



GREATER PURPOSE Conference

GREATER PURPOSE CONFERENCE WEST
MAY 11 & 12 | VANCOUVER | CANADA

About The Greater Purpose Conference

The Greater Purpose Conference is where Canada's purpose-driven leaders come together to shape the future of business. Held twice each year, this dynamic gathering brings together forward-thinking executives, social impact professionals, and changemakers from every sector to explore how businesses can create meaningful social and environmental impact.

More than just a conference, it's a catalyst for new ideas, authentic connections, and collective progress. Through thought-provoking keynotes, immersive discussions, and inspiring celebrations like the Greater Purpose Awards, participants leave energized, equipped, and united in building a more inclusive, sustainable, and purpose-led economy.

By sponsoring this event, you'll stand at the heart of Canada's growing purpose movement – helping to light the way for businesses that believe in doing well by doing good.

The conference explores the latest ideas in:

- ✓ Corporate Social Purpose
- ✓ Employee Engagement
- ✓ Cause Sponsorship and Social Marketing
- ✓ Cross-sectoral Partnerships
- ✓ Leadership and collaboration across sectors
- ✓ Strategic storytelling and visibility for purpose-driven work
- ✓ Innovative partnerships for social change

Who Attends the Greater Purpose Conference?

The Greater Purpose Conference brings together over 400 leaders and practitioners that are passionate about achieving social impact through collaboration

Attendees include:

- ✓ Corporate community investment/CSR/Social Impact leaders
- ✓ Social profit leaders and sector advocates
- ✓ Entrepreneurs and business leaders
- ✓ Brand managers and marketing executives
- ✓ Diversity, equity, and inclusion leaders
- ✓ Cause sponsorship practitioners and executives
- ✓ Corporate partnership directors
- ✓ Social impact agencies, consultants, and brand experts

Approximately:



400 Social Impact Professionals
from the business, charitable and
non-profit sectors

About:



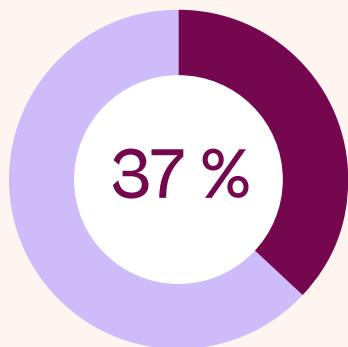
Half the audience comes from the
business sector, with the other half
representing charities and non-profit
organizations.

“

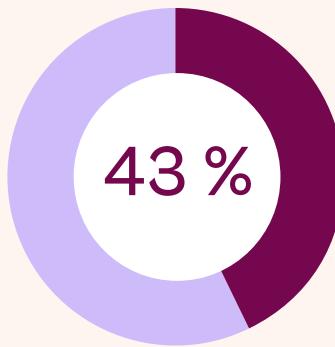
I thought the agenda was very thoughtful and balanced. There was ample networking time. It was a wonderful opportunity to connect with people that I've been dying to meet!



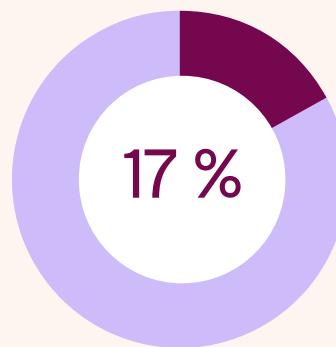
My Level of Decision Making Authority Within My Organization Can Be Described As:



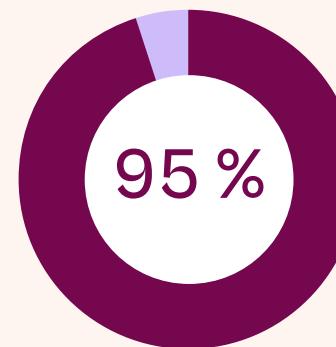
I have input into the decision-making process but am not the final decision maker



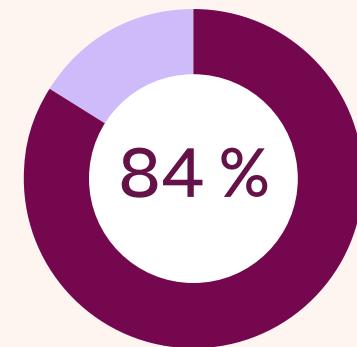
I make expert recommendations and am consulted on major decisions within my org



I am the final decision maker



Reported that the conference met or exceeded their expectations



Of respondents said they are ready to buy a ticket for next year right now, even with no knowledge of the agenda or speakers!

81% of attendees said they are ready to sign up for next year right now.

“
Great speakers for just the right amount of time. Kept the momentum, interest and engagement! They were knowledgeable, on-point and entertaining too!



Digital Footprint

Over 10,000 Visitors to the Greater Purpose Website

We have a combined social media presence of over **14,000 LinkedIn** followers and an email database of over **12,000** individuals working the partnership space.

Our Conference and Sector Partners have been instrumental in amplifying the conference to a broader audience.

These partners include:

coastcapital

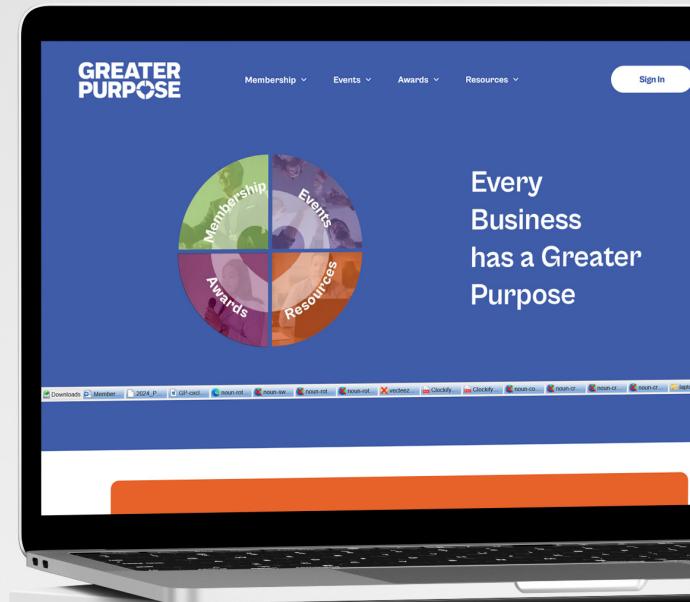
Meridian™

RBC Royal Bank

THE HOME DEPOT

benevity

cenovus ENERGY



Opportunities To Get Involved

As experts in sponsor activation, we bring you a number of potential opportunities to showcase your brand. Each sponsorship is customized to reflect your unique objectives

Event Day Benefits

- ✓ Curated activations
- ✓ Hard and virtual signage
- ✓ Complimentary Attendance
- ✓ Curated Speaking Engagements

Pre- and Post-Event Benefits

- ✓ Customized social media posts
- ✓ Curated email distribution
- ✓ Sector partnership engagement

