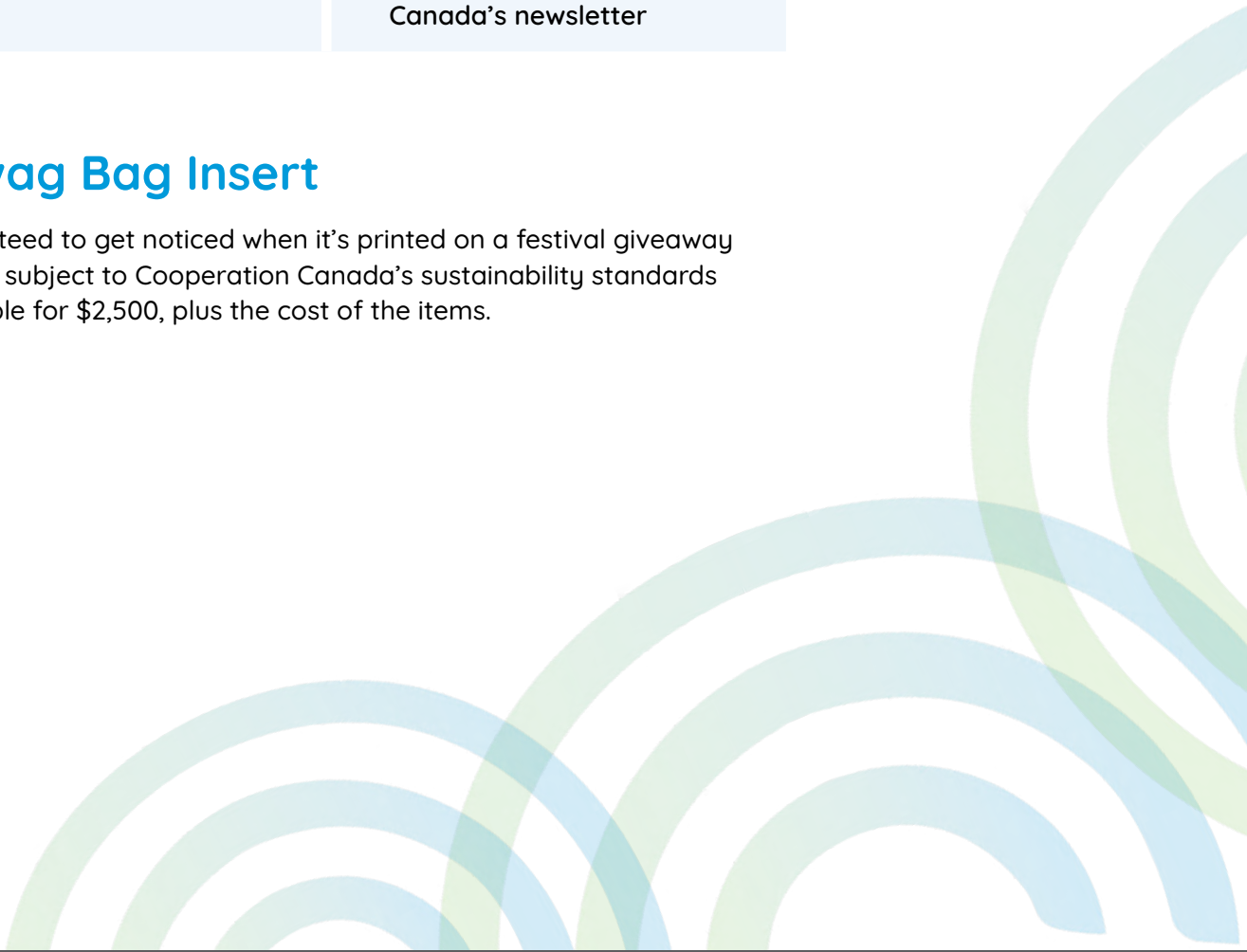
# \$ Up to 2,500 – Devotee

As a Devotee, your organization will receive branding, networking and digital promotion opportunities.

BRANDING	NETWORKING	DIGITAL
<ul style="list-style-type: none"><li>• Branding throughout the venue</li></ul>	<ul style="list-style-type: none"><li>• 1 participant badge to the festival and all related social events</li></ul>	<ul style="list-style-type: none"><li>• Logo and profile on the festival website</li><li>• Logo and profile on the Summit App</li><li>• Acknowledgement of support in Cooperation Canada’s newsletter</li></ul>

## Festival Give-Aways / Swag Bag Insert

Get carried away! Your organization is guaranteed to get noticed when it’s printed on a festival giveaway and given to each festival attendee. Items are subject to Cooperation Canada’s sustainability standards and final approval. This opportunity is available for \$2,500, plus the cost of the items.



## EXHIBITORS

### 20 Opportunities at:

- **\$750 for Cooperation Canada members**
- **\$1,200 for non-members**

Do you want to profile your organization in our Exhibitors area? Set up a tabletop exhibit at the festival!

## Need more information or is there something else you want to partner on?

For more information and to reserve a partnership, contact Cooperation Canada's Events Coordinator, Rita Srour, at [rsrour@cooperation.ca](mailto:rsrour@cooperation.ca).

Do you have another idea for partnering with us on this festival? If so, please get in touch with Rita!

We want to hear from you!

