

# CAMP ROVER

A PLACE FOR CREATIVES

**Sponsorship Guide**



# OUR STORY

I want Camp Rover Conference to be a space and time where attendees feed their dreams. Feed their knowledge. Get a dose of actionable reality on building their creative business. Grow their money — making skills AND come to see they're not alone, we're all here — with our weird — creating, too.

But most importantly, I want attendees to come as they are to enjoy a day like this (and not need a week to recover from it.)

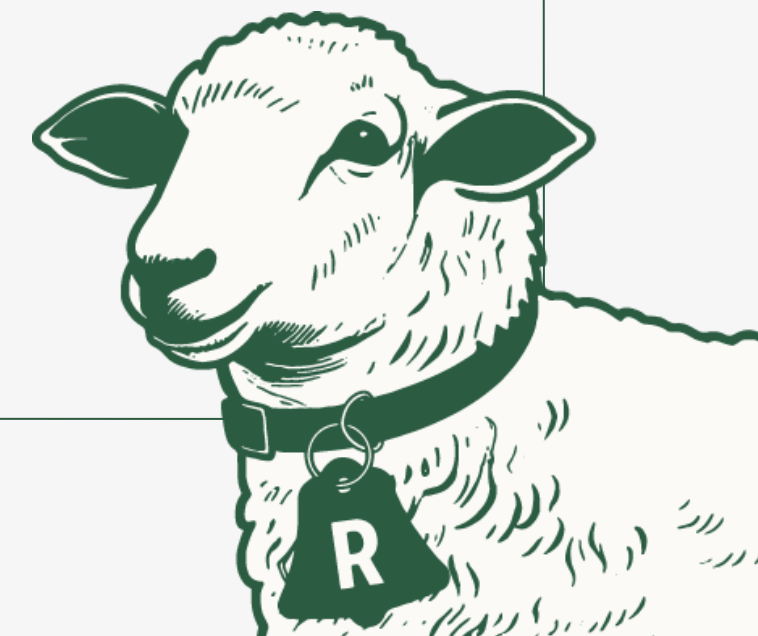
I know I can't create when I'm battling the feelings of fitting in, being overwhelmed, or just generally not knowing where I fit in all of it — literally, where do I go?

## I wanted a Winnipeg Conference that I saw myself in, too.

The weird, wild, anxious money-making creative that I am.

A creative educational day that welcomed the idea that weird, wild, anxious people like me DO thrive and DO make money doing what they're amazing at; being wild, being weird, and channelling it all for their success.

*Amanda  
xoxo*



WHAT IS

# CAMP ROVER

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## Join Us!

Monday, April 22nd, 2024

Canadian Museum for Human  
Rights

Winnipeg, MB

## A Conference for Creatives...

Camp Rover is a no-gatekeeping (ick!), real-talk style day full of people like you. A day for you. About you. That includes you. Full of folks who want to cheer you on (think Big Sister Energy) in all that you want to create and achieve.



# OUR PRESENTORS

We're working closely and in calibrating with a mix of local and travelling creatives to bring together our lineup of speakers, panellists, and presenters.

## Confirmed Keynote Speakers

### Teri Hofford Body Image Educator | Author | Photographer

Teri Hofford works with individuals to help them find their inner confidence and work through their body image insecurities and mindset so they can live a liberated Life. Through online and in person workshops, courses & content Teri offers body image and self acceptance workshops (such as Body Image Bootcamp and the Empowerment for Everybody course) for folks to help them maintain their mental health and build skills while running a creative business through positive psychology practices, workshops and online tutorials so that we can all live the authentic & desired lives we deserve.

### Sarah Sklash & April Brown The Ladies of The June Motel

The June is a hip, boutique hotel brand is locations in Prince Edward County and Bruce Peninsula (Sauble Beach), embracing good wine and good vibes.





# WORKING SCHEDULE

Opening/Welcome  
Land Acknowledgement

— — — Break — — —

Movement & Mindfulness Moment

General Announcements  
Rules of the Room

Welcome Back/Thanks Sponsors  
Host

Keynote #3

Mindfulness & Focus Moment

Panel #5

Panel #1 - Flower Friends - *Met our local flower growers and designers. Learn about what it's like to literally grown and work with live medium*

Panel #3 - Amanda & Some Neurospicy Babes - *The ups, downs, and superpowers of the neurodivergent around us*

Panel #6

Closing/Final Thanks & Prize Giveaway  
Host & Amanda

Sarah Sklash & April Brown - The Ladies of The June Motel

Keynote #2 - Teri Hofford  
([@terihofford](#))

— — — Mix/Mingle/Shop — — —

Panel #2 - Fine, I'll build it myself

Panel #4 - How to Bring Dignity into Your Creative Space

“Intimate” (100 ppl) Meet the Speakers Event - *TBD if this will happen this year or not*

