About EHRC

Our primary role at Electricity Human Resources Canada (EHRC) is to keep the lights on by preparing and empowering a world-class workforce for the entire electricity industry. As a national non-profit we are an unbiased convenor of stakeholders that work together to ensure that we have a workforce that is safety-focused, innovative, and inclusive.

EHRC regards diversity, equity, and inclusion as being the cornerstone of a sustainable energy economy and workforce. In many occupations, women, Indigenous people, racialized people, persons with disabilities, LGBQ+, gender diverse people and newcomers to Canada represent a much smaller component than they should—and they continue to face barriers that limit their advancement or their desire to remain in the occupation of their choice. To actively remedy this disparity and drive commitment to a diverse workforce, EHRC has developed the Leadership Accord on Diversity, Equity and Inclusion, a public commitment by Canadian employers, educators, unions, associations and governments to advance, integrate and prioritize diversity, equity and inclusion in their organization’s policies, processes, culture, and workplace environment to proactively create a diverse, inclusive and equitable workplace.
**Attendee Profile**

The Agents of Change event has been running annually since 2018 and has enjoyed solid year-on-year growth. The event continues to attract a diverse and inclusive audience from the Canadian electricity sector, offering an exceptional forum for engagement and representation. With over **200 attendees** anticipated this year, the 2024 event promises to be EHRC’s biggest collaboration event opportunity.

**Attendees include:**

- C-Suite Executives
- Human resources management
- Utilities sector
- Industry Associations
- Labour Organizations
- Academic Institutions
- Government
- Company champions and allies of diversity and inclusion
- Professionals in trades, engineering, technology.
- Young employees eager to make a difference

**Reasons to Sponsor**

Last year’s Agents of Change event attracted over 100 professionals, and this year’s gathering promises to be bigger and better than before. Benefits for potential sponsors include:

**DEI Thought Leadership**
Position yourself as a thought leader in DEI by actively shaping the dialogue and demonstrating commitment to diversity and inclusion through speaking opportunities.

**Networking & Industry Engagement**
Engage with like-minded professionals who share a common commitment to creating safe, equitable, and inclusive workplaces for everyone in the Canadian electricity industry.

**Increased Brand Visibility**
Enhanced brand equity through increased visibility, media publication and access to leaders and prominent players in the Canadian electricity industry.
**Sponsorship Packages**

**Champion | $15,000**

*1 Opportunity Available*

**Benefits of this sponsorship include:**

- Opportunity to welcome delegates at opening plenary remarks
- Recognition in newsletter, social media, and web page
- Recognition in event opening and closing remarks
- Logo electronically displayed at the event
- Organization promotional video to be played during the program
- Recognition as official Program sponsor through all event marketing material
- Recognition in Plenary Remarks
- Opportunity to introduce or thank a speaker/panel
- Customized post-event report

**Influencer | $10,000**

*Multiple Opportunities Available*

**Benefits of this sponsorship include:**

- Recognition in newsletter, social media, and web page
- Recognition in event opening and closing remarks
- Logo electronically displayed at the event
- Organization promotional video to be played during the program
- Recognition in Plenary Remarks
- Opportunity to introduce or thank a speaker/panel
- Customized post-event report
Differentiators | $5,000

Benefits of this sponsorship include:

- Recognition in newsletter, social media, and web page
- Recognition in event opening and closing remarks
- Logo electronically displayed at the event
- Organization promotional video to be played during the program
- Recognition in Plenary Remarks

Change Agents | $3,000

Benefits of this sponsorship include:

- Recognition in newsletter, social media, and web page
- Recognition in event opening and closing remarks
- Logo electronically displayed at the event
- Organization promotional video to be played during the program
- Recognition in Plenary Remarks
Agent of Change Award Sponsor | $5,000
1 Opportunity Available

Benefits of this sponsorship include:
• Title Sponsor of the Agent of Change Award
• Recognition in event opening and closing remarks
• Opportunity to co-present the award
• Recognition in newsletter, social media, and web page
• Logo electronically displayed at the event

Cocktail Hour Sponsor | $5,000
1 Opportunity Available

Benefits of this sponsorship include:
• Title Sponsor of the Cocktail Hour
• Speaking opportunity to welcome delegates to the cocktail event
• Recognition in event opening and closing remarks
• Recognition in newsletter, social media, and web page
• Logo electronically displayed at the event

Official Lunch Sponsor | $5,000
1 Opportunity Available

Benefits of this sponsorship include:
• Title Sponsor of the event lunch
• Recognition as the lunch sponsor in event opening and closing remarks
• Recognition as Partner in newsletter, social media, and web page
• Logo electronically displayed at the event
Sponsorship and Profile-Building Opportunities | ehrc.ca

**Photography Sponsor | $3,000**

*One Opportunity Available*

**Benefits of this sponsorship include:**
- Recognition in newsletter, social media, and web page
- Recognition in event opening and closing remarks
- Logo electronically displayed at the event
- Three complimentary tickets

**Official Breakfast Sponsor | $1,000**

*Multiple Opportunities Available*

**Benefits of this sponsorship include:**
- Title Sponsor of the event breakfast
- Recognition as the breakfast sponsor in event opening and closing remarks
- Recognition as Partner in newsletter, social media, and web page
- Logo electronically displayed at the event

**Coffee Break Partner | $1,000**

*1 Opportunity Available*

**Benefits of this sponsorship include:**
- Title Sponsor of coffee breaks on both days of the event
- Recognition as the coffee break sponsor in event opening and closing remarks
- Recognition in newsletter, social media, and web page
- Logo electronically displayed at the event

**Networking Break Sponsor | $1,000**

*1 Opportunity Available*

**Benefits of this sponsorship include:**
- Title Sponsor for networking breaks on both days
- Recognition as the networking break sponsor in event opening and closing remarks
- Recognition in newsletter, social media, and web page
- Logo electronically displayed at the event
We invite collaborative thinking to customize sponsorship benefits that work best for you!

We welcome the opportunity to discuss your business, engagement, and marketing objectives to recommend the profile-building sponsorship program that will deliver the best impact for your organization.

**EHRC Sponsorship Contact:**
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