

AI AND ADVOCACY: THE NEW POWER COUPLE

Inspiring Innovation. Driving Community Impact.

8:30 AM - 5:30 PM

Sanderson Centre
88 Dalhousie St,
Brantford, ON N3T 2J2

29
SEPTEMBER
2025



A PROFESSIONAL DEVELOPMENT DAY FOR BIAs

The Ontario BIA Association is proud to host a full-day professional development session designed specifically for Business Improvement Area staff and supporters from across the province. *AI & Advocacy: The New Power Couple* brings together practical learning, peer exchange, and thoughtful dialogue to support the evolving role of BIAs in strengthening local economies and communities.

FOR REGISTRATION & FURTHER INFORMATION:

obiaa.com/2025-professional-development-day/



SPONSORSHIP OPPORTUNITIES

SOLD
\$5,000

Presenting Sponsor

- Logo identified as "presenting" status on all event communications,
- Opportunity to present up to a 10-minute message about your organization at the event (in-person or video provided by you).
- Logo on display during breakfast & luncheon.
- Up to two complimentary registrations.
- Your promo materials provided to attendees
- Verbal acknowledgment of sponsorship throughout event.

ATTENDEES

- BIA Management
- BIA Staff
- 45+ Attendees expected from across Ontario

\$2,000

Major Sponsor

- Listed as "Major Sponsor" on event communications (event masthead not included).
- Your promo materials provided to attendees.
- Opportunity to present a 5-minute message about your organization at the event (in-person or video provided by you).
- Verbal acknowledgment of sponsorship throughout event.

STANDARD BENEFITS

The following standard benefits are included with each opportunity:

- Corporate Logo with web link on event website.
- Social media mentions before and during event.
- Acknowledgment in OBIAA's Membership Newsletter.

\$1,000

Contributing Sponsor

- Listed as "Contributing Sponsor" on event communications (event masthead not included).
- Verbal acknowledgment of sponsorship throughout event.

OUR DELEGATES

Our delegates comprise of BIA professionals, representing various districts across Ontario and beyond. They are key decision-makers and influencers within their respective communities, dedicated to enhancing local economies and fostering growth.

WHY BRANTFORD?

Brantford, Ontario boasts a dynamic blend of historical charm and modern amenities, making it an ideal host city for our Professional Development Day. Its strategic location, nestled in the heart of Ontario's technology and manufacturing hub, ensures easy accessibility and a welcoming atmosphere for attendees.

ECONOMIC BENEFITS

- 1. Direct Spending:** With 40+ attendees, our event will generate direct spending on accommodations, dining, transportation, and leisure activities in Brantford. This influx of visitors will directly benefit local businesses, including hotels, restaurants, and retail outlets.
- 2. Increased Visibility:** Sponsoring our event provides your organization with unparalleled visibility among BIA professionals. As attendees explore Brantford, they will interact with your brand through signage, promotional materials, and sponsored events, reinforcing your commitment to supporting local economies.
- 3. Networking Opportunities:** By sponsoring, you gain exclusive access to our members in attendance, allowing you to forge meaningful connections with BIA leaders from diverse backgrounds. These connections can lead to future partnerships and collaborations that drive economic development in Brantford and beyond.

COMMUNITY IMPACT

Beyond economic benefits, your sponsorship demonstrates your dedication to fostering community development. Your support helps us deliver a memorable and impactful event that contributes to supporting local businesses and tourism.

