



AGENTS OF   
**CHANGE**  
2022 

The Power of Change  
October 12-13, 2022

**Sponsorship and Profile-Building Opportunities**



# 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, highly skilled, diverse, and productive.

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 new-comers 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.

# Agents of Change 2022

October 12-13, 2022 | Toronto Public Library, Toronto (ON)

## The Power of Change

After 2 years of virtual events due to Covid 19, EHRC is excited to be back to in-person events. The annual Agents of Change Conference is EHRC's flagship event on diversity, equity, and inclusion and is one of EHRC's many initiatives to move the agenda forward in creating and sustaining a level of inclusion that will drive innovation in our businesses, equitable income for employees, and create workplaces where all employees feel valued, respected, and heard.

The theme for this year is "**The Power of Change**" - sparking new ideas and driven by the need to share case studies and prompt larger conversations about how efforts to build inclusive workplaces must consider diversity from an organization-wide perspective. Participants will have opportunities to hear from a range of inspiring speakers and exchange best practices with their industry colleagues

The event will also see the recipient of the 2022 Agent of Change Award announced. This award is presented to an individual in the industry who is making tremendous efforts to advance diversity, equity, and inclusion in Canada.



Sponsorship and Profile-Building Opportunities | [electricityhr.ca](http://electricityhr.ca)

# 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 2022 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:**

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- Recognition in event opening and closing remarks
- Logo electronically displayed at the event
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- Recognition in Plenary Remarks
- Opportunity to introduce or thank a speaker/panel
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# 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
  - Recognition in Plenary Remarks
  - Opportunity to introduce or thank a speaker/panel
- 

## 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
- 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 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

*2 Opportunities 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

# A La Carte Sponsorships

## 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
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## Coffee Break Sponsor | \$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
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## 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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