Calgary Climate Week

MAY 31- JUNE 5, 2027
CALGARY, AB













SPONSPORSHIP PACKAGE

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CONTEXT

As Canada works to diversify exports beyond its historic reliance on the US, climate solutions are emerging as a strategic economic opportunity across energy, agriculture, transportation, industrial decarbonization, and finance. As Canada's energy capital, Calgary sits at the centre of this opportunity.

History shows a clear pattern. When Alberta leans into pragmatic climate leadership, Canada is viewed globally as credible and solutions-oriented. When it steps back, Canada's reputation suffers. Calgary Climate Week (CCW) is designed to help position Canada as a leader with Calgary as a major hub for climate innovation.

CCW advances a business-friendly, mainstream approach to climate action that emphasizes competitiveness, risk management, market expansion, workforce development, and commercially viable solutions. This approach was validated during the inaugural Calgary Climate Week held from June 1 - 6, 2026 with 25 forums, workshops, tours, and receptions across 9 venues and 1000 registered participants from business, government, finance, innovation and civil society. That momentum now carries forward into Calgary Climate Week 2027, a cohesive, city-wide platform for collaboration, learning, investment, and action.

ABOUT CCW

Calgary Climate Week is a city-wide, solutions-driven platform that brings together innovators, investors, policymakers, businesses, and communities to turn the city into a living laboratory for climate solutions.

The week combines marquee anchor events such as the Calgary Climate Symposium and Net Zero Rodeo, immersive Show and Tell site tours, and dozens of partner-led events across the city. Together, these experiences create a cohesive, high-impact week that amplifies Calgary's role as a global hub for climate solutions.

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WHY ATTEND

Calgary Climate Week is not a traditional conference. It is a platform for alignment, momentum, engagement, and deal-flow.

Participants attend CCW to:

- Learn and see climate solutions in action through curated site visits and demonstrations
- Build cross-sector relationships between business, finance, policy, innovation, and community Indigenous leaders
- Identify investment, partnership, and procurement opportunities
- Shape practical narratives around climate risk and opportunity
- Contribute to a credible, optimistic innovation story rooted in Calgary's strengths

CCW is designed to move conversations forward, reduce polarization, and help participants leave with new connections, clearer insights, and tangible next steps.

WHO ATTENDS

More than 500 people are expected to participate throughout Calgary Climate Week, including:

- Business and industry leaders
- Financial institutions and local and international investors
- Policymakers and regulators
- Climate tech founders and innovators
- Indigenous leaders and organizations
- Researchers and post-secondary institutions
- Community organizations and the general public
- Media and storytellers



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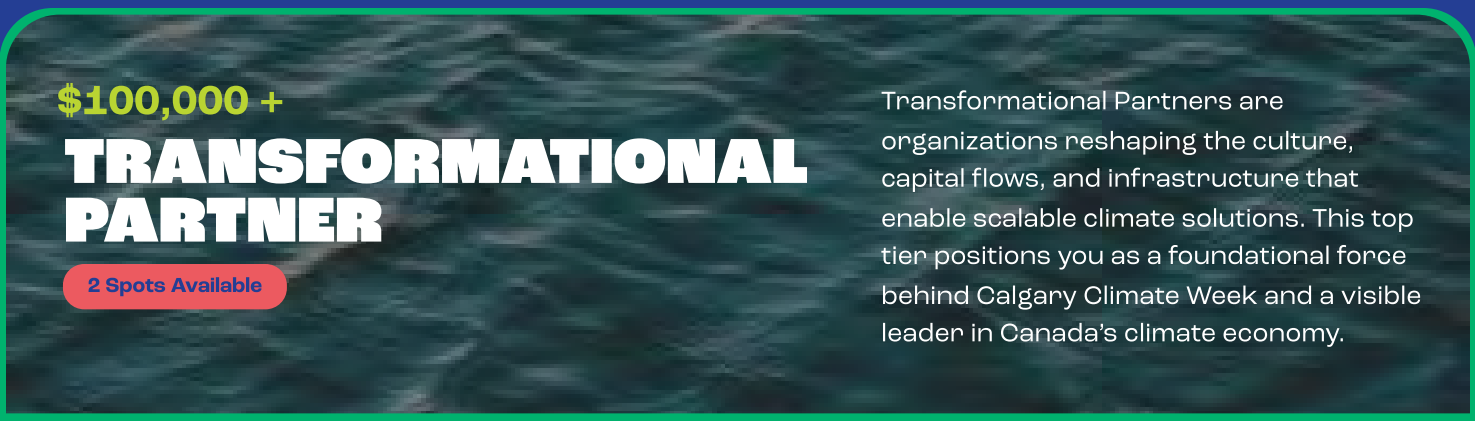
SPONSORSHIP OPPORTUNITIES

Build the Ecosystem for Climate Solutions to Scale

Calgary Climate Week partnerships are designed for organizations that want to do more than sponsor an event. Partners help shape the conditions that allow climate solutions to grow, scale, and succeed.



$100,000 +

TRANSFORMATIONAL PARTNER

2 Spots Available

Transformational Partners are organizations reshaping the culture, capital flows, and infrastructure that enable scalable climate solutions. This top tier positions you as a foundational force behind Calgary Climate Week and a visible leader in Canada's climate economy.

Value & Benefits

- Recognized as a Transformational Partner, with top-tier logo placement on the CCW website, key signage and major campaign materials.
- Presenting recognition for one agreed anchor event or signature CCW experience, subject to availability.
- Opportunity for a senior executive to provide a 2–3 minute welcome, opening remarks or keynote introduction within agreed programming.
- Eight (8) CCW All Access passes.
- Invitations to select leadership, partner and networking events.
- Introductions to relevant speakers, innovators, investors, policymakers and business leaders where appropriate.
- Two dedicated partner features through a CCW communication channel, such as social media, email or website content.
- Recognition in post-event communications and the CCW impact report.
- Opportunity to discuss additional custom activation ideas based on the partner's objectives and the final CCW program.

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$50,000 +

LEAD PARTNER

3 Spots Available

Lead Partners are actively scaling climate solutions and services to meet the scale of the need.

Value & Benefits

- Recognized as a Lead Partner on the CCW website, key signage and partner materials.
- Association with one agreed major CCW program or experience, subject to availability.
- Opportunity for executive participation within the supported program where appropriate.
- Inclusion in CCW communications related to the supported program or experience.
- Recognition in post-event partner communications and reporting.
- Four (4) CCW All Access event passes.
- One (1) approved onsite activation or attendee touchpoint connected to the partnership.
- Coffee & Refreshment Break Partner recognition during scheduled breaks at the main CCW venue, including branding at coffee and refreshment stations.
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$25,000 +

IMPACT PARTNER

5 Spots Available

Innovation Partners accelerate momentum by supporting experimentation, exploration and collaboration through site-based learning and real-world climate solutions.

Value & Benefits

- Recognized as an Impact Partner on the CCW website and relevant program materials
- Naming or presenting recognition for one defined CCW opportunity, subject to availability
- Two (2) CCW All Access event passes
- Branding within the supported event or experience
- Verbal acknowledgement where appropriate
- Inclusion in communications directly related to the supported opportunity
- Recognition in post-event partner communications and reporting



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$10,000

COMMUNITY COLLABORATOR

10 Spots Available

Community Collaborators are helping to elevate and mainstream Calgary Climate Week's programming. This partnership role positions the partner as a trusted supporter of high-quality, solutions-focused dialogue among a wide spectrum of stakeholders.

Value & Benefits

- Calgary Climate Week Community Collaborator designation
- Funding matched to one community-led event, with the opportunity to share preferred priorities (such as neighbourhood, theme or audience) to guide matching
- Logo or organization listing on the CCW website and select Community Partner materials "Made possible by [Community Collaborator]" recognition on the community partner event's listing, promotion and onsite signage
- Opportunity to address attendees at the community partner event for 1-2 minutes
- Two (2) Invitations to attend the community partner event you fund
- One (1) event day pass to CCW event of your choice
- Access to approved CCW Community Collaborator brand assets
- One agreed Community Collaborator opportunity, subject to availability and approval.
- Approved Community Collaborator activities may be included in the official CCW calendar and considered for select promotional amplification
- Recognition in post-event Community Collaborator communications where applicable

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MEDIA /IN-KIND PARTNERSHIPS



Scope to be determined

CLIMATE AMPLIFIER PARTNER (MEDIA)

Value & Benefits

- Official Climate Amplifier Partner of Calgary Climate Week designation.
- Recognition on the CCW website and select campaign or onsite materials.
- Agreed editorial coverage, interviews, content capture or event coverage, subject to editorial independence.
- Access to approved speakers, announcements and programming for agreed coverage opportunities.
- One (1) CCW All Access pass
- Deliverables confirmed based on audience, reach, channel value and overall partnership scope.



Scope to be determined

IN-KIND PARTNER

Value & Benefits

- Recognition based on the fair market value and usefulness of the contribution.
- Logo or organization listing on the CCW website and relevant materials where appropriate.
- Recognition connected to the area supported, where appropriate.
- Passes or hospitality determined by the scope and value of the contribution.

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ANCHOR & CUSTOM OPPORTUNITIES

REGEN RODEO

The Regen Rodeo is a family-friendly, highly visible public celebration that blends climate tech, agriculture, and Calgary's western hospitality. It showcases regenerative agriculture, ag tech innovators, renewable power, and Indigenous cultures.



OTHER OPPORTUNITIES

EXECUTIVE ROUNDTABLES & LEADERSHIP BRIEFINGS

Best for:

Senior leadership, boards, policymakers, industry leaders, and investors.

Host an exclusive, invitation-only discussion that brings together key decision-makers to explore climate challenges, emerging opportunities, and innovative solutions. These focused sessions encourage meaningful dialogue, valuable connections, and strategic collaboration in a more intimate setting.

CUSTOM PARTNERSHIP

If an organization has a specific objective that does not fit the standard menu, Calgary Climate Week can work with the partner to develop a tailored opportunity based on available progra

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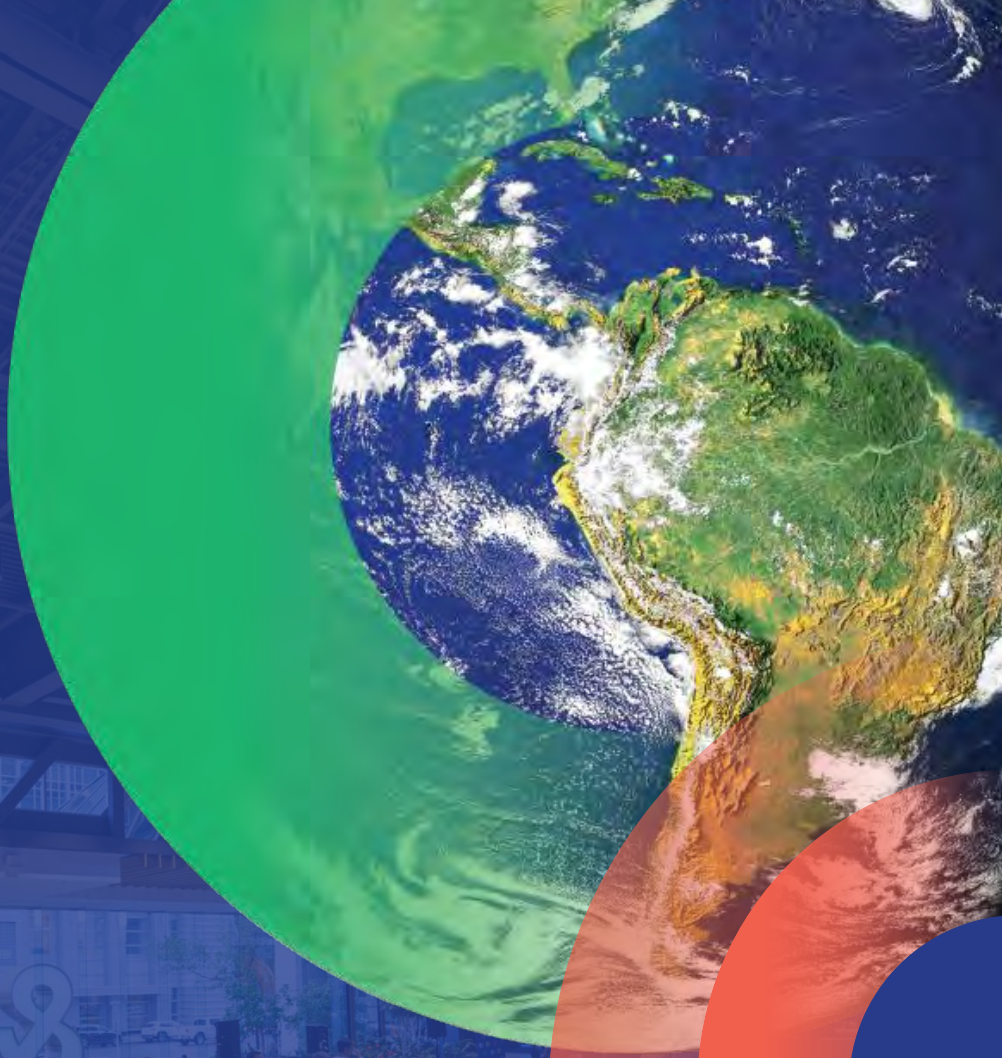

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