



IC TALKS: UNFILTERED

Sponsor The Conversations That Shape Our Region.



Where Regional Innovation Takes the Stage

IC Talks: Unfiltered brings together leaders from across business, healthcare, education, technology, Indigenous communities, sustainability, manufacturing, and entrepreneurship to share the ideas, challenges, and innovations shaping Peterborough and the Kawarthas.

Through a series of short, thought-provoking talks, attendees gain fresh perspectives, discover new ideas, and build meaningful connections with others who are passionate about strengthening our region.

October 1 | Market Hall | 200+ Attendees | 8 Speakers



Why Sponsor?

Partnering with IC Talks is an opportunity to position your organization alongside the people, ideas, and conversations shaping Peterborough and the Kawarthas.

Whether your goal is to build relationships, increase visibility, or demonstrate your commitment to the region, sponsorship offers meaningful opportunities to be part of an event designed to inspire connection and collaboration.



Increase Visibility

Reach attendees before, during and after the event.



Build Relationships

Connect with an engaged business community.



Support Regional Innovation

Help bring meaningful conversations to our community.



Opportunities

Each sponsorship level offers valuable visibility, meaningful connections, and the opportunity to support innovation in our region.

PRESENTING SPONSOR

\$5,000

One Available

Our highest level of partnership, offering exclusive visibility before, during, and after the event.

-  Co-presenting partner of the event
-  Welcome address opportunity
-  Inclusion in the event recap video
-  Featured sponsor on event website
-  VIP seating for up to 6 guests
-  Premium brand visibility across all event materials

EXPERIENCE SPONSOR

\$2,000

Two Available

Support the parts of the event that bring people together and create a memorable attendee experience.

-  Recognition on event slides & program
-  Exclusive logo placement on hospitality
-  VIP seating for up to 3 guests
-  Opportunity to display branded banners
-  Recognition in event promotions

COMMUNITY PARTNER

\$750

Six Available

Support entrepreneurship and demonstrate your commitment to the regional business community.

-  Logo on digital event program
-  VIP seating for 1 guest
-  Recognition in post-event recap
-  Social media recognition

Benefits At a Glance



	PRESENTING SPONSOR \$5,000	EXPERIENCE SPONSOR \$2,000	COMMUNITY PARTNER \$750
Brand visibility on the event digital program	✓	✓	✓
Recognition on event presentation slides	✓	✓	✓
Recognition in the post-event attendee email	✓	✓	✓
VIP seating	✓	✓	✓
Social media recognition	Dedicated pre-event, post-event and collective sponsor thank you	Pre-event recognition + collective sponsor thank you	Collective sponsor thank you
Branded promotional materials to attendees	✓	✓	
Banner display in the theatre	2	1	
Featured sponsor profile on event webpage	✓	✓	
Logo on catering/hospitality signage		✓	
Onstage recognition	✓	Where applicable/ depending on event flow	
Recap video feature	✓		
Access to digital event assets	✓		
Media recognition	✓		
Co-presenting partner of the event	✓		
Welcome address	✓		
Premium logo placement on event marketing	✓		
Exclusive attendee email	✓		

Let's talk.

Sponsorship opportunities are available on a first-confirmed, first-served basis and are limited to maintain exclusivity and maximize value for each partner.

To discuss sponsorship, please contact our team

learnmore@innovationcluster.ca