— — — Lunch — — —

# SPONSORSHIP & PARTNERSHIP OPPURTUNITIES

## Title Sponsor | \$16,500 (One Opportunity Available)

- Exclusive naming rights to Camp Rover Conference 2024 and first right of refusal for consolatory Title Sponsorship in 2025 (Must be confirmed by November 2024). Title Sponsor must be confirmed by January 1st, 2024 (to allow for inclusion on all marketing materials)
- Exclusive invitation to address Camp Rover Conference 400+ attendees during our April 22nd, 2024 events
- Day of appreciation and recognition may include (but is not limited to):
  - Full page in our event program (logo, contact info, write up, etc)
  - Posters, banners, branded print material (as logistics allow)
- Inclusion and exposure on all event material (if applicable):
  - Event tickets/programs
  - Info cards
  - Map/site layout cards
  - Radio, TV and other media outlets
- Feed social media post - Instagram (if images are supplied by the Sponsor)
- Instagram stories (and saved to Our Sponsor highlight); 3 slides (if images are supplied by the Sponsor)
- Blog post on the Camp Rover Events website (if copy and images are supplied by the Sponsor; format and guided questions provided by the Event Organizer)
- Ten (10) complimentary tickets (for the Sponsor and guests) to the Event (must be claimed by April 10th, 2024 via our TicketTailer Platform)
- Logo, name and click-thru to your site on our site Sponsor Page
- Inclusion in post-event marketing for Camp Rover 2024. This can be used to offer participates an exclusive discount or promo opportunity



# SPONSORSHIP & PARTNERSHIP OPPURTUNITIES

## Presenting Sponsor | \$6,500 (5 Opportunity Available)

- Exclusive presenting rights to Camp Rover Conference 2024 and first right of refusal for consolatory Presenting Sponsorship in 2025 (Must be confirmed by November 2024). Presenting Sponsor must be confirmed by January 1st, 2024 (to allow for inclusion on all marketing materials)
- Day of appreciation and recognition may include (but is not limited to):
  - Placement in our event program (logo, contact info, write up, etc)
  - Posters, banners, branded print material (as logistics allow)
  - On stage precognition by our Event Host
- Inclusion and exposure on all event material (if applicable):
  - Event tickets/programs
  - Info cards
  - Radio, TV and other media outlets
  - Mutually agreed upon email marketing opportunity (including logo and click-thru)
- Feed social media post - Instagram (if images are supplied by the Sponsor)
- Instagram stories (and saved to Our Sponsor highlight); 3 slides (if images are supplied by the Sponsor)
- Blog post on the Camp Rover Events website (if copy and images are supplied by the Sponsor; format and guided questions provided by the Event Organizer)
- Logo, name and click-thru to your site on our site Sponsor Page
- Four (4) complimentary tickets (for the Sponsor and guests) to the Event (must be claimed by April 10th, 2024 via our TicketTailer Platform)

**We have interactive elements throughout the conference we're offering for Presenting Sponsorships:**

- Our Quiet Lounge
- Maker's Market
- Mindfulness Moments
- Charing Station
- Networking Break Sponsor
- Hydration Station
- To make a few opportunities!



# SPONSORSHIP & PARTNERSHIP OPPURTUNITIES

## Partner Sponsor | \$3,500 (Can be a blend of In-kind & Monitary)

- First right of refusal for commensurate Sponsorship in 2025 (Must be confirmed by November 2024)
- Sponsorship can be a blend of monetary and in-kind (with a minimum monitary contribution being half of the Sponsorship tier amount)
- Day of appreciation and recognition may include (but is not limited to):
  - Posters, banners, branded print material (as logistics allow)
- Inclusion and exposure on event material (if applicable):
  - Promo/Info cards
  - Radio, TV and other media outlets
  - Mutually agreed upon email marketing opportunity (including logo and click-thru)
- Feed social media post - Instagram (if images are supplied by the Sponsor)
- Instagram stories (and saved to Our Sponsor highlight); 3 slides (if images are supplied by the Sponsor)
- Blog post on the Camp Rover Events website (if copy and images are supplied by the Sponsor; format and guided questions provided by the Event Organizer)
- Logo, name and click-thru to your site on our site Sponsor Page
- Two (2) complimentary tickets (for the Sponsor and guests) to the Event (must be claimed by April 10th, 2024 via TicketTailer Platform)
- Quarter page advertisement in our Camp Rover Conference event program





# SPONSORSHIP & PARTNERSHIP OPPURTUNITIES

## Media Sponsorship | \$2,500 (or In-kind)

- Exclusive opportunity to provide Emees for Camp Rover Conference 2024
- Logo, name, and click-thru to your site on our site Sponsor Page
- Day of appreciation and recognition may include (but is not limited to):
  - Posters, banners, branded print material (as logistics allow)
- Social Media:
  - Feed social media post - Instagram (if images are supplied by the Sponsor)
  - Instagram stories (and saved to Our Sponsor highlight); 3 slides (if images are supplied by the Sponsor)
- Quarter page advertisement in our Camp Rover Conference event program



# SPONSORSHIP & PARTNERSHIP OPPURTUNITIES

## Swag Sponsors | (Unlimited Opportunities Available)

- Logo, name, and click-thru to your site on our site Sponsor Page
- Day of appreciation and recognition may include (but is not limited to):
  - Posters, banners, branded print material (as logistics allow)
- Social Media:
  - Feed social media post - Instagram (if images are supplied by the Sponsor)
  - Instagram stories (and saved to Our Sponsor highlight); 3 slides (if images are supplied by the Sponsor)
- Quarter page advertisement in our Camp Rover Conference event program



# CAMP ROVER

