



MENSA CANADA ANNUAL GATHERING 2025 IN CALGARY

Aug 8 - 10, 2025

Sheraton Cavalier Calgary Hotel

Sponsorship RSVP By: June 21st 2025

Sponsorship Proposal

Prepared by:

Priscilla Lee

priscilla.lee@mensacanada.org



Mensa Canada is the Canadian chapter of Mensa, the high-IQ society, dedicated to fostering intellectual exchange, lifelong learning, and social connections among gifted individuals across the country.

About the 2025 Mensa Canada Annual Gathering

The 2025 Mensa Canada Annual Gathering will take place in Calgary, Alberta, bringing together members for a weekend of thought-provoking discussions, expert presentations, and engaging social events. The theme, "Out of This World," will explore futuristic ideas, innovation, and intellectual discovery.

Call for Event Sponsors

As a sponsor or exhibitor, you will have the opportunity to showcase your brand, products, and services to an engaged audience, enhance visibility among thought leaders and professionals. We understand that every organization has unique goals, and we are happy to explore customized sponsorship opportunities to ensure maximum value for your investment.

Demographics

The 2025 Mensa Canada Annual Gathering will welcome 100 to 200 members from across Alberta and Canada, including professionals, innovators, and lifelong learners. We are of all personality types, education levels, professions, and ages. Many members have a high level of curiosity and multiple areas of interests and skills. We often love games, puzzles, and discussing complex topics.

Event Overview

The event will feature speakers from a variety of industries, including gifted education, puzzle and game sectors, and companies focused on intellectual pursuits.

- Two simultaneous presentation tracks, including topics on science, art, writing, and personal development.
- A games and hospitality room, designed for networking and social activities.
- Youth-specific events and sessions tailored to our younger attendees.
- A gala dinner and entertainment aligned with our 'Out of This World' theme.

SPONSOR PACKAGE

Standard Sponsor

\$100

- Sponsorship certificate as a token of appreciation.
- Company name listed in the event program booklet (text-only, no logo).
- Company name listed in the event webpage (text-only, no logo).
- Brochure or business card on Sponsors' Table which will be next to the Registration table and available throughout the event.

Want more exposure? Consider adding onto your sponsorship with one or more of these items.

Contribution	Sponsorship Opportunities
Total retail value	Share a product, service, or marketing item (pens, bookmarks, etc.), in the Registration bag or as Prizes so attendees can see why they need and love them. This includes any discount offers you want to promote!
\$50	Company or product mention at least once in Mensa Canada social media leading up to and during the event. (Over 6500 subscribers across Canada. Over 150 subscribers in Calgary channel.)
\$100	Life sized cardboard poster of sci fi character as photo opportunity. Your company will be listed as the Sponsor.
+\$50 or cost of activity	Named sponsor for hands on Activity.
+\$100 or cost of activity	Named sponsor for hands on Youth Activity.
+\$100 or cost of activity	Entertainment segment sponsor in the Saturday Night Gala event.

Other Sponsorship Ideas

- Life size poster(s) of sci fi characters as photo opportunities with you business name and logo
- Photobooth sponsor
- Merchandise sponsor: Pens, Bookmarks, Goodie bags, Lanyard
- Activity or Prize sponsors
- Entertainment segment at Saturday Gala

Sponsorship Recognition Levels

As additional recognition for Sponsors, total contribution levels Sponsors will be grouped as follows

- Standard - \$100
- Silver - \$300+
- Gold - \$500+
- Platinum - \$1000+
- Diamond - \$2000+

Sponsorship Deadline and Terms:

please submit your sponsorship inquiry ASAP and sponsorship monies must be received by June 21st, 2025.

Sponsorship value by cash donation or equivalent goods and services at retail price.

Marketing and Branding Rights:

Sponsors are typically granted rights to use the event's name and logo in their promotional materials, with phrases like "Proud Sponsor of Mensa Canada Annual Gathering 2025".

Online Advertising:

Digital advertisements will go live 14 days after payment is received and will remain active for at least 30 days following the conclusion of the Mensa Canada Annual Gathering 2025.

Sponsorship Customization:

Please email Priscilla to discuss sponsorship package details. We are happy to customize options to better align with what is most valuable to your organization. We welcome prize hampers, product sponsorships, merchandise contributions, goodie bag vouchers, and samples—any creative ideas that help promote your business and engage our Mensa members.

Contact Information:

Sponsorship coordinator: Priscilla Lee priscilla.lee@mensacanada.org

Mensa AG Chair: Diana Pederson diana.pederson@mensacanada.org