



# The Breakout Project Sponsorship Opportunities

# B

THE BREAKOUT PROJECT

**Make Change Happen.**

May 10–12, 2017

# About The Breakout Project

## The Movement

On May 10 – 12, 2017, teams will compete in Canada's biggest social innovation event hosted in Kingston, Ontario. In just 48 hours these participants will work around the clock to kickstart 365-day social good projects designed to improve our community, society and planet. Thousands of attendees will rally behind teams while millions more will show their support online through social media and live stream video.

This is The Breakout Project.

## A Unique Format

Each social enterprise project will work around the clock for 48 hours to raise the human and financial capital required to take their project from ideation to completion in just one year.

The Breakout Project will be broadcast live online in a reality TV format. The live streaming combined with the power of social media means that our global audience can be more than just spectators – they can be active participants sharing their own knowledge, capital and connections to support the teams they believe in.

Renowned speakers, experts and investors will interview and mentor teams from a live main stage at the event. Attendees will network and have the opportunity to learn from industry leaders as they support competing teams.

## Resources to Make Change Happen

Our online platform and media support team will communicate and engage supporters allowing them to contribute their financial and human capital to favoured projects. Attendees can donate a portion of their ticket value to the projects of their choice through an online wallet.

In addition, The Breakout Project is supported by Ontario150 who awarded our initiative with a grant and will add the event to the list of provincially supported initiatives in celebration of Canada's 150th anniversary. It's a celebration of our human ingenuity, our ability to make a difference, our social innovation prowess.

## A Breakout Year

Projects will receive donated funds to continue their initiative throughout the year. Supporters can follow along with the favourite team's progress, successes and impact. In 2018, we will gather again to celebrate achievements and kickstart a new crop of projects.

# Proposed Agenda

(Subject to Change)

GENERAL  
LIVE STAGE  
LEARNING STREAMS  
OFFSITE

## Day 1 / Wednesday

---

6:00 PM	Gates Open	9:00 PM	Live Entertainment / Innovation Alley – 3hrs
7:30 PM	Welcome & Opening Address – 1hr	9:30 PM	Project Intros – 2hrs
8:30 PM	Opening Bell Panel Discussion – 1hr	Midnight	Activation Challenge – 1hr

## Day 2 / Thursday

---

9:00 AM	Morning Opening Address – 1hr	12:30 PM	Activation Challenge – 1hr
9:30 AM	Activation Challenge – 1hr	1:00 PM	Project Management 1 – 1hr
10:00 AM	Team Building 1 – 1hr	2:30 PM	Software Engineering 1 – 1hr
10:30 AM	Team Talks with Panelists – 8hrs (20 minutes per team) Kingston Pen Experience – 6hrs	4:00 PM	Social Innovation 1 – 1hr
11:30 AM	Mass Communication 1 – 1hr	5:30 PM	Funding Your Project 1 – 1hr
		7:00 PM	Keynote Address – 1hr
		8:00 PM	Activation Challenge – 1hr Team Building 2 – 1hr
		8:30 PM	Panel Discussions – 4.5hrs
		9:00 PM	Downtown Activation – 4hrs

## Day 3 / Friday

---

7:30 AM	Activation Challenge – 1hr	12:00 PM	Software Engineering 2 – 1hr
8:30 AM	Morning Opening Address – 1hr	1:00 PM	Activation Challenge – 1hr
9:00 AM	Mass Communication 2 – 1hr	1:30 PM	Social Innovation 2 – 1hr
10:30 AM	Project Management 2 – 1hr Kingston Pen Experience – 6hrs	2:00 PM	Final Team Presentations – 3hrs
		3:00 PM	Funding Your Project 2 – 1hr
		8:00 PM	Closing Celebration Concert – 3.5hrs (Springer Market Square)

# Why Sponsor The Breakout Project?

## Why Sponsor The Breakout Project?

The Breakout Project is the premium social innovation event in Canada in 2017. It represents unification, altruism, innovation, global activation, and leadership.

We offer opportunities for like-minded brands to reach thousands of onsite attendees from around the world, the 350,000 citizens in Kingston and surrounding region, and potentially millions more online who are tuning into The Breakout Project before, during and after the event.

## The World is Watching

Have your brand in front of thousands of engineers, makers, entrepreneurs, designers, artists, dreamers and doers. Be on the lips of those influencers and experts as they broadcast YOU — your company, values and brand to the world. Be included in the conversations of the best and brightest as they make change happen.

## Reach

The Breakout Project targets its reach to the demographics outlined below. Due to the content and scope of the event, we anticipate that reach will increase depending on the content of the projects themselves:

- » University-Educated & Employed Professionals (20–50 years of age).
- » These individuals will identify themselves as socially-engaged and engaged within their professional communities.
- » Investors & Other High-net-Worth Individuals & Companies.
- » Through VIP access and scope of the event involving fundable projects, teams and talent.
- » Active Online Influencers.
- » Consider the breadth of possible coverage to change and increase depending on the activities and targets of the projects.
- » With up to 30 projects, coverage from influencers hitting audiences involved in politics, social impact, environmentalism, sustainability, energy and education.
- » Targeted influencers have followings greater than 10,000. With the scope of topics we expect their following to be educated, employed and positively socially engaged.
- » Individuals interested in Ontario150 Celebrations .
- » Leverage high-level of interest in 2017 in the Toronto-Quebec City Corridor.

## Before the Event

We will promote the event via earned and paid media across locally, provincially and nationally leading up to the event. We expect to reach more than 2 million people prior to the start of the event on May 10, 2017.

We will focus promotion of the event in Toronto, Ottawa, and Montreal markets as primary targets. Secondary targets will include the rest of Canada and the United States.

### Audience / Reach:

Total estimated reach of about 4 million adults aged 20-50 in the Toronto, Ottawa, Montreal, Kingston area with post-secondary education levels and professional designations.

## At the Event

We expect 3,000 – 5,000 people to attend the event at Fort Henry. Tens of thousands Kingston-area citizens will be widely-exposed to the event via city-wide activations, promotions, and an open invitation to the free public concert that will close the event on May 12, 2017.

We intend to attract millions of viewers online at [thebreakoutproject.com](http://thebreakoutproject.com), through our social media channels, and active online influencer engagement throughout the event. These online viewers are likely to be drawn primarily from Canada and the USA but we aim to attract visitors from across the globe.

## After the Event

Our environment will live online throughout the year with teams posting project updates and attracting support on an ongoing basis. We expect to reach millions of visitors in the year after the event.



# Sponsorship

## Opportunities

We offer both packaged and customized sponsorship opportunities. The following placement and brand exposure opportunities are among those available:

- » Event Naming
- » Online Collaboration Platform Naming
- » Public Concert Naming
  - Hosted in Springer Market Square, downtown Kingston
- » Fort Henry Main Stage Naming
  - Erected in the area of the venue known as the “Lower Fort” to host interviews, presentations, and the live scoreboard
- » Event Day Sponsorship
- » Event Pass Sponsorship
- » Innovation Alley Naming
  - The Upper Fort used to showcase sponsors, local businesses, youth and other innovative projects
  - Sponsor Activations will be developed in this area and throughout the venue
- » VIP Lounge Naming
- » Nightlife Event Naming
  - Part of activation in downtown Kingston
- » Private Concert Naming
- » Team Headquarters (HQ) Naming
- » Branded Transportation
  - VIA Rail Train Station
  - Terminals at Airport, Train Station
  - Local Shuttle Service
- » Learning Stream Naming
  - Team Building
  - Mass Communication
  - Project Management
  - Engineering
  - Social Innovation
- » Branded Audience Challenges
- » One Year Prize
  - Award given to the team voted to have made the most positive impact after one year
- » Services Sponsors (including but not limited to)
  - Legal
  - Accounting
  - Connectivity
  - Media Relations
  - Event Management

We look forward to working with you to create customized brand activations to encourage attendees onsite to interact with your organization in innovative ways.

# Tiered Packages

The following sponsorship packages are currently available.  
Additional brand activations and placements are available with each package.

## Presenting Sponsorship: Negotiated Fee

---

- » Bronze + Silver + Gold + Platinum Level Sponsorship +
  - Naming sponsorship of: Online Collaboration Platform
- » 1 package available

## Platinum Sponsorship: \$150,000

---

- » Bronze + Silver + Gold Level Sponsorships +
  - Naming sponsorship for any one of: Main Stage (Fort Henry), Private Concert (Location TBC), Final Concert (Springer Market Square)
- » 3 packages available

## Gold Level Sponsorship: \$75,000

---

- » Bronze + Silver Level Sponsorships +
  - Naming sponsorship for any two activations including: Attendee Challenge, Learning Stream, Team HQ, Event Day Sponsorship, Innovation Alley, VIP Lounge, Nightlife Event, Event Pass, Branded Audience Challenge
- » 5 packages available

## Silver Level Sponsorship: \$50,000

---

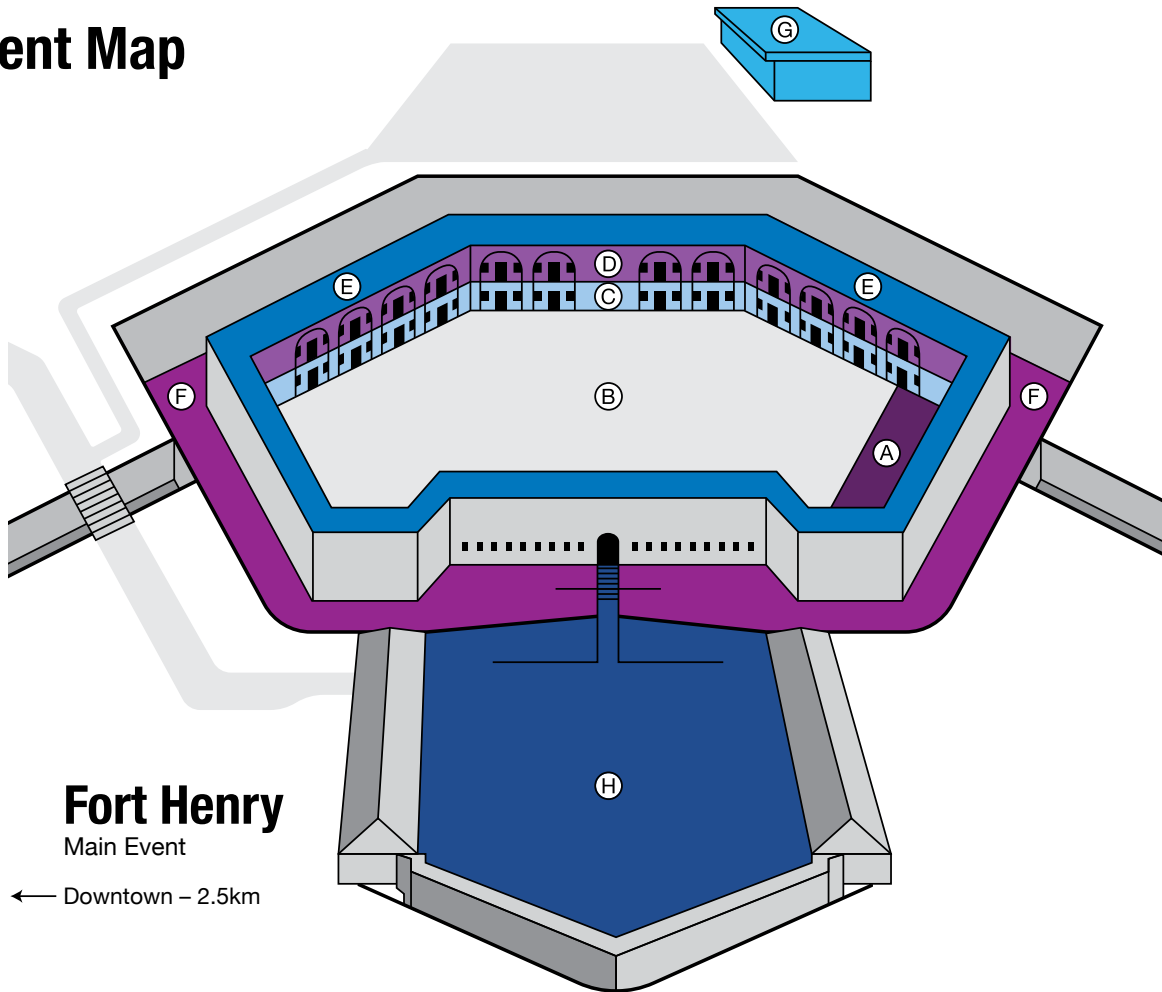
- » Bronze Level Sponsorships +
  - Activation Alley
  - Main stage segment sponsorship
  - Naming sponsorship for one Team HQ
- » 5 packages available

## Bronze Level Sponsorship: \$10,000

---

- » Logo on [thebreakoutproject.com](http://thebreakoutproject.com) website
- » Logo placement on sponsorship signage including: Minimum of 2 banners at Fort Henry Venue, Minimum of 1 banner at Springer Market Square Venue.
- » Social Media: Minimum of 2 Twitter posts of company name, Minimum of 2 Facebook postings including name.
- » 4 Event Passes
- » 15 packages available

# Event Map



## Fort Henry Main Event

← Downtown – 2.5km

### A. Main Stage

- » Live stage for keynote speeches, panel discussions, interviews with team leaders and speakers.
- » Features live leaderboards tracking number of hours donated and funds pledged to each project.

### B. Breakout Square

- » Main event area open to attendees to mix n' mingle and watch the live action.
- » Washrooms available on this level.

### C. Team Headquarters

- » Housed in an open-to-the-public room adjacent to Main Stage and Breakout Square.
- » Equipped with everything teams need to plan, promote and coordinate their projects.

### D. VIP Lounge

- » Reserved for VIP attendees with access to Guest Lounge with meeting rooms, full-service bar and concierge services.

### E. Viewing Lounge & Patio

- » Secondary area to mix n' mingle and watch the live action.

### F. Innovation Alley

- » Interactive area for Sponsors & Companies showcasing their technologies, products and services.

### G. Discovery Centre Learning Tracks

- » All attendees are invited to learning sessions by prominent speakers.
- » Topics include: Team-Building, Mass Communications, Project Management, (Software Engineering, Social Innovation & Project Funding.

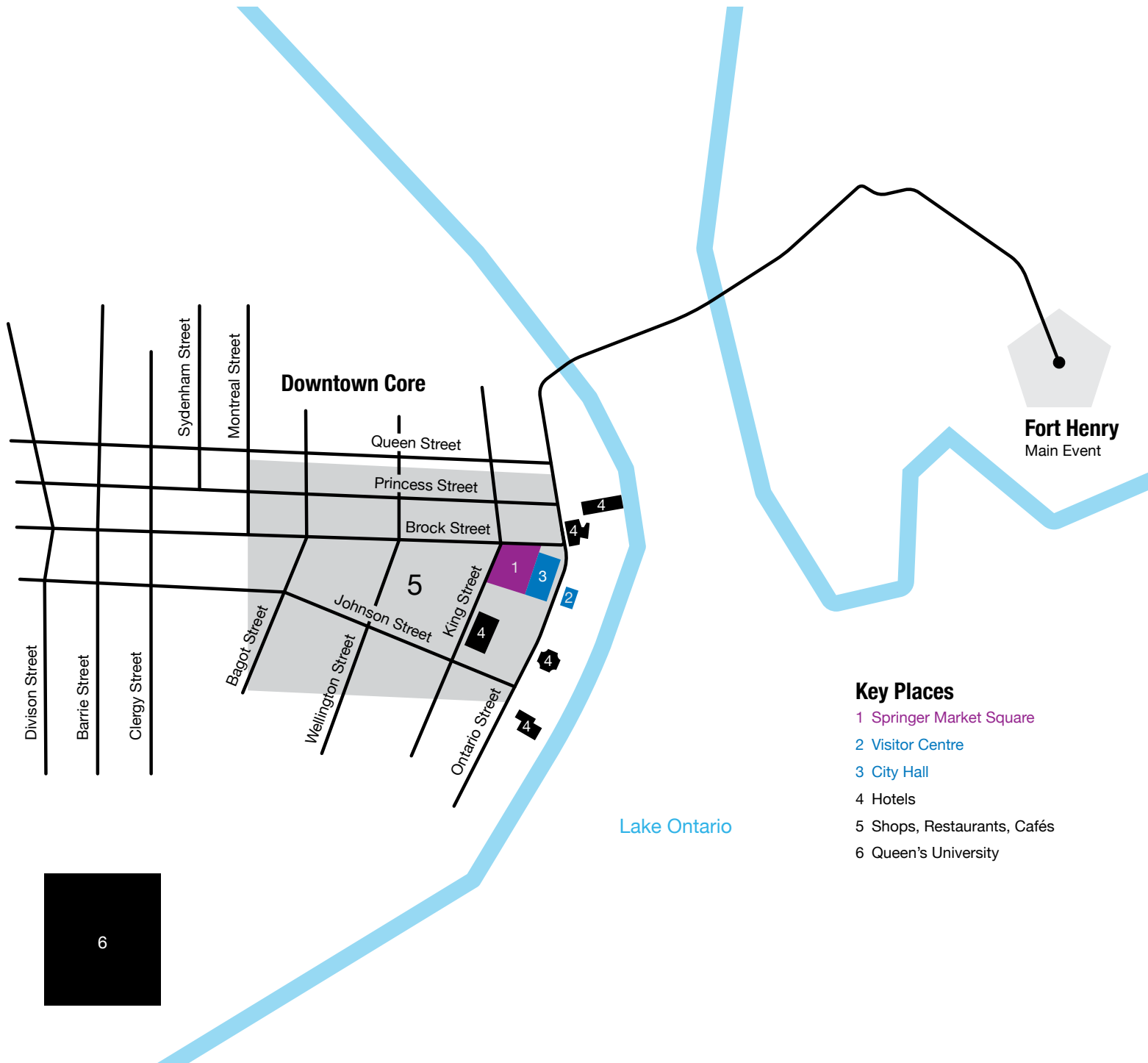
### H. Food & Beverage Services

- » Food, beverages and washrooms



# Downtown Map

Every night, the restaurants, bars, pubs and retailers of Kingston will be hosting attendees for engaging meetups and parties. The event closing concert will be hosted in Springer Market Square and The Breakout Project attendees will gain access to the best viewing area — right up front!



# The Breakout Project Sponsorship Questionnaire

Please feel free to complete the following questionnaire and submit it to us at [info@thebreakoutproject.com](mailto:info@thebreakoutproject.com). Or simply email us and a representative will contact you to discuss your goals and the opportunities that we can provide for your brand.

---

Company Name

---

Work Email Address

---

Your Name

---

Work Phone

---

Your Title

## What are your goals for your sponsorship?

We love the idea and we want to help The Breakout Project succeed.

We seek increased brand exposure.  
What are you looking to promote about yourselves?

We seek to attract new talent.

We seek to connect with new people, list all that apply:

VIPs / Luminaries

Potential Investors

Potential Partners

Other: \_\_\_\_\_

We want to host VIPs, Customers, etc.

## Are you interested in submitting a team?

Yes      No      Maybe

## Are you interested in displaying your company at the event?

Innovation Alley

Other Brand Activation Opportunities

## What level of sponsorship are you interested in?

Bronze

Silver

Gold

Platinum

Lead

I don't know, more information is required.

## Additional Questions?

### Please Contact Us At:

Website: [thebreakoutproject.com](http://thebreakoutproject.com)

Email: [info@thebreakoutproject.com](mailto:info@thebreakoutproject.com)


Phone: 1.844.333.7021








## Join the Conversation:

#thebreakoutproject

 /thebreakoutproj

 /thebreakoutproject

 /thebreakoutproj

 /channel/UCTzUJA rZ1g25Ws91SfBi4Tw