



SPONSORSHIP PACKAGE

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ABOUT SPARK

The highly anticipated 2025 edition of SPARK is here! This year, the SPARK conference returns revamped and revived, focusing on **liquor primaries**, **private liquor stores**, and **private cannabis stores**.

Join us on **Wednesday, March 5, 2025**, at the **Sheraton Wall Centre** in Downtown Vancouver.

BC's premier liquor and cannabis conference offers an unparalleled opportunity for BC's liquor, hospitality, and cannabis businesses to network with industry leaders and gain valuable business insights.

This year's conference highlights include a joint industry reception with the **BC Tourism Industry Conference**, networking opportunities, engaging speakers and thought-leaders from the cannabis and liquor fields, and more!

The return of SPARK brings valuable sponsorship opportunities for agents, suppliers, producers, and service providers in the liquor and cannabis industry. This is the event to connect directly with **over 200** business owners, buyers, managers, and decision-makers from BC's private liquor and cannabis industries.



ABOUT ABLE BC

The voice of BC's private liquor & cannabis industry

BC's Alliance of Beverage Licensees (ABLE BC) is the premier advocate for BC's bars, pubs, nightclubs, hotel liquor licensees, private cannabis retailers, and private liquor retailers. A non-profit organization funded by membership dues, our mission is to help your liquor or cannabis business succeed. We work with all levels of government to create business-friendly policies and enhance private sector opportunities in a highly regulated industry.



EXCLUSIVE PRESENTING SPONSORSHIP

Investment: **\$10,000**

BRAND VISIBILITY & RECOGNITION

- Logo placement on conference materials in line with investment value.
- Recognition as the Exclusive Presenting Sponsor throughout conference.
- Premium podium recognition during key session introductions.
- Your branded materials included in high-traffic areas.

THOUGHT LEADERSHIP

- Opportunity to participate in a panel discussion.
- Opportunity to deliver a keynote speech or opening remarks.
- Opportunity to introduce a session or keynote speaker.

EXCLUSIVE EVENT ENGAGEMENT

- Four (4) full SPARK conference registrations.
- Two (2) single-day BCTIC conference registrations for March 5.

DIGITAL PROMOTION

- Logo inclusion in conference email marketing.
- Dedicated e-blast promoting the Exclusive Presenting Sponsor to ABLE BC newsletter subscribers.
- Recognition as the Exclusive Presenting Sponsor on the conference website.
- Recognition on ABLE BC social media channels.

VIP ACCESS

- Invitation to exclusive pre-conference events with ABLE BC Board of Directors, keynote speakers, and industry leaders.
- Priority seating at all conference sessions.

BREAKFAST & WELCOME SPONSOR

Investment: **\$5,000**

BRAND VISIBILITY & RECOGNITION

- Logo placement on conference materials in line with investment value.
- Opportunity to display branded banners or signage during breakfast and registration.
- Recognition as the Breakfast Sponsor throughout conference.

CUSTOMIZED ENGAGEMENT OPPORTUNITIES

- Opportunity to provide branded swag or promotional materials during breakfast.
- Option to create a branded experience, such as a specialty coffee bar or smoothie station.
- Brief speaking opportunity during breakfast session.

EXCLUSIVE EVENT ENGAGEMENT

- Four (4) full SPARK conference registrations.
- Opportunity to introduce a session or keynote speaker.
- Premium booth placement in the exhibitor area.

DIGITAL PROMOTION

- Logo inclusion in conference email marketing.
- Recognition as the Breakfast Sponsor on the conference website.
- Recognition on ABLE BC social media channels.

VIP ACCESS

- Priority seating with key delegates during breakfast.



POWER LUNCH SPONSOR

Investment: **\$7,500**

BRAND VISIBILITY & RECOGNITION

- Logo placement on conference materials in line with investment value.
- Opportunity to display branded banners or signage during lunch.
- Recognition as the Lunch Sponsor throughout conference.

CUSTOMIZED ENGAGEMENT OPPORTUNITIES

- Opportunity to provide branded swag or promotional materials during lunch.
- Brief speaking opportunity during lunch session.

EXCLUSIVE EVENT ENGAGEMENT

- Four (4) full SPARK conference registrations.

DIGITAL PROMOTION

- Logo inclusion in conference email marketing.
- Recognition as the Lunch Sponsor on the conference website.
- Recognition on ABLE BC social media channels.

VIP ACCESS

- Invitation to exclusive pre-conference events with ABLE BC Board of Directors, keynote speakers, and industry leaders.
- Priority seating with key delegates during lunch.



ADVOCACY PARTNER SPONSORSHIP

Investment: **\$4,500**

BRAND VISIBILITY & RECOGNITION

- Logo placement on conference materials in line with investment value.
- Recognition as an Advocacy Partner throughout conference.
- Your branded materials included in high-traffic areas.

CUSTOMIZED ENGAGEMENT OPPORTUNITIES

- Three (3) full SPARK conference registrations.
- Opportunity to introduce a session or keynote speaker.
- Premium booth placement in the exhibitor area. (Price in lieu of booth: \$3,500)

EXCLUSIVE EVENT ENGAGEMENT

- Logo inclusion in conference email marketing.
- Recognition as an Advocacy Partner on the conference website.
- Recognition on ABLE BC social media channels.

DIGITAL PROMOTION

- Priority seating at keynote sessions and high-profile panels.



VISIONARY PARTNER SPONSORSHIP

Investment: **\$3,500**

BRAND VISIBILITY & RECOGNITION

- Logo placement on conference materials in line with investment value.
- Recognition as a Visionary Partner Sponsor throughout conference.

THOUGHT LEADERSHIP

- Opportunity to participate in a panel discussion.
- OR**
- Opportunity to present during a breakout session.

EXCLUSIVE EVENT ENGAGEMENT

- Three (3) full SPARK conference registrations.

DIGITAL PROMOTION

- Logo inclusion in conference email marketing.
- Recognition as a Visionary Partner Sponsor on the conference website.
- Recognition on ABLE BC social media channels.

VIP ACCESS

- Invitation to exclusive pre-conference events with ABLE BC Board of Directors, keynote speakers, and industry leaders.
- Priority seating during all conference sessions.



PHOTOGRAPHY PACKAGE

Investment: **\$3,000**

BRAND VISIBILITY & RECOGNITION

- Logo placement on conference materials in line with investment value.
- Logo displayed on print and digital photos.
- Exclusive recognition as the Photography Sponsor during conference opening and closing remarks.

EXCLUSIVE EVENT ENGAGEMENT

- Two (2) full SPARK conference registrations
- Premium booth placement in the exhibitor area.
- Opportunity for your photographers to capture exclusive behind-the-scenes moments.

DIGITAL PROMOTION

- Logo inclusion in conference email marketing.
- Recognition as the Photography Sponsor on the conference website.
- Recognition on ABLE BC social media channels.



PHOTO BOOTH PACKAGE

Investment: **\$3,000**

BRAND VISIBILITY & RECOGNITION

- Logo displayed on photo booth photos.
- Exclusive recognition as the Photo Booth Sponsor during conference opening and closing remarks.

CUSTOMIZED ENGAGEMENT OPPORTUNITIES

- Custom-branded photo booth with your logo and branding, creating a memorable experience for attendees while promoting your company.
- Include fun and engaging features such as GIFs, boomerangs, and digital props branded with your logo.
- Attendees can instantly share their branded photo booth pictures on social media, extending their reach and visibility beyond the event.

EXCLUSIVE EVENT ENGAGEMENT

- Two (2) full SPARK conference registrations
- Premium booth placement in the exhibitor area.

DIGITAL PROMOTION

- Logo inclusion in conference email marketing.
- Recognition as the Photo Booth Sponsor on the conference website.
- Recognition on ABLE BC social media channels.



AUDIO/VIDEO PARTNER SPONSORSHIP

Investment: **\$3,500**

BRAND VISIBILITY & RECOGNITION

- Logo placement on conference materials in line with investment value.
- Recognition as the Audio Visual Sponsor throughout conference.
- Opportunity to display branded banners or signage in high-traffic areas.

CUSTOMIZED ENGAGEMENT OPPORTUNITIES

- Opportunity to co-create audio/visual content capturing conference sessions to be used for future brand promotion.
- Access to raw video footage and all images taken during the conference.
- Access to post-conference feedback related to the audio/video experience.

EXCLUSIVE EVENT ENGAGEMENT

- Two (2) full SPARK conference registrations
- Opportunity to introduce a session or keynote speaker.
- Premium booth placement in the exhibitor area.

DIGITAL PROMOTION

- Logo inclusion in conference email marketing.
- Opportunity to introduce a session or keynote speaker.
- Premium booth placement in the exhibitor area.

GUEST WELCOME & SWAG SPONSOR

Investment: **\$3,500**

BRAND VISIBILITY & RECOGNITION

- Logo placement on swag bags distributed to all delegates.
- Recognition as the Swag Bag Sponsor throughout conference.

CUSTOMIZED ENGAGEMENT OPPORTUNITIES

- Exclusive opportunity to design co-branded swag items.
- Showcase your products or services with personalized marketing materials, promotional codes, or giveaways in swag bags.

EXCLUSIVE EVENT ENGAGEMENT

- One (1) full SPARK conference registration.

DIGITAL PROMOTION

- Logo inclusion in conference email marketing.
- Recognition as the Swag Bag Sponsor on the conference website.
- Recognition on ABLE BC social media channels.



BADGE BRANDING SPONSOR

Investment: **\$3,500**

BRAND VISIBILITY & RECOGNITION

- Exclusive logo placement on delegate badges and lanyards. Collaborate on badge and lanyard design.
- Logo placement on conference materials in line with investment value.
- Logo inclusion in conference website and digital marketing.

THOUGHT LEADERSHIP

- Opportunity to participate in a panel discussion.
- OR**
- Opportunity to lead a workshop.

EXCLUSIVE EVENT ENGAGEMENT

- Two (2) full SPARK conference registrations.

DIGITAL PROMOTION

- Logo inclusion in conference email marketing and website.

VIP ACCESS

- Priority seating at all conference sessions.



BECOME A SPARK SPONSOR!

Don't miss this opportunity
to connect with your future
business partners.

Contact us to get involved!

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SPARK
BC LIQUOR & CANNABIS CONFERENCE
SPARK
PRESENTED BY ABLE BC