



welcome to the family.

Peter Wilson Dinner

May 7, 2020

5:00 pm – 9:00 pm

Cunard Centre, Halifax

Sponsorship Opportunity



SUPPORTING SPONSORSHIP INVESTMENT

The Peter Wilson Dinner has grown in both size and attendance thanks to our sponsors and the many inspirational speakers we've had the privilege to hear from each year. The event has become well-established, supported and promoted over the past 16 years and we would be honoured to have your company as a sponsor.

Our goal is to sustain a long-term relationship with your company, and we're 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

\$3,500 +HST

SPONSORSHIP BENEFITS

Supporting

Industry exclusivity within your Sponsorship Category for 2020 Dinner	●
Name & logo recognition on promotional pieces and Dinner Program	●
Rotating web banner + link on Family Business Atlantic's website home page, two sizes (300 x 250 /300 x 100 pixels) will run from February 1 – May 9 – Artwork to be provided to scale	300 x 250 300 x 100
Name & logo recognition + logo link within sponsor recognition webpage on Family Business Atlantic's website	Preferred size & position
Name & logo recognition within all marketing and promotion related to our Peter Wilson Dinner inclusive of: <ul style="list-style-type: none"> • Minimum of 15 email blasts to membership database of 500 direct contacts • Dinner program cover & sponsor recognition • Onsite event signage – pop up display in dinner area (provided by sponsor) • Podium acknowledgement by MC at opening & closing • Recognition through our social media channels • Sponsorship announcement through Family Business Atlantic newsletter and events • Logo Placement on Power Point that runs throughout the dinner 	Preferred size & position
Preferred table placement at the event	●
Opportunity to meet and engage Family Business Atlantic members and other key family business members at the dinner reception	●
Two dinner reservations to attend Peter Wilson Dinner (\$250 value)	2 seats
Complimentary bottle of white and red wine (\$100 value)	●
Right of First Refusal for Supporting Sponsorship at subsequent Peter Wilson Dinners	●

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 Agreement Form

SPONSORSHIP AGREEMENT BETWEEN FAMILY BUSINESS ATLANTIC AND THE UNDERSIGNED ORGANIZATION

SPONSOR:

Company: _____

Contact: _____

Name: _____

Address: _____

Address 2: _____

Phone: _____

Email: _____

SPONSORSHIP LEVEL:

Supporting Sponsor

SPONSORSHIP TERM:

The term of the Supporting sponsorship agreement is from December 31, 2019 to June 1, 2020.

SPONSORSHIP PAYMENT TERMS:

Family Business Atlantic will invoice the amount of \$3,500 +HST 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.