



**Sport
Calgary**

2026 REGIONAL



Sport for Life SUMMIT

JANUARY 20–22, 2026

CALGARY, ALBERTA

**SPONSOR & EXHIBITOR
OPPORTUNITIES PACKAGE**

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It is our pleasure to invite you to sponsor the 2026 Sport for Life Regional Summit in partnership with Sport Calgary. The event will be held at the beautiful Westin in downtown Calgary on January 20-22, 2026.

Sport Calgary's mission to assist, support, and influence the growth of sport in Calgary aligns with Sport for Life's mission to create, share, and mobilize knowledge and programming to improve the quality of sport and develop physical literacy across Canada. Together, we are united by a shared mission to create positive, inclusive, and developmentally appropriate sport experiences for all.

The 2026 Regional Sport for Life Summit will provide a dynamic platform for learning, collaboration, and innovation. A space where leaders can connect, share best practices, and inspire each other to build healthier, more active communities.

This year's Summit will bring together leaders from across Calgary, Alberta, and Western Canada who are dedicated to advancing quality sport and physical literacy. It is an opportunity to foster meaningful dialogue, highlight community impact, and explore innovations that will shape the future of sport.

We look forward to welcoming you to Calgary and working together to create lasting impact through sport.

Sincerely,
Sport for Life & Sport Calgary



About the Event

The 2026 Regional Sport for Life Summit in partnership with Sport Calgary, brings together thought leaders, decision-makers, researchers, practitioners, and sport and physical activity ecosystem partners who strive to enhance quality sport and physical activity throughout Western Canada and beyond. By establishing an environment for knowledge sharing and idea generation through thoughtful and open dialogue, the Summit fosters connection, advances best practices and identifies opportunities for innovation. We aspire to ensure quality sport and physical activity programming and the development of physical literacy, are equitably available to everyone.

Summit Theme: Unity Through Sport

The 2026 Sport for Life Summits will highlight how sport and physical activity can bring people together, create shared opportunities, and set the stage for a stronger future for everyone in Canada. By bridging divides to enhance participation and performance, the Summit invites thought leaders, decision-makers, researchers, practitioners, and sport and physical activity partners to share ideas and make meaningful connections. By unifying sport and physical activity organizations at all levels of the system, we can establish developmentally appropriate, progressive, effective pathways that are safe, welcoming, inclusive, and accessible for every participant.

Streams

1. Community Sport Pathways
2. Safe Sport Initiatives and Implementation
3. Quality Sport and Physical Activity for Everyone

About Sport for Life

Sport for Life is a nationally recognized not-for-profit organization that originated as a catalyst for change and a systems connector across multiple sectors. We've established the Long-Term Development in Sport and Physical Activity framework and have played a pivotal role in popularizing the concept of Physical Literacy.

For more than two decades, we have continued to create innovative resources, provide training, certify expertise, and guide projects in Canada and internationally.

Sport for Life continues to connect quality sport and physical literacy to positive social, educational, and health outcomes, impacting millions annually.

Why Sponsor the 2026 Sport for Life Regional Summit in Partnership with Sport Calgary?

The 2026 Regional Sport for Life Summit will bring together over 300 engaged delegates from Calgary, Alberta, and Western Canada, leaders and changemakers from the sport, recreation, education, and health sectors. This event is part of a national movement to advance quality sport and physical literacy while remaining grounded in the unique needs and opportunities of the local Calgary community.

As a sponsor, you'll have the opportunity to:

- **Align your brand with a movement that matters.** Show your commitment to inclusive, developmentally appropriate sport and physical activity for all.
- **Reach decision-makers and frontline professionals** who are actively shaping the future of sport from local grassroots organizations to municipal departments and provincial agencies.
- **Promote your brand, products and services** direction to a highly target and values-driven audience via speaking opportunities, delegate communications, and on-site activation.

