

**ROSIE'S  
ROADSHOW**

# Promotional Opportunities 2025

**ABOUT ROSIE'S+**

**EDUCATIONAL  
CALENDAR +**

**PROMOTIONAL  
OPPORTUNITY +  
BENEFITS**

**2025**



Rosie's Roadshow, founded by visionary leaders Zoe Share and Amy Altwerger, is reimagining the future of aging in Canada through an innovative 2025 program. With **a lineup of 12 educational leadership events and two full day flagship gatherings open to the public**, we engage diverse audiences in powerful, intergenerational conversations. Each experience is carefully designed to spark new perspectives on aging, caregiving, and workplace longevity.

For sponsors, working with Rosie's Roadshow is a **unique opportunity to connect with forward-thinking leaders and stakeholders who value the strength and potential of our aging population**. Our programming is designed not just to inform but to inspire transformation, helping attendees—from professionals to caregivers and beyond—view aging as an untapped growth opportunity.

In addition to the Promotional Opportunities outlined here, **bespoke sponsorship packages can be developed to meet specific goals and objectives**. Rosie's Roadshow also offers customizable partnerships tailored to amplify your brand's impact.

As consultants, we bring together unmatched expertise, thought leadership, and a joyful environment where your audience can learn, connect, and discover a fresh approach to aging in Canada. **Align with us to make a meaningful impact on one of today's most urgent social and economic conversations.**



## Leadership Lab Events

Rosie's 2025 Calendar

January 22 - Brantford  
 February 12 - North York  
 March 26 - Kitchener/Waterloo  
 April 23 - London  
 May 21 - Burlington  
 June 4 - Toronto

July 23 - Ajax/Pickering  
 August 13 - Newmarket  
 September 20 - Scarborough  
 October 15 - Markham  
 November 22 - Barrie  
 December 10 - Toronto

June 14 - **Flagship**, Brantford

October 18 - **Flagship**, Markham

	Exhibitor	Featured Exhibitor	Silver Sponsor	Gold Sponsor	Platinum Sponsor
<b>Leadership Lab</b>	\$750	\$1250	\$1700	\$2700	\$3700
<b>Flagship</b>	\$1000	\$1500	\$2500	\$3500	\$4750
<b>Exhibitor Benefits</b>	<b>COST PER EVENT</b>		<b>COST PER EVENT</b> MINIMUM OF 3**		
1- Social Media Post	✓	✓	✓	✓	✓
2- Brochure Inclusion	✓	✓	✓	✓	✓
3- Standard Booth**	✓	✓	✓	✓	✓
4- Blog on Rosie's Website	✓	✓	✓	✓	✓
5- Logo In Newsletter	✓	✓	✓	✓	✓
6- Directory Inclusion (1 Yr)	pay extra to add	✓	✓	✓	✓
7- Logo on Print Material		✓	✓	✓	✓
8- Photography	pay extra to add	pay extra to add	✓	✓	✓
<b>Sponsorship Perks</b>					
1 - Free Guest Tickets			✓	✓	✓
2 - Your Swag Inclusion			✓	✓	✓
3 - Displayed Logo			✓	✓	✓
4 - Panel Speaker			✓	✓	✓
5 - Big Booth**				✓	✓
6 - Raffle Inclusion				✓	✓
7 - Print Ad				✓	✓
8 - Video Inclusion				✓	✓
9 - Topic Intro Speaker				✓	✓
10 - Integrated Sponsor					✓
11 - Social Media Ads					✓
12 - In House Workshop					✓
13 - Key Note					✓

- Terms**
- \* Booth spaces are venue dependent, prioritization of available booths and sizes will be based on sponsor ranking when space is limited
  - \*\*In order to sponsor, you must to commit to a minimum of 3 events. Prices will be calculated for you should it be for 2 flagships plus 1 B2B event.

- Notes**
- Package Pricing for 6 B2B's includes flagship discount
  - Exhibitor Space will only be offered if all sponsors are accommodated and the venue has capacity for additional booths. There will be a shared space for exhibitors if there is not a standard booth available.
  - Locations and Dates may be subject to change.

	Leadership	Flagship
Exhibitor	<u>X 750</u>	<u>X 1000</u>
Featured	<u>X 1250</u>	<u>X 1500</u>
Silver	<u>X 1700</u>	<u>X 2500</u>
Gold	<u>X 2700</u>	<u>X 3500</u>
Platinum	<u>X 3700</u>	<u>X 4750</u>

FEE \$ \_\_\_\_\_

Discount = \_\_\_\_\_

SUBTOTAL \$ \_\_\_\_\_

HST 13% \$ \_\_\_\_\_

TOTAL \$ \_\_\_\_\_

## CONTACT INFORMATION

-----  
Name

-----  
Company

-----  
Address

-----  
City

-----  
Postal

-----  
Phone

-----  
Email

## PAYMENT

**E-Transfer:**

amy@rosiesroadshow.com

**Credit Card**

VISA

MasterCard

-----  
Cardholder

-----  
Card Number Expiry

-----  
Signature

Upon approval, you will be contacted with deadlines and details to provide company logo, program guide advertisement and promotional material. The event program including the list of attendees will be provided prior to the event. Rosie's Roadshow Inc. reserves the right to cancel or reschedule courses, refuse admission, or change speakers, location or content.

## QUESTIONS:

Contact Amy Altwerger, at amy@rosiesroadshow.com, 416-417-8083

Event details on [www.rosiesroadshow.com](http://www.rosiesroadshow.com)