

Sport Summit



OCTOBER 19-21, 2026 | GREY EAGLE RESORT & CASINO, CALGARY - AB

The 2026 Sports Summit brings together the key stakeholders shaping the future of sport in Canada — from National Sport Organizations and industry leaders to entrepreneurs and community partners. Our mission is to spark collaboration over competition by creating space for deep conversations, strategic networking, and shared innovation.

Set in an intimate, high-impact environment, the Sports Summit moves beyond traditional conferences to deliver real connection and results.

WHY SPONSOR THE SPORTS SUMMIT?



- Unmatched Access to Decision-Makers** - Build relationships with influential sport leaders, brands, and organizations in an intimate, face-to-face setting.
- Premium Brand Visibility** - Be seen before, during, and after the event — from keynote screens to social media and printed programs.
- Knowledge Leadership** - Align your brand with cutting-edge dialogue on sport business, equity, innovation, and development.
- Lead Generation** - Tap into a high-value market of buyers and influencers to generate leads and drive sales.
- Community Investment** - Demonstrate your commitment to sport, inclusion, and the future of Canada's athletic landscape.

TESTIMONIAL

"Sport Summit North America delivers an energetic, collaborative experience with meaningful networking, inspiring sessions, and actionable insights. **Lesley Plumley's** passion and innovation make this event a must-attend for anyone in the sports industry."

Sarah Loney - Puck Sudz

2026 SPORT SUMMIT EVENT SNAPSHOT

- Day 1 (Oct. 19, 2026)** — Registration, Mix & Mingle with speakers, sponsors, and attendees
- Day 2 (Oct. 20, 2026)** — Full-day Conference
- Day 3 (Oct. 21, 2026)** — "Fun Day" with unique programming and networking

SPONSORSHIP PACKAGES

TITLE PARTNER \$10,000 (1 AVAILABLE)

- Dominant brand visibility across all media.
- Full-page ad in program + booth opportunity
- Logo featured on all screens, site, and speaker breaks
- Mentioned in all social media
- Six tickets to the event
- Photo opportunity with current and former athletes

PRESENTING PARTNER \$7,500 (3 AVAILABLE)

- Daily presenting sponsor (1 per day)
- Half-page ad in program + 10 social media posts
- Prime logo placement on screens, signage, website
- Booth opportunity available
- 4 tickets to the event
- Company introduction between keynote segments

SPEAKER / PANEL PARTNER - \$5,000

- Sponsor a keynote or panel session
- Branded emcee mention with logo on screens
- Table space + logo in program and social media
- Website logo
- 2 tickets to the event
- Private meet and greet with athlete panel

WELCOME RECEPTION PARTNER \$5,000

- Booth space; logo on site, program, and social
- Website logo
- Two event tickets
- Speaking opportunity at reception

LUNCH PARTNER \$5,000

- Product placement in official attendee bags w/ card.
- Website logo
- Two event tickets
- Small logo in program
- Social Media Mention

NETWORKING PARTNER \$2,500

- Website logo
- Small logo in program
- 2 tickets to the event

LET'S BUILD TOGETHER!

We tailor sponsorships to fit your goals and budget. Let's work together to craft a partnership that puts your brand front and centre! Contact us at info@thesportssummit.com or visit www.thesportssummit.com!