In addition to exposure through the Summit's communications and digital platforms, you'll gain access to:

- Dynamic networking opportunities through Summit sessions, activity breaks, and social events.
- A community of sport, recreation, health, government, and education professionals actively seeking solutions, partnerships, and tools to drive impact.
- Local visibility and brand alignment through Sport Calgary's extensive community connections.

Community Impact Through Sport

Sport Calgary is a leader in promoting access to sport and play. By sponsoring the 2026 Regional Summit, you're not just investing in an event – you're investing in a better Calgary.

Your sponsorship will:

- Promote physical and mental well-being
- Support underrepresented and equity-deserving communities
- Create meaningful volunteer and engagement opportunities
- Champion safe, inclusive, and welcoming spaces for all.
- Strengthen your brand's presence and purpose through community-driven action.

Together we can build a healthier, more active, and connected Calgary – through sport, learning and collaboration.



Sponsorship Opportunities

Choose the package that fits or let's build one that does. If you're looking for a custom sponsorship tailored to your organization's goals, we'd love to connect!

FEATURES	PLATINUM SPONSOR \$20,000	DIAMOND SPONSOR \$15,000	GOLD SPONSOR \$10,000	SILVER SPONSOR \$7,500	BRONZE SPONSOR \$5,000
Association with the 2026 Regional Sport for Life Summit	The right to use the designated <i>Platinum Sponsor</i> and the 2026 Regional Sport for Life branding in advertising and promotions.	The right to use the designated <i>Diamond Sponsor</i> and the 2026 Regional Sport for Life branding in advertising and promotions.	The right to use the designated <i>Gold Sponsor</i> and the 2026 Regional Sport for Life branding in advertising and promotions.	The right to use the designated <i>Silver Sponsor</i> and the 2026 Regional Sport for Life branding in advertising and promotions.	The right to use the designated <i>Bronze Sponsor</i> and the 2026 Regional Sport for Life branding in advertising and promotions.
Complimentary Registration	10	5	4	3	2
Additional Registration Discount	25% (up to 5)	15% (up to 5)	10% (up to 5)	10% (up to 5)	X
Opportunity to Address the Delegation during a Plenary	Yes	x	x	x	x
Handouts/Swag	Yes	Yes	Yes	Yes	Yes
Conference App	3 posts	3 posts	2 posts	1 post	1 post
Slides and Signage	Recognition on all plenary session holding slides, and on-site banners and signage	Recognition on all plenary session slides, on-site banners and signage	Recognition on all plenary session slides, on-site banners and signage	Recognition on all plenary session holding slides	Recognition on all plenary session holding slides
Website Exposure	Logo and text	Logo and text	Logo and text	Logo	Logo
Delegate Email Exposure	Logo and text	Logo and text	Logo	Logo	Logo
Media Kit/ Communications	4 social media posts; Newsletter block	4 social media posts; Newsletter block	4 social media posts	2 social media posts	2 social media posts
On-Site Promotion	Opportunity to have a booth in a prime location	Opportunity to have a booth in a prime location	Opportunity to have a booth	Opportunity to have a booth	Opportunity to have a booth



Additional Sponsorship Opportunities

Increase your visibility and enrich the delegate experience through à la carte sponsorship opportunities including:

- **Welcome social** (\$7,500) – Make the first impression count by sponsoring the Summit's kick-off gathering.
- **Western Evening Dinner** (\$15,000) – Host a memorable off-site evening full of fun, networking and entertainment.
- **A Summit stream** (\$3,000) – Align your brand with thought leadership by coming the title sponsor of one of our three program streams.
- **A keynote session** (\$5,000) – Put your name beside a powerful message. Sponsor a keynote speaker and gain visibility during one of the event's most anticipated moments.
- **Coffee Breaks** (\$7,500) – Everyone loves a coffee break! Sponsor one of our high-traffic networking breaks and energize attendees while putting your brand in their hands.
- **Friends of the Summit** (starting at \$500) – Become a Friend of the Summit and give a local delegate the chance to join the 2026 Regional Sport for Life Summit in Calgary.

