



# Sponsorship Package

## About Win Your Space YK

Win Your Space YK is a business incubation competition aimed at inspiring Yellowknifers to start or expand their business. Yellowknifers are encouraged to submit their business ideas for consideration and a panel of judges will select 10 entrepreneurs to participate in our incubation program. These entrepreneurs will participate in a series of free business development workshops. Topics include business plan writing, financial management, public speaking, marketing well as a networking event. A Dragon's Den style event will conclude the competition, and the Grand Prize Winner will win a year of free leased space in downtown Yellowknife.

Since 2017, 5 businesses have opened downtown locations as a result of Win Your Space YK.

The competition is a partnership between the City of Yellowknife, the Yellowknife Chamber of Commerce, Northwest Territories Business Development & Investment Corporation (BDIC) and the Government of Northwest Territories - Industry, Tourism and Investment.

Win Your Space YK 2019 contest opens on April 1 and closes with a Grand Finale in August, where the Grand Prize Winner will be announced. A timeline of events can be found at [www.winyourspace.ca](http://www.winyourspace.ca)

### Become a sponsor today!

**For more information or to sponsor Win Your Space YK, contact Stephanie Vandeputte at [winyourspace@yellowknife.ca](mailