

canadianspecialevents

LIVE EVENTFEST

APRIL 28-30 • TORONTO
SPONSORSHIP KIT

CSELIVE.CA

AT A GLANCE AGENDA

- Opening Night**
Mon, April 28
NewAge Event Space
- VIP Club Breakfast**
Tues, April 29
Great Canadian Casino
Resort Toronto
- Education Sessions**
Tues, April 29
Great Canadian Casino
Resort Toronto
- EventFest Show**
Tues, April 29
Great Canadian Casino
Resort Toronto
- Business of
Events Forum**
Wed, April 30
Great Canadian Casino
Resort Toronto
- Canadian Event
Awards Gala**
Wed, April 30
Universal Event Space

THE SHOW FOR PEOPLE WHO PLAN EVENTS

CSE Live is Canada's leading festival of event innovation, uniting the brightest minds in the industry to connect, collaborate, and inspire groundbreaking ideas. Each year, this dynamic gathering draws +1,800 event and experiential marketing professionals, creating a hub for creativity and growth.

WHAT CSE LIVE OFFERS:

- **Dynamic Experiences:** A 3-day celebration full of world-class education, cutting-edge programming, and premier event vendors, designed to ignite creativity, drive fresh innovation, and showcase your brand in front of industry leaders.
- **Unparalleled Networking:** High-profile B2B connections, elevated culinary experiences, and opportunities to build meaningful key relationships that matter in this thriving, billion-dollar industry.
- **Lasting Impact:** Tailored sponsorships and curated activations ensure your brand stands out, creating memorable connections and measurable success.

OUR EVENT COMMUNITY

BY THE NUMBERS

The CSE community is a dynamic and diverse group of event professionals from across Canada, orchestrating everything from corporate conferences and brand activations to lavish weddings and intimate social gatherings. They turn to CSE not just for the latest industry trends, insights, and resources, but also as a trusted partner in their shared passion for crafting memorable experiences and driving excellence and innovation in the event industry.



1.5K
EVENT FEST
DELEGATES

400
GALA
GUESTS

67K
EVENT PROF
FOLLOWERS

13K
OPT-IN EMAIL
LIST

11K
PRINT MAIL
LIST

+175K
MONTHLY
ENGAGEMENT



44%

CORPORATE
PLANNERS



20%

NON-PROFIT
ACADEMIC
GOVERNMENT



16%

ASSOCIATION
ADMIN & HUMAN
RESOURCES



12%

AGENCY,
MARKETING
& 3RD PARTY



8%

SOCIAL,
WEDDINGS,
& OTHER

INDUSTRY BY SECTOR

MEET OUR ATTENDEES

Partnering with CSE Live places your brand at the centre of Canada's premier event industry, connecting you with top-tier buyers from leading global brands. These decision-makers are seeking innovative solutions and collaborators to bring their event visions to life. Position yourself as an industry leader, showcase your expertise, and build strategic partnerships that drive your business forward.

PHILIPS



Ontario

CANADA
CAMBRIDGE

tiff.

hydro one



CANADIAN
PUBLIC HEALTH
ASSOCIATION

CITY OF
SURREY

MAC

CANADIAN
TIRE

Sun Life Financial



Canadian
Cancer
Society



Microsoft

DAIRY FARMERS OF ONTARIO
Milk
EST. 1965

TELUS
mobility™

Bell



Google

SickKids*
FOUNDATION

CANADIAN
MARKETING
ASSOCIATION
CMA

VIA Rail Canada

ROGERS™



hala*
events

Deloitte.

Scotiabank

UNIVERSITY OF
TORONTO

BOMBARDIER
the evolution of mobility

WESTJET

HOLT RENFREW

TORONTO

McMaster
University

THE CANADIAN
PAYROLL
ASSOCIATION
CPA
ACP
L'ASSOCIATION
CANADIENNE
DE LA PAIE

MIRROR
BALL

AMERICAN
EXPRESS

Firestone

FLAGSHIP HOSTING OPPORTUNITIES

THE LEARNING LOUNGE

The Learning Lounge conference space is the central hub for keynotes, panels, and pivotal moments, providing an opportunity to showcase your brand to a keenly engaged audience. The benefits extend beyond the event itself; the content produced on stage is leveraged throughout the coming year in CSE's social media strategy. This ensures ongoing exposure for your brand and helps maximize your return on investment long after the event.

Exclusive Package Perks

- Prominent branding on the CSE main stage
- Opening remarks from the stage
- Brand messaging rotating on main screens
- Branded Signature mocktail
- Year-round visibility with branded main stage content shared across CSE's social networks

\$12000



THE GATHERING BAR

A stunning garden-inspired space with vibrant spring colours and inviting seating—perfect for gathering and connection. Custom branding for you, this lounge offers the perfect opportunity to welcome attendees with a refreshing drink, a relaxing treat and a lasting impression.

Exclusive Package Perks

- Title branding at the CSE Garden Bar
- Custom branding on furniture
- Branded Signature mocktail
- Mixologist to showcase signature mocktail recipe on CSE's 'OFF The Floor' podcast with your branding behind it.
- Year-round visibility with the bar's mixology content shared across CSE's social networks

\$12000

OFF the floor PODCAST BOOTH

Align your brand with the raw energy of CSE's podcast and its influencer guests as we stream LIVE 'OFF The Floor' at CSE 2025. Custom branded, this content is central to our post-event social media strategy, extending your visibility and ROI for a full year while aligning your brand with industry leaders.

Exclusive Package Perks

- Custom branded podcast booth space
- Guest spot on the podcast live at CSE 2025
- Footage for sponsor to repurpose
- Year-round visibility with branded podcast content shared across CSE's social networks

**All sponsorships includes advertising, visibility, and other valuable perks found on Partner Benefits page.*

***Option to swap 6-month marketing campaign with 10' x 10' exhibit space.*

\$12000

FLAGSHIP HOSTING OPPORTUNITIES

CENTRAL PERK COFFEE BAR

Be the energy boost delegates need by sponsoring the Central Perk Coffee Bar, the ultimate hub for conversation and connection at CSE 2025. Your brand will be front and centre as attendees recharge with their favourite brew, creating meaningful engagement in a relaxed and welcoming atmosphere.

Exclusive Package Perks

- Branding on coffee bar signage
- Branded cups and sleeves
- Coffee menu: name drinks after your brand
- Specialty barista crafting Insta-worthy foam art

\$7500

KEYNOTE SPEAKERS

Align with industry-leading thought leaders and captivate an engaged audience. Your brand will share the spotlight both on stage and on screen, amplifying your presence and influence at CSE 2025.

Exclusive Package Perks

- Branding featured on all pre-event promo leading up to and during the keynote
- Brand representative introduces keynote speaker on stage before presentation
- Branding displayed on stage alongside the keynote speaker during their presentation
- Extended visibility with branding and mentions on keynote segment shared across CSE's social networks post-event

\$7500

**All sponsorships includes advertising, visibility, and other valuable perks found on Partner Benefits page.*

*** Costs to be covered by the partner.*

PAWS & RELAX PUPPY LOUNGE

Capture hearts and create joyful memories by hosting the most adored space at CSE Live. Your brand will be associated with moments of pure happiness, offering attendees a chance to unwind and connect with adorable puppies in a welcoming environment.

Exclusive Package Perks

- Branding on Puppy Lounge signage
- Branding on 'Puppy Kisses' Photo Booth printed strip for delegate to take home
- Opportunity to distribute puppy-themed branded merchandise (i.e. leashes & frisbees)***

\$7500



HIGH-EXPOSURE OPPORTUNITIES

MORE GREAT IDEAS TO ELEVATE YOUR BRAND



BURSARY -SPONSOR 10 CORPORATE PLANNERS

Sponsor 5 corporate, association or government planners to attend CSE Live and give them the opportunity to experience the event in style. Each sponsorship includes full VIP access to all sessions and events, excluding the Gala.

CSE handpicks 5 planners in your target market to be your planners and invites them on your behalf. Once confirmed, you can send a congrats email and introduce your company—we'll do the rest.

Exclusive Package Perks

- Branding at Bursary Planners & Hosts Reception
- Logo on your planner's badge
- Group photo opportunity with delegates
- 1 VIP pass to CSE Live for the sponsor to attend

\$5000

Guest Room Gifts (\$5000)

Surprise attendees with branded welcome gifts delivered directly to their rooms, offering a personal and memorable touch.

CSE Live Show Guide Sponsor (\$5,000)

Be the face of the official event guide with a Full inside front cover ad and feature article

The Gift Bar Experience (\$5000)

Sponsor a unique pop-up where delegates choose premium, branded gifts, ensuring a personal and engaging connection with your brand.

Signature VIP Lunch (\$5,000)

Position your brand at the heart of exclusive networking by sponsoring the Signature Lunch, where VIP delegates and industry leaders gather for meaningful conversations

Theme Coffee Snack Break (\$5000) 3 available

This prime opportunity places your brand and/or products front and center during a dedicated refreshment pause, ensuring maximum visibility and direct engagement with attendees in a relaxed atmosphere.

Conference Swag Bags (\$5000)

Logo on premium conference bags is distributed to all delegates, ensuring long-lasting exposure.

CSE Live Reusable Water Bottles (\$5000)

Eco-friendly, branded water bottles, promoting sustainability while boosting brand awareness.

Delegate Lanyards & Badges (\$3,500)

Logo on every attendee's badge and lanyard for constant visibility throughout the event.

Conference Books & Pens (\$5000)

Branded notebooks and pens for delegates, placing logo front and centre during sessions.

CANADIAN EVENT AWARDS GALA SPONSORSHIPS

VIP RED CARPET RECEPTION

Host an unforgettable reception for 400 of Canada's most renowned event professionals and industry influencers and position your brand in front of the leaders shaping the future of events.

Package Highlights:

- VIP table for ten at the Gala
- Brand featured prominently on Step & Repeat
- Branded Signature Cocktail
- Opportunity for activation during reception
- Ad in Gala Program
- Award presentation opportunity on stage

Includes advertising, visibility, and other valuable perks found on Partner Benefits page.

\$10000



SPONSOR AN AWARD CATEGORY

Take center stage as an Award Category Host and align your brand with excellence.

Exclusive Package Perks

- Present the award on stage
- Your brand name and logo displayed on screen during the award presentation
- Recognition beside your sponsored category in the official program
- 2 VIP tickets with reserved seating for the event

This is your opportunity to honour the best in the industry while showcasing your brand to an engaged and influential audience..

Includes advertising, visibility, and other valuable perks found on Partner Benefits page.

\$3500

PREMIUM GALA EVENT SPONSORSHIPS



Gala Glam Experience

Step into the spotlight at the Gala Glam Bar, where makeup, mimosas, and mini massages create the ultimate pre-event experience. Align your brand with luxury and style as guests refresh, relax, and get red-carpet ready.

Future Planner Gala Experience (\$2500)

Give five lucky students in event design programs the chance to experience the Gala first hand, make valuable connections, and support your future planners.

Gala Program (\$5,000)

Be the face of the official event program with custom branding on site, screen and in the stunning Gala program.

Gala Gift Gags (\$5000)

Enhance attendee experience by sponsoring the Gala Gift Bags. Your brand will be prominently featured, providing lasting exposure as guests take home curated gifts.

After Party (\$5,000)

Be the exclusive sponsor of the Gala After Party. Your brand will be highlighted throughout the venue, ensuring high visibility as guests continue the celebration.

Wine Sponsor (\$5,000)

Showcase your brand as the Wine Sponsor of the Gala with bottles displayed on tables + branding as guests enjoy selected wines throughout the evening.

Gala Photo Booth Experience (\$5,000)

Be the face of the official event program with custom branding on site, screen and in the stunning Gala program.

Video Booth Sponsor (\$5,000)

Sponsor the Gala Video Booth and have your brand featured on the booth and in all video outputs. Guests will capture memorable moments

**All sponsorships includes advertising, visibility, and other valuable perks found on Partner Benefits page.*

PARTNER BENEFITS

Canadian Special Events' Magazine readers and Canadian Event Award **guests are the people who plan the largest and most visible event experiences in Canada**. Becoming a sponsor grants access to the following 2025 CSE Live sponsorship benefits.

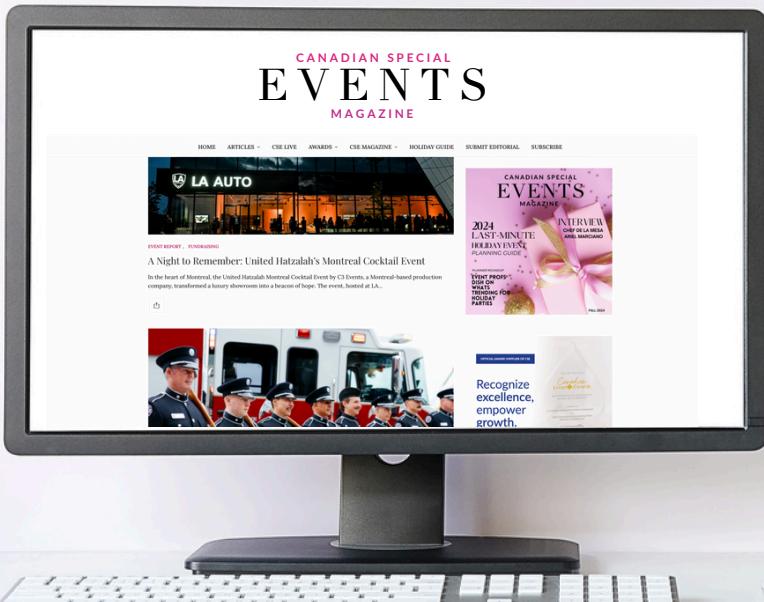
	\$12,000	\$7,500	\$5000	\$3,500
Title Rights of Your Sponsored Area *Title branding on most print, social & website	✓	✓		
ON-SITE BENEFITS				
Custom Branded Prime Activation Space *Includes exclusive perks listed on previous pages	✓	✓		
All-Access VIP Conferences Passes *Includes entry to EventFest show	Custom	4x 2-Day Pass	2x 2-Day Pass	1x 2-Day Pass (Apr. 29th)
Tickets to Social Event *Opening Night on Mon, Apr 28	Custom	Custom	4 to ONP	2 to ONP
Sponsor Recognition in the Event App *Event App Ad Placements	✓	✓	✓	✓
Brand Visibility On-site at Event	✓	✓	✓	✓
ADVERTISING BENEFITS				
Placement in Magazine Show Issue *Distributed digitally to +13K subscribers	Full Page Ad (Premium Placement)	Full Page Ad	Branding on Sponsor Page	Branding on Sponsor Page
CSE Magazine Digital Advertising Benefits * Dedicated e-blasts and newsletters to 13K email list; web ad by months on canadianspecialevents.com	6-Month Campaign Feature Article 6M Web Ad 2x E-blasts 3x E-news Ads	3-Month Campaign 3M Web Ad 2x E-blast 2x E-news Ads	3-Month Campaign 3M Web Ad 1x E-news Ads	
Presence on Social Media Platforms * Platforms of focus are LinkedIn & Instagram	Ongoing marketing of feature areas pre event	Intro Post + Activation Social Promo	Intro Post	Intro Post
Branding on Pre-Event Marketing & Website	✓	✓	✓	✓

GET IN TOUCH

LET'S TALK ABOUT ACCELERATING YOUR BRAND

SPONSORSHIP & ADVERTISING INQUIRIES

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