How to become a sponsor:

Should you wish to discuss opportunities, please contact:

Shelley Roddie
Manager of Knowledge Scaling
Sport for Life
shelley@sportforlife.ca

Tanis Ursulak
Manager, External Affairs
Sport Calgary
tursulak@sportcalgary.ca



Exhibitor Opportunities

Tabletop display – \$1,499 plus GST

Non-profit rate – \$849 plus GST

- One table with two chairs.
- 50% off Summit registration (up to 2 staff).
- Acknowledgement and exhibitor profile on the website.
- Complimentary refreshment service during conference hours.
- Logo included in daily digital plenary slide deck.



2025 Sport for Life Exhibitor

How to become an exhibitor:

Should you wish to discuss opportunities, please contact:

Shelley Roddie
Manager of Knowledge Scaling
Sport for Life
shelley@sportforlife.ca

Tanis Ursulak
Manager, External Affairs
Sport Calgary
tursulak@sportcalgary.ca

Space is limited—book early! Exhibit spaces are booked on a first-come, first-served basis. Reservations without payment will not be considered until payment has been received.

ELECTRICAL OUTLET will be an additional charge.



Terms & Conditions

These terms and conditions are the contractual agreement between Sport for Life and the Sponsor/Exhibiting Firm (hereinafter referred to as 'the Exhibitor').

PURPOSE: The 2026 Regional Sport for Life Summit in partnership with Sport Calgary (hereinafter referred to as 'Event') is conducted by Sport for Life (hereinafter referred to as 'Sport for Life'). The purpose of the Sport for Life Summit is to bring together leaders in quality sport and physical activity throughout Canada to foster connection, advance best practices, and identify opportunities for innovation.

ELIGIBILITY: Sport for Life, in its sole discretion, determines whether a prospective Exhibitor is eligible to participate in the Event. Sport for Life reserves the right to reject an application for exhibit space including, without limitation, those submitted by applicants whose product or service would not be in the best interest of Sport for Life or the Event.

ATTENDANCE & BOOTH REPRESENTATIVES: The Event is not open to the public. Exhibitor name badges are to be worn by exhibitors at all times. Exhibitors without name badges may be asked to leave at the discretion of Sport for Life. Booths must be staffed during the stated exhibit hall hours by qualified employees of the Exhibitor.

PAYMENT: Payment is due in full within 30 days of receiving the invoice from Sport for Life. Exhibitors without payment will not be considered complete and will not be processed.

CANCELLATION BY EXHIBITOR: All notices of cancellation must be received in writing by December 1, 2025. There will be an administration charge of 25% of the exhibit fee for all cancellations. If written notice is received by December 1, 2025, Sport for Life will refund 75% of the total fee. No refunds will be issued for cancellation notices received after December 1, 2025.

CANCELLATION BY SPORT FOR LIFE: If the Exhibitor fails to make a payment required by this contract in a timely manner, Sport for Life may terminate this contract (and the Exhibitor's participation in the Event) without further notice and without obligation to refund any monies previously paid. Sport for Life reserves the right to refuse the Exhibitor permission to move in and set up an exhibit if the Exhibitor is owing any payment to Sport for Life. Sport for Life may also terminate this contract effective upon written notice of termination if the Exhibitor breaches any of its obligations under this contract or any other contract or arrangement with Sport for Life, without any obligation on Sport for Life's part to refund any payments previously made and without releasing any Exhibitor from any liability arising as a result of or in connection with such breach. If Sport for Life removes or restricts an exhibit it considers to be objectionable or inappropriate, no refund will be due to the Exhibitor.

CANCELLATION OF THE EVENT: In the event that the premise where the Event is to be held shall, in the sole opinion of Sport for Life, become unfit or unavailable for occupancy, or shall be substantially interfered with, by any reason of picketing, strike, embargo, injunction, act of war, act of God, fire or provincial or federal government agency or by reason of any other occurrence beyond the control of Sport for Life, Sport for Life may cancel or terminate the exhibition. In the event of such cancellation or termination, the Exhibitor waives any and all claims the Exhibitor may have against Sport for Life for damages and expenses and agrees to accept in complete settlement and discharge of all claims against Sport for Life the Exhibitor's pro-rated share of the total amount paid by all Exhibitors less all costs and expenses incurred by Sport for Life in connection with the Event including a reserve for future claims and expenses in connection therewith.

SUBLETTING OR TRANSFERABILITY: The Exhibitor may NOT assign, sublet or apportion to any other entity or individual all or part of the exhibit space allowed and may not advertise or display goods or services other than those produced and sold by said Exhibitor in the regular course of business. No person, firm, or organization not having contracted with Sport for Life for the occupancy of space at the exhibit will be permitted to display or demonstrate their products, processes or services, nor may this agreement be transferred or assigned without written consent of Sport for Life.

INSURANCE: The Exhibitor acknowledges that Sport for Life and the facility do not maintain insurance covering the Exhibitors' property and that it is the sole responsibility of the Exhibitor to obtain business interruption and property damage insurance covering such losses by the Exhibitor. It is mandatory for exhibitors to carry special insurance to cover exhibit material against damage and loss, and public liability insurance against injury to the person and property of others.

LIMITATION OF LIABILITY: Sport for Life is not responsible for any loss, theft or damage to the property of the Exhibitor, their employees or representatives. Further, Sport for Life will not be liable for damage or injury to persons or property from any cause whatsoever by reason of the use or occupancy of the booth space or the participation in the Event by the Exhibitor. The Exhibitor assumes entire responsibility for and hereby agrees to protect, indemnify, defend and save Sport for Life and their employees and agents, harmless against all claims, losses, and damages to personal property, governmental changes or fines and attorneys' fees arising out of or caused by the Exhibitor or Exhibitor's installation, removal, maintenance, occupancy or use of the exhibition premises or a part thereof, excluding any such liability caused by the sole negligence of Sport for Life, its employees or agents.

EXHIBITOR LOSS: Sport for Life shall not be in any way liable or responsible for the loss or disappearance, by theft or otherwise of any object, items, goods or materials whether personal or commercial property, from the Exhibitor's booth space or from the exhibit hall; except for such loss or disappearance due to intentional and tortuous theft committed by the employees of Sport for Life. Sport for Life may provide certain security services as a convenience to Exhibitors, however, neither the providing of or failure to provide such services, nor the failure of security guards to prevent theft or loss of property, shall be grounds for holding Sport for Life or the facility liable for any related loss, damage, or claim. Responsibility for the security of an Exhibitor's area, product and property rests solely with the Exhibitor.

LISTINGS AND PROMOTIONAL MATERIALS: By exhibiting at the Event, the Exhibitor grants Sport for Life for a fully paid, perpetual non-exclusive license to use, display and reproduce the name, trade names, product names of the Exhibitor in any directory (print, electronic or other media) listing the companies exhibiting at the Event and to use such names in event promotional materials. Sport for Life shall not be liable for any error in any listing or descriptions or for omitting the Exhibitor or any other Exhibitor from any directory or other lists or materials. Sport for Life may also take photographs of the Exhibitor's booth space, exhibit, guests and personnel during, before or after the open hours of the Event and use those photographs for any promotional purpose.

AGREEMENT: Through written acceptance from Sport for Life and incorporating these terms by reference, the Exhibitor agrees to abide by these rules and regulations, and those of the facility and by the decision of Sport for Life. This agreement will become binding to both the Exhibitor and Sport for Life upon its acceptance by Sport for Life.



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CanadianSportforLife
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We acknowledge the financial support
of the Government of Canada.

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Sport for Life SUMMIT



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