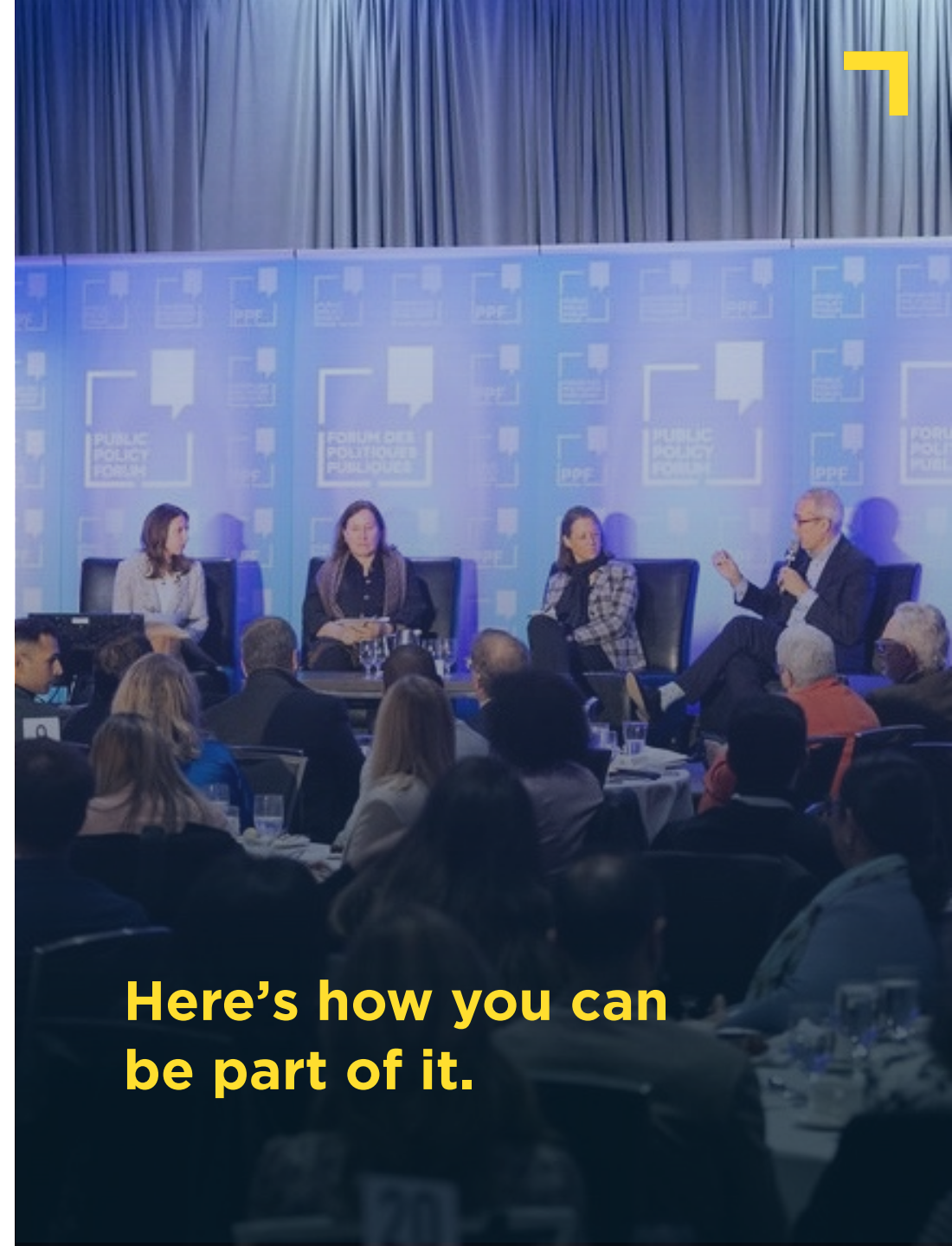




Fall Lecture 2024

Since 2006, PPF has hosted the annual Fall Lecture to explore the critical role the public service plays in preserving a democratic and vibrant Canadian society.

October 24, 2024
National Arts Centre, Ottawa, ON



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

ABOUT THE EVENT

This year, as in previous, we are focusing on a timely and critically important topic to Canada's public policy leaders. Days before the American election, we will bring forward leaders from both the Democrat and Republican parties to discuss Canada and the US' geostrategic relationship fit for 21st century stresses and geopolitical pressures. This lecture will explore how can Canada remain relevant and resilient.

Gain a deeper understanding of how a re-energized relationship between Canada and the U.S. can strategically position our countries.

Learn from leading experts about the opportunities and challenges when it comes to Canada mattering more to the U.S.

Speakers:

- **Kelly Craft and Gordon Giffin**, former U.S. Ambassadors to Canada
- **Clifford Young**, President of IPSOS U.S. Public Affairs
- **Janice Stein**, Belzberg Professor of Conflict Management and the Founding Director of the Munk School of Global Affairs & Public Policy
- **Edward Greenspon**, PPF President and CEO



FEATURE YOUR ORGANIZATION AND BECOME AN EVENT SPONSOR TO RECEIVE:



Premium Brand Exposure

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



Key Policy Conversations

Support the exchange of ideas amongst public policy leaders and professionals around a critical policy issue facing the country



Learn from Experts

Engage in meaningful dialogue with key stakeholders including the public service, business, non-profit, academia and elected officials

OUR TARGET AUDIENCE FOR THE EVENT INCLUDE:

- Senior - mid-level leaders from across the public service
- Industry executives and leaders
- Academia's leading thinkers in US-Canada relations
- Civil society's distinguished representatives

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



POSITION YOUR ORGANIZATION AT THE EVENT

Fall Lecture 2024

WHAT YOU GET	Annual Fall Lecture 2024	
	Signature Sponsor \$20,000	Supporting Sponsor \$10,000
Recognition as event sponsor and PPF supporter from podium during opening/closing remarks	✓	✓
Exclusive access to an invitation-only, in-person roundtable convening with key leaders and experts prior to the Fall Lecture, including speaking opportunities in a closed-door, Chatham House Rule discussion	✓	✓
Recognition on event and promotional material, including social media platforms (40K+ reach)	✓	✓
VIP seating at the event with prominent attendees and speakers	✓	
Opportunity to connect bilaterally with others in the room	✓	
Complimentary tickets to the Fall Lecture	Table of 8	4 tickets

+ ADDITIONAL ENGAGEMENT OPPORTUNITIES | Fall Lecture 2024

Community Sponsor	The Community Sponsor will support Canada-US themed food and wine as they are featured throughout the course of the evening. The Community Sponsor will also receive four tickets to provide to local leaders from the community to attend the event. Receive recognition on event and promotional material, including social media platforms (40K+ reach) and as an event sponsor and PPF supporter from podium.	\$7,500
Arts and Culture Sponsor	The Arts and Culture Sponsor will support art and cultural artifacts featured throughout the venue. The Arts and Culture Sponsor will also receive four tickets to attend the event. Receive recognition on event and promotional material, including social media platforms (40K+ reach) and as an event sponsor and PPF supporter from podium.	\$7,500
Emerging Leader Sponsorship	The Emerging Leader Sponsorship offers an opportunity to support participation of youth, students, and/or emerging young leaders. Emerging Leader Sponsors will ensure emerging leaders receive complimentary tickets to attend the event. Receive recognition on event and promotional material.	\$2,250 (table of 8)



For sponsorship enquiries, please contact:

PPF Strategic Engagement Team

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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