



SPONSORSHIP OPPORTUNITIES

Atlantic Dinner &
Frank McKenna Awards

October 10, 2024 | Pier 21, Halifax, NS



**Come for the policy
conversation, stay
for the celebration.**

**Here's how you can
be part of it.**

ABOUT THE EVENT

Atlantic Dinner & Frank McKenna Awards 2024

Join us at Public Policy Forum's [Atlantic Dinner & Frank McKenna Awards](#) on October 10, 2024, to celebrate the leaders who are enriching Atlantic Canada with their ingenuity and initiative, as well as making important contributions to public policy, business and leadership.

These awards honour the exceptional impact of Frank McKenna, former New Brunswick Premier and Deputy Chair of TD Bank Group.

Past recipients include The Honourable Dr. Mayann Francis, Marcel LeBrun, John Risley, Cathy Bennett and Dr. Jeff Dahn. A full list of past recipients can be found [here](#); 2024 honouree announcements are coming soon!



Feature your organization and become an event sponsor to receive:



Premium Brand Exposure

Recognition in front of ~200 senior policy leaders and thinkers across Atlantic Canada



Key Policy Conversations

with pre-eminent leaders' perspectives on Canada's top policy issues



Celebrate Exceptional Atlantic Canadian Honourees

Six outstanding established and emerging public policy leaders and contributors

Our target audience for both events include:

- Senior government officials from across parties, with representation from the federal, provincial, and municipal levels;
- C-suite executives from across Atlantic Canada;
- Academia's leading thinkers in the Atlantic region; and
- Civil society's distinguished representatives in Atlantic Canada.

Networking opportunities throughout the events offer invaluable opportunities to connect with Canada's top thinkers and decision makers.



PICK YOUR SPONSORSHIP TIER

Atlantic Dinner & Frank McKenna Awards

LEAD SPONSOR

\$50,000

Position your organization as a leader in the public policy conversation both onstage and offstage with premium brand exposure during and around the signature event.

SUPPORTING SPONSOR

\$20,000

Align your organization with public policy excellence with brand exposure during and around the signature event.

SPECIAL OPPORTUNITY SPONSOR

Starting at **\$10,000***

Gain exclusive brand exposure around specific elements of the event.

**Limited number of special opportunity sponsorships available*



POSITION YOUR ORGANIZATION AT THE EVENT

Atlantic Dinner & Frank McKenna Awards

WHAT YOU GET	Atlantic Dinner & Frank McKenna Awards	
	Lead Sponsor \$50,000	Supporting Sponsor \$20,000
Speaking opportunity on stage to showcase thought leadership	✓	
Recognition as event sponsor and PPF supporter from podium during opening/closing remarks	✓	✓
Complimentary tickets to the Atlantic Dinner	Two Full Tables of 10	Full Table of 10
Sponsorship recognition on PPF social media platforms (40K+ stakeholders)	4	2
Recognition on all event and promotional material	✓	✓
Invitation for senior leadership to participate in the GovMaker conference with Atlantic Canadian leaders in Fredericton	✓	✓
Opportunity for 1:1 meeting with select Frank McKenna Award Honourees in Fredericton	✓	

+ ADDITIONAL SPONSORSHIP OPPORTUNITIES | ATLANTIC DINNER & FRANK MCKENNA AWARDS

Reception Sponsor	Show your support for the event's Honourees and public policy leadership through this sponsorship opportunity. Receive premium brand exposure in the reception room and across the <i>Honourees Hall of Fame</i> corridor, as well as a short speaking opportunity, while getting to connect with Canada's top public policy influencers. The Networking Reception takes place prior to the Atlantic Dinner. Attendees include Honourees, their guests, sponsoring partners, special guests, and senior-level public servants and executives. This engaging event takes place in an adjacent room to the dinner and sets the tone of the evening for the illustrious guests.	\$17,500
Wine Sponsor	A selection of wines will be served at each tables throughout the course of the evening. Support PPF in raising a glass to public policy excellence in Atlantic Canada. Receive brand exposure on each table with special recognition from the podium.	\$10,000
Atlantic Dinner Table	Purchase a table at the Atlantic Dinner, seating 10 guests. This includes access to the reception for all attendees preceding the Dinner.	\$3,300

For sponsorship enquiries, please contact:

Partnerships & Membership

Public Policy Forum

Email: membership@ppforum.ca



ABOUT PPF

The Public Policy Forum (PPF) is an independent, non-partisan, non-profit organization, and a registered charity. PPF builds bridges among diverse participants in the policy-making process and gives them a platform to examine issues, offer new perspectives and feed fresh ideas into policy discussions.

We believe good policy is critical to making a better Canada—a country that's cohesive, prosperous, and secure.

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