

AGENTS OF CHANGE 2024

April 10, 2024

Hilton Toronto/Markham Suites
Conference Centre

Sponsorship and Profile-Building Opportunities



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About EHRC

Our primary role at Electricity Human Resources Canada (EHRC) is leading the electricity industry in building and empowering a world-class workforce of tomorrow. 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, LGBTQ+, 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 (DEI) in their organization's policies, processes, culture, and workplace environment to proactively create a diverse, inclusive and equitable workplace.

[Agents of Change](#) is an opportunity for those in the industry, especially our signatories of the accord on DEI to come together to share their experiences and best practices. The nationwide platform unites HR leaders, advocates for DEI, and various stakeholders in Canada's electricity sector. It is a gathering where thought leaders convene to engage in conversations about the latest DEI strategies within Canada and globally.

The key highlight of the event is the [Agent of Change Award](#) which acknowledges and celebrates exemplary leadership in advancing DEI in the Canadian electricity industry. This is an individual award, and the recipient can be anyone in an organization, at any level, who consistently demonstrates their commitment, passion, and impact in the workplace.

Visit [EHRC.ca/Agents of Change](https://ehrc.ca/Agents-of-Change) to learn more.

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
- Eight complimentary tickets
- 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
- Four complimentary tickets
- Recognition in Plenary Remarks
- Opportunity to introduce or thank a speaker/panel
- Customized post-event report

Sponsorship Packages

Keynote Speaker Sponsor | \$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
- Four complimentary tickets
- Recognition in Plenary Remarks
- Opportunity to introduce the keynote speaker
- Customized post-event report

Plenary Session Sponsor | \$5,000

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
- Two complimentary tickets
- Recognition in Plenary Remarks
- Opportunity to introduce the plenary session
- Customized post-event report

Sponsorship Packages

Differentiators | \$5,000

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
 - Two complimentary tickets
 - Recognition in Plenary Remarks
-

Change Agents | \$3,000

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
- One complimentary ticket
- Recognition in Plenary Remarks

A La Carte Sponsorships

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
 - Two complimentary tickets
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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
 - Two complimentary tickets
-

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
- Two complimentary tickets

A La Carte Sponsorships

Photography Sponsor | \$3,000

One Opportunity Available

SOLD OUT

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
- One complimentary ticket

Official Breakfast Sponsor | \$2,000

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
- One complimentary ticket

Conference Partner Sponsor | \$1,500

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
- One complimentary ticket

Networking Break Sponsor | \$1,000

1 Opportunity Available

SOLD OUT

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


Coffee-Break Partner | \$1,000

1 Opportunity Available

SOLD OUT

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



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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