

The logo features a small red maple leaf icon to the left of the word "TIES" in a small, red, sans-serif font. Below "TIES", the words "CLIMB" and "STRONG" are stacked vertically in a larger, bold, red, sans-serif font.

TIES
CLIMB
STRONG

2ND ANNUAL SIGNATURE FUNDRAISING EVENT & CORPORATE CHALLENGE

#TIESClimbStrong2026

Saturday, October 3, 2026 · Calgary Tower

Presented by TIES (The Immigrant Education Society)

EXECUTIVE SUMMARY



A Corporate Stair Climb Event at the Calgary Tower

The Immigrant Education Society (TIES) is proud to present the **2nd Annual #TIESClimbStrong Corporate Challenge**, taking place on **Saturday, October 3, 2026, at the iconic Calgary Tower**. Building on the success of our pilot event, Climb for New Beginnings, this year's challenge brings together employers, community leaders, and supporters to promote workplace wellness, strengthen teams, and invest in a stronger, more inclusive Calgary.

With exclusive private access to the Calgary Tower, **only 12 corporate teams** will have the opportunity to conquer the **Tower's 802 steps** while demonstrating leadership in workforce development and community impact.

For **more than 38 years**, TIES has supported newcomers through language training, employment services, financial literacy programs, and research initiatives that help individuals build meaningful careers and contribute to Calgary's economy. As higher-level language funding comes to an end, more than 1,180 newcomers are currently waiting for advanced language training, creating a growing need for community awareness and support.

More than a fundraising event, **#TIESClimbStrong** raises awareness of the barriers and opportunities facing newcomers and highlights the critical role employers and communities play in creating pathways to success. Every step climbed symbolizes resilience, determination, and the shared commitment to building a stronger workforce and a more prosperous Calgary.

Together, we are not simply climbing 802 steps, we are helping newcomers climb toward brighter futures.



Some images shown are conceptual renderings and may have been enhanced or generated using artificial intelligence (AI) for visualization purposes. Final event setup, branding, and layouts may vary.



For over **38 years**, TIES has helped newcomers build the skills and connections needed to succeed in Calgary's workforce.

BRIDGING THE GAP

We bridge the gap between newcomer talent and meaningful career opportunities, helping individuals and communities thrive.

SKILLS & SUCCESS

Through language training, employment programs, and career development opportunities, we help newcomers reach their full potential and contribute to Calgary's economy.

FROM PILOT TO PUBLIC

Following a successful internal pilot, we're bringing this high-energy corporate challenge to the public. We're climbing for a stronger workforce—bridging the gap between newcomer talent and opportunity.



- #TIESClimbStrong2026

The Calgary Tower Takeover

DATE & TIME	Saturday, October 3, 2026 · 8:00–10:00 AM
THE VENUE	Full private buyout of the iconic Calgary Tower stairwell & Observation Deck.
THE CHALLENGE	802 vertical steps to the top.
THE FIELD	Hard cap of exactly 12 local corporate teams for safe traffic flow.

• #TIESClimbStrong2026



THE SUMMIT EXPERIENCE

Breakfast at the Top

THE REWARD

A networking breakfast on the 360° Observation Deck.

THE CELEBRATION

Live awards ceremony, and plaque presentations

THE NETWORKING

Connect directly with Calgary's top business leaders, executives, and HR directors at the city's highest point.

- #TIESClimbStrong2026



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Climbing to Bridge the Funding Gap

01

The Challenge

Calgary's economy depends on a strong and adaptable workforce. While employers continue to face talent shortages, many newcomers need additional support to fully integrate into the Canadian labour market.

With federal funding for higher-level language training coming to an end, access to critical supports is becoming increasingly limited. Today, more than 1,180 newcomers are waiting for advanced language training, while another 250 learners are expected to complete foundational training this year and will require continued support to advance their careers.

Through language training, employment services, and workforce development programs, TIES bridges the gap between talent and opportunity, helping newcomers succeed while strengthening Calgary's workforce.

02

The Opportunity

Through **#TIESClimbStrong**, corporate sponsors help close the gap between talent and opportunity. Together, we can strengthen Calgary's workforce by supporting programs that equip newcomers with the language and workplace skills needed to succeed and contribute to our economy.

03

The Impact

Your sponsorship helps **build a stronger workforce** and a more prosperous Calgary. By investing in newcomer success, you are empowering individuals to advance their careers, supporting employers in meeting workforce needs, and strengthening the economic and social fabric of our community.

Because when newcomers thrive, Calgary thrives.

BUILDING TEAMS. BUILDING COMMUNITY.

01

Team Building and Wellness

Promote workplace wellness, employee engagement, and team building through a unique and memorable challenge at one of Calgary's most iconic landmarks.

02

Community Impact

Help raise awareness of the barriers and opportunities facing newcomers and support programs that build skills, create pathways to employment, and strengthen Calgary's workforce.

03

Network and Connections

Network with business leaders, executives, HR professionals, and community champions while showcasing your organization's commitment to diversity, workforce development, and community impact.

- #TIESClimbStrong2026

ALL-INCLUSIVE CORPORATE PACKAGES

TIER 1

Title Sponsor

\$10,000

Presented by naming rights,
summit keynote & full
media/PR suite

TIER 2

Summit Sponsor

\$5,000

10 tickets, turnkey video
production, logo placement on
all print and online materials,
custom LinkedIn campaigns,
and access to the networking
breakfast with business and
community leaders

TIER 3

Basecamp Sponsor

\$2,500

8 tickets, plus logo on the TIES
website, shared lobby boards,
and access to the networking
breakfast with business and
community leaders

TIER 4

Community Partner

\$1,200

4 tickets & website listing, and
access to the networking
breakfast with business and
community leaders

- Field limited to 12 corporate teams — first come, first served.

Title Sponsor

\$10,000

1 SPOT AVAILABLE

Elite tier for premier corporate branding and thought leadership, placing your business at the absolute pinnacle of the entire campaign.

EXCLUSIVE NAMING RIGHTS

Event officially co-branded "**ClimbStrong 2026, presented by [Your Company].**"

SUMMIT KEYNOTE

Deliver a 5-minute opening keynote to Calgary's business leaders at the awards ceremony.

EXECUTIVE ACCESS

10 VIP Summit Passes to the exclusive networking breakfast and awards ceremony, with the opportunity to invite distinguished guests and clients.

ULTIMATE MEDIA & PR SUITE

Top-tier logo on all assets, shirts & web banners, event banners, a dedicated press release, and a professionally edited custom social video for your channels.

TIER 2 · GOLD



Summit Sponsor

\$5,000

BEST VALUE

Secure your company slot plus our premium pre-climb media support suite to showcase your workplace culture to the city.

TEAM ACCESS

1 company slot — up to 10 climbers.

SUMMIT EXPERIENCE

Access to the private Observation Deck celebration breakfast.

WEBSITE & SOCIAL PROMOS

Dedicated feature profile, mid-tier logo placement, and custom brand shoutouts across TIES LinkedIn channels.

TURNKEY VIDEO PRODUCTION

A tailored pre-climb media kit; our team edits and showcases your videos across our official channels.

ON-SITE PREMIUM PLACEMENT

Prominent logo on event banners and shirts, with recognition during the awards ceremony.

- #TIESClimbStrong2026 · Sponsorship Packages

Basecamp Sponsor

\$2,500

LIMITED SLOTS AVAILABLE

The standard competitive corporate team option for local businesses ready to take on the tower.

TEAM ACCESS

1 company slot — up to 8 climbers.

SUMMIT EXPERIENCE

Access to the private Observation Deck celebration breakfast.

DIGITAL PRESENCE

Company logo in "Our Sponsors" section on the TIES website.

ON-SITE PLACEMENT

Company name or logo on the shared sponsor boards in the lobby.

Does not include a dedicated feature profile, pre-climb media kit, or social media reels.

Community Partner

\$1,200

An opportunity for local businesses and community organizations to stand alongside fellow Calgary leaders in building a stronger workforce and stronger communities.

ELIGIBILITY

Open to local businesses, nonprofits, and community organizations that share a commitment to building a stronger and more inclusive Calgary.

TEAM ACCESS

Entry for 1 small team — up to 4 climbers.

SUMMIT EXPERIENCE

Access to the private Observation Deck celebration breakfast.

DIGITAL PRESENCE

Listing in the "Our Community Partners" section on the official TIES event website.

TIES IN THE NEWS

A bit more about us...beyond our direct impact, TIES has a proven track record of successful community engagement, garnering recognition for our high-profile initiatives. Explore some of our recent media coverage to see how TIES actively shapes a stronger, more vibrant Calgary for newcomers and vulnerable individuals.



**DREAMS IN ACTION: CALGARY
ENTREPRENEURS EMPOWERED
BY TIES PROGRAM**
GLOBAL NEWS

**TIES YOUTH JOB FAIR SEES
HIGH DEMAND AMID TIGHT
JOB MARKET**
CITY NEWS

**TIES TAX CLINIC SEES HUGE
RESPONSE FROM
CALGARIANS**
TIES NEWSROOM

**TIES CLIMB FOR NEW
BEGINNINGS SUPPORTS
CALGARY'S NEWCOMERS**
GLOBAL NEWS

**TIES REFLECTS ON CHILD
LANGUAGE BROKERING IN
NEW BOOK**
CTV

**VOICES IN THE ARTS EXHIBITION
HIGHLIGHTS WORK OF 2SLGBTQ
AND YOUTH NEWCOMERS**
GLOBAL NEWS

**SEE MORE AT TIES
NEWSROOM**



NEXT STEPS



Secure Your Slot in the Lineup

FIRST COME, FIRST SERVED

Slots are strictly limited to **12 corporate teams** to preserve safety and timing accuracy.

HOW TO LOCK IT IN

Learn more and complete the registration form at:

www.immigrant-education.ca/get-involved/sponsorship/climbstrong

To reserve your spot or express your interest, please contact

communications@immigrant-education.ca. A member of our team will follow up with registration and payment details.

Thank you for believing in our mission.