



## **Peter Wilson Dinner**

May 7, 2020

*5:00 pm – 9:00 pm*

Cunard Centre, Halifax

**Sponsorship Opportunity**



## PARTICIPATING SPONSORSHIP OPPORTUNITY

The Peter Wilson Dinner has grown in both size and attendance thanks to our sponsors and the many inspirational speakers we have had the privilege to hear from each year. The event has become well-established, supported and promoted over the past 15 years and we would be honoured to have your company as a sponsor.

Our goal is a long-term relationship with your company and we are open to discussing how we can customize your sponsorship experience to deliver ROI and achieve your strategic objectives. We invite you to consider becoming a supporter of Family Business Atlantic with the following sponsorship benefits:

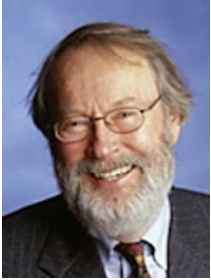
**ANNUAL COST** **\$750 (no hst)**

SPONSORSHIP BENEFITS	PARTICIPATING
Name & logo recognition on promotional pieces and Dinner Program	●
Logo link within sponsor recognition webpage on Family Business Atlantic website	●
Name & logo recognition within marketing and promotion related to our Peter Wilson Dinner inclusive of: <ul style="list-style-type: none"> <li>● Minimum of 15 email blasts to membership database of over 500 direct contacts</li> <li>● Onsite event signage with a pop-up display in the dinner area (provided by sponsor)</li> <li>● Podium acknowledgement by MC at opening &amp; closing of dinner</li> </ul>	Preferred size & position Please provide your logo and pop-up banner
Opportunity to meet and engage Family Business Atlantic members and other key family business members at the dinner reception	●

## 2020 GUEST SPEAKERS

### Allan Shaw

*Chairman, The Shaw Group*



Allan was born in Halifax and earned his BSc from Dalhousie University and MBA with distinction from Harvard Business School. In 2001, he was named Atlantic Entrepreneur of the Year; in 2002 he was inducted into the Junior Achievement Nova Scotia Business Hall of Fame; in 2004 he was an honoree at the Public Policy Forums 17th Annual Testimonial Dinner in Toronto.

Mr. Shaw is a Member of the Order of Canada and has received an Honorary Doctor of Laws degree from Dalhousie University. He is Vice-Chair, Dalhousie Medical Research Foundation; Member, Advisory Board, Dalhousie University Faculty of Management; past Director of Scotiabank; past Chair, Canadian Centre for Ethics in Public Affairs; past Member, Board of Trustees, Ernest C. Manning Awards Foundation, Calgary; past Chair, Canadian Policy Research Networks Inc., Ottawa; past Chair, Atlantic Provinces Economic Council; and past Chair, Nova Scotia Voluntary Planning.

His company, The Shaw Group, is the largest development company in HRM - owning Clayton Developments, Prestige Homes, Clayton Brick, and a half-dozen other “Shaw” branded construction companies.

### Dean Robertson

*President and Chief Executive Officer, The Shaw Group*



A graduate of both Acadia University, with a Certificate in Applied Science, and the Technical University of Nova Scotia, with a Degree in Industrial Engineering, Robertson held managerial positions with McCain Foods Limited and Lewis Mouldings Limited before joining The Shaw Group in 1997.

As General Manager of Shaw Wood, he immediately displayed his keen leadership skills and worked with a strong team who grew the company to become one of IKEA’s top-ranking producers in North America. Appointed General Manager of Prestige Homes in 2006, Robertson restructured the business model, based on the new realities in the housing industry. This new structure, with his emphasis on team building, has paid off in the positioning of that division for the future.

In recent years, Robertson attended Duke University Advanced Management Program and has worked on growing The Shaw Group operations into Labrador. Robertson’s current focus is on leading the company’s growth strategy and building a strong team for the future. He has served on various wood sector boards and Enterprise Fundy, a community economic development agency in New Brunswick.

*Join the conversation...*

## REACH FAMILY BUSINESS LEADERS

Family Business Atlantic helps multi-generational family businesses succeed by bringing them together to share knowledge and experiences, along with offering peer support. Through our services, business families learn best practices to meet the unique challenges and dynamics of owning and operating a family business. By becoming a sponsor of Family Business Atlantic's Peter Wilson Dinner, you become a friend of the family and position your brand with influential family business leaders in our region.

## MAKE AN IMPACT ON BUSINESS FAMILIES

Family Business Atlantic is embarking on an aggressive new strategic plan with a focus on building and expanding our community of business families within the Atlantic region. By becoming a sponsor, you'll be joining our family business community and helping connect even more Atlantic Canadian business families together for success. Through our many programs and services, you'll be positioning your corporate brand as a leader and supporter of family business in Canada.

## CONNECT WITH US

Family Business Atlantic recognizes budget cycles may not correspond with the timing of this event and would be pleased to discuss financial arrangements that best suit your company.

We're hoping to secure sponsors by December 31, 2019, allowing ample lead-time for promotion of the dinner and its supporters.

Your consideration of this sponsorship opportunity is greatly appreciated – we look forward to discussing your involvement and support for family businesses in our region.

## CONTACT:

**Michelle LaVigne**  
Executive Director  
902-465-2535

## SPONSORSHIP OPPORTUNITIES

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Participating sponsor investment		\$750 annually
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## Sponsorship Agreement Form

SPONSORSHIP AGREEMENT BETWEEN FAMILY BUSINESS ATLANTIC AND THE UNDERSIGNED ORGANIZATION

### SPONSOR:

**Company:** \_\_\_\_\_

**Contact:** \_\_\_\_\_

**Name:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**Address 2:** \_\_\_\_\_

**Phone:** \_\_\_\_\_

**Email:** \_\_\_\_\_

### SPONSORSHIP LEVEL:

Participating Sponsor

### SPONSORSHIP TERM:

The term of this Participating sponsorship agreement is from September 1, 2019 to August 31, 2020 inclusive.

### SPONSORSHIP PAYMENT TERMS:

Family Business Atlantic will invoice the amount of \$750 within three months of the event date. Payment is due upon receipt.

The undersigned is authorized to bind the Sponsor to the terms and conditions of this agreement.

The undersigned, on behalf of the Sponsor, acknowledges and agrees that they have read and agrees to the terms and conditions contained within this agreement.

Accepted and agreed upon by: \_\_\_\_\_

**Michelle LaVigne, Executive Director, Family Business Atlantic**

Acceptance (please sign): \_\_\_\_\_

**Name, title, company**

Date: \_\_\_\_\_

## TERMS AND CONDITIONS OF THE SPONSORSHIP AGREEMENT

1. The Sponsorship package sets out the benefits of your selected sponsorship level. Subject to receipt of sponsorship fees, Family Business Atlantic agrees to provide the benefits for the sponsorship selected until the conclusion of term of the agreement.
2. Family Business Atlantic reserves the right, at its sole discretion, to change the date or dates upon which its events are held, and/or to cancel the events and shall not be liable for any damages or otherwise by reason of any such changes or cancellations other than for return of the sponsorship fees.
3. The Sponsor is responsible for compliance with all applicable laws, bylaws, ordinances, regulations, requirements, codes and standards, including those with respect to fire, safety, health and environmental matters in connection with its sponsorship.
4. The Sponsor is responsible for providing all information, digital artwork, and materials to meet Family Business Atlantic specifications.
5. The Sponsor is responsible for meeting all Family Business Atlantic deadlines for promotional materials.
6. The contact for the Family Business Atlantic for this agreement will be Michelle LaVigne, Executive Director, 902-465-2535.
7. This agreement will be construed and governed by the laws of the Province of Nova Scotia and the federal laws of Canada applicable therein.
8. This Agreement constitutes the entire understanding between the Family Business Atlantic and the Sponsor in respect of the matters herein and supersedes all prior oral and written understandings, agreements and commitments.