

The background of the entire page is a photograph of an event space, likely a theater or large hall, with rows of wooden chairs and tables set up for an event. The image is overlaid with a dark red, semi-transparent filter. In the upper center, the word "Advantage" is written in a large, elegant, cursive script. The letters are a bright yellow-gold color and have a sparkling, glitter-like texture. Below the word, the tagline "POWER. PURPOSE. PROGRESS." is written in a clean, white, sans-serif, all-caps font. Further down, the words "SPONSORSHIP PACKAGE" are displayed in a large, bold, white, sans-serif, all-caps font. A thin, horizontal yellow-gold line is positioned just below the "PACKAGE" word. At the bottom left, the date "April 16, 2026" is written in a white, sans-serif font. The overall aesthetic is sophisticated and celebratory.

Advantage

POWER. PURPOSE. PROGRESS.

SPONSORSHIP PACKAGE

April 16, 2026



ADVANTAGE 2026

We are pleased to invite you to partner with the **Advantage Women's Empowerment Conference**, returning this spring after a powerful and meaningful event last year.

Advantage 2025 was a day that resonated deeply with those in the room. Women laughed together, shared difficult moments, and left feeling inspired, connected, and supported. We heard from both young and experienced women that the conversations sparked new confidence, perspective, and momentum in their leadership journeys. The feedback was clear. **Advantage created something special.**

On Thursday, April 16, we will return to the Joan Harriss Cruise Pavilion for Advantage 2026, centered around the theme **Power. Purpose. Progress.** This year's conference builds on the impact of last year, continuing to create space for honest conversations, meaningful connection, and leadership development for women at every stage.

By supporting Advantage as a sponsor, you are investing directly in women's leadership here in Cape Breton. Your partnership helps ensure this experience remains accessible and impactful, while demonstrating your organization's commitment to supporting women, leadership, and community growth.

Advantage offers a unique opportunity to align your organization with a respected local leadership platform and to be recognized as a supporter of women who are shaping our workplaces, businesses, and communities.

We invite you to review the sponsorship opportunities outlined in the following package and would welcome the opportunity to discuss how your organization can be involved this year. Please feel free to reach out with any questions.

Together, we can continue building on our momentum and support women as they step into their power, define their purpose, and progress forward with confidence.

SPONSORSHIP LEVELS

Presenting Partner - \$8,000

- Acknowledgement as the **Presenting Partner of Advantage 2026: Power. Purpose. Progress.**
- Ten complimentary tickets to the event.
- Opportunity to address the audience from the stage, including a five-minute speaking opportunity about your organization and the introduction of the keynote speaker.
- Verbal acknowledgement from the stage by the Chamber's representative.
- Mention in radio advertising promoting the event.
- Prominent logo placement on all pre- and post-event promotional materials as the Presenting Partner, including print, electronic, and digital materials.
- Logo displayed on the event website, social media graphics, and sponsor reel during the event.
- Logo displayed on tables within the event room.
- Opportunity to display a pop-up banner or signage on stage during the event.
- Opportunity to provide one promotional item or piece of collateral for each guest.
- Opportunity to include one question in the post-event evaluation.
- The Chamber will tag the Partner in social media posts promoting the event.
- Option to set up an information table at the entrance or within the event space.
- A Sponsorship Performance Report provided following the event.

1 sponsorship opportunity available

SPONSORSHIP LEVELS

Lead**HER**ship Sponsor - \$5000

- Eight complimentary tickets to the event.
- Opportunity for a representative from your organization to moderate a panel during the conference.
- Verbal acknowledgement from the stage.
- Mention in radio advertising promoting the event.
- Logo displayed on the event website, social media graphics, and sponsor reel during the event.
- Logo displayed at your designated table within the event room.
- Opportunity to display a pop-up banner or signage during the event.
- A Sponsorship Performance Report provided following the event.

2 sponsorship opportunities available

SPONSORSHIP LEVELS

Empow**HER** Sponsor - \$2000

- Six complimentary tickets to the event.
- Verbal acknowledgement from the stage.
- Mention in radio advertising promoting the event.
- Logo displayed on the event website, social media graphics, and sponsor reel during the event.
- Logo displayed at your designated table within the event room.
- Opportunity to display a pop-up banner or signage during the event.
- A Sponsorship Performance Report provided following the event.

6 sponsorship opportunities available

Support**HER** Sponsor - \$850

- Two complimentary tickets to the event.
- Verbal acknowledgement from the stage.
- Logo displayed on the event website, social media graphics, and sponsor reel during the event.
- Logo displayed at your designated table within the event room.
- A Sponsorship Performance Report provided following the event.

4 sponsorship opportunities available

SPONSORSHIP LEVELS

InspiHER Sponsor - \$140+

Our **InspiHER Sponsorship Program** is dedicated to fostering inclusivity at the Advantage Women's Empowerment Conference. Recognizing that barriers can prevent remarkable women from attending, we are committed to helping bridge that gap.

Through this initiative, the Chamber works with local educational institutions and community partners to identify students and emerging leaders who would benefit from attending but may not otherwise have the resources to do so. By becoming an **InspiHER Sponsor**, you are directly supporting access, opportunity, and confidence-building for the next generation of women leaders.

The sponsorship investment aligns with Chamber Member ticket pricing, allowing you the flexibility to sponsor one or multiple tickets.

Join us in creating opportunities that matter. Consider becoming an **InspiHER Sponsor** and help us expand access to leadership experiences for women across our community.

Recognition and Benefits:

- Sponsored ticket(s) provided to a student or deserving woman.
- Verbal acknowledgement from the stage.
- Logo displayed on the event website, social media graphics, and sponsor reel during the event.
- Recipients will receive a letter acknowledging our **InspiHER** sponsors.



2025 EVENT HIGHLIGHTS

ADVANTAGE 2025