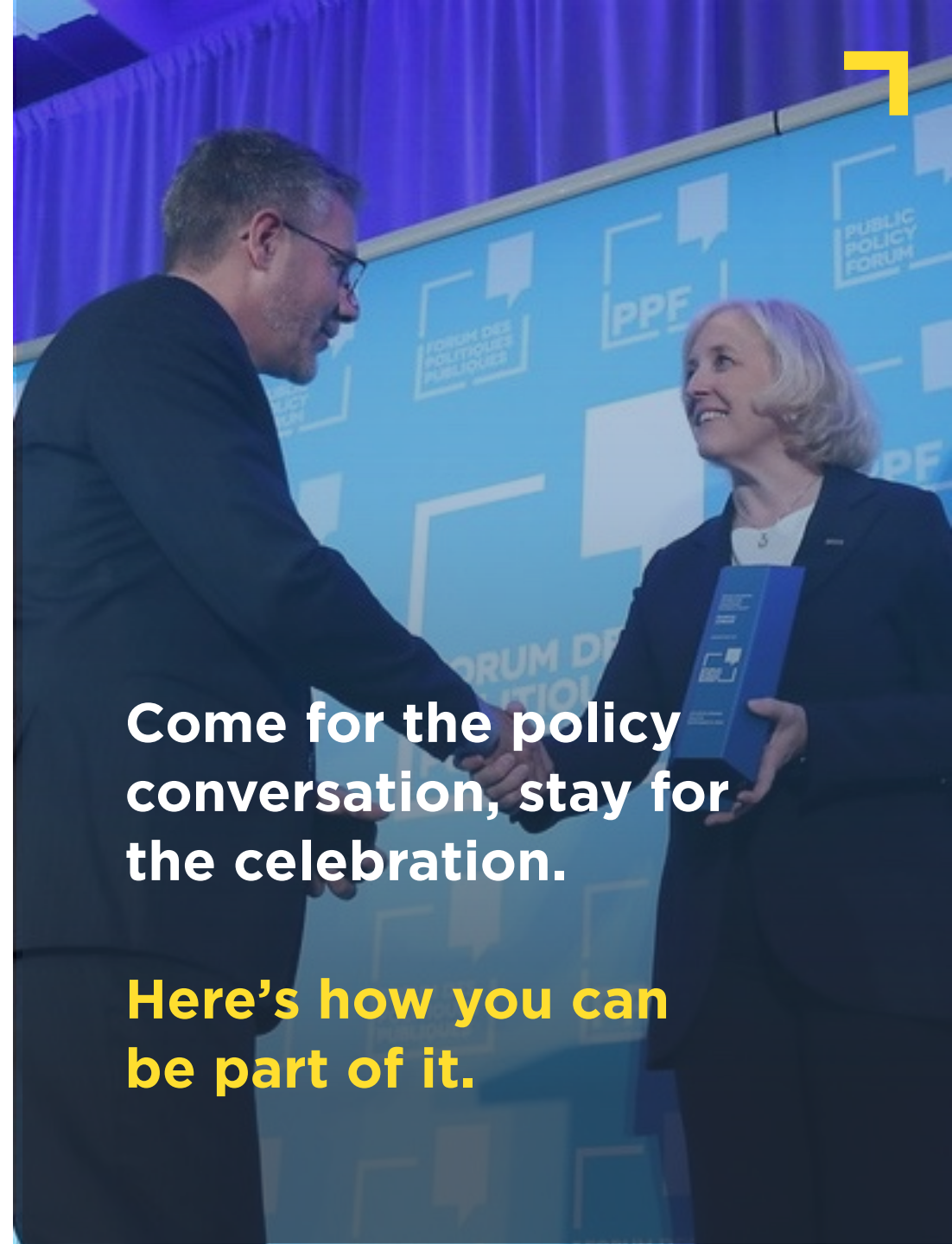




# Frank McKenna Awards 2024

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

### Frank McKenna Awards 2024

Join us at Public Policy Forum's [Frank McKenna Awards 2024](#) 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](#).

Our 2024 honourees, announced to date, include Laura Lee Langley, Dr. Anya Waite and Chief Mi'Sel Joe.





## 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

Three outstanding established and emerging public policy leaders and contributors



## OUR TARGET AUDIENCE FOR THE EVENT 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

Frank McKenna Awards 2024

### **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

Frank McKenna Awards 2024

WHAT YOU GET	Frank McKenna Awards 2024	
	Lead Sponsor \$50,000	Supporting Sponsor \$20,000
Recognition as event sponsor and PPF supporter from podium during opening/closing remarks	✓	✓
Complimentary tickets to the Frank McKenna Awards 2024	Two Full Tables of 10	Full Table of 10
Recognition on event and promotional material, including social media platforms (40K+ reach)	✓	✓
Invitation to regional public policy roundtables to discuss key policy levers and indicators of growth and momentum in Atlantic Canada	✓	✓
Opportunity for meetings with public policy leaders in Atlantic Canada and/or select Frank McKenna Award Honourees in Halifax	✓	
Speaking opportunity on stage to showcase thought leadership	✓	

## + ADDITIONAL ENGAGEMENT OPPORTUNITIES | FRANK MCKENNA AWARDS 2024

<p><b>Reception Sponsor</b></p>	<p>A convening in advance of Awards, the Networking Reception is an opportunity for leaders from across Atlantic Canada to gather, network, and show support for the event’s Honourees and public policy leadership through this sponsorship opportunity. The sponsor will receive premium brand exposure in the reception room and will connect with Canada’s top public policy influencers. Attendees include honourees, their guests, sponsoring partners, industry leaders, and senior-level public servants and executives from across the post-secondary, non-profit, and private sectors in the Atlantic region. This engaging event takes place in an adjacent room, prior to the Awards, and sets the tone of the evening for the illustrious guests.</p>	<p><b>\$17,500</b></p>
<p><b>Community Sponsor</b></p>	<p>The Community Sponsor will support local food and wine vendors as they are featured throughout the course of the evening. The Community Sponsor will also receive two 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.</p>	<p><b>\$10,000</b></p>
<p><b>Sustainability Sponsor</b></p>	<p>The Sustainability Sponsor supports PPF’s efforts towards mitigating and offsetting the environmental impact of our events.</p>	<p><b>In-kind</b></p>
<p><b>Arts and Culture Sponsor</b></p>	<p>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.</p>	<p><b>\$7,500</b></p>
<p><b>Frank McKenna Awards 2024 Table</b></p>	<p>Purchase a table at the Frank McKenna Awards 2024, seating 10 guests. This includes access to the reception for all attendees preceding the Awards.</p>	<p><b>Member \$2,750 Non-Member \$3,300</b></p>
<p><b>Emerging Leader Sponsorship</b></p>	<p>Donate a table to 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.</p>	<p><b>\$2,750</b></p>

For sponsorship enquiries, please contact:

## PPF Strategic Engagement Team

Email: [membership@ppforum.ca](mailto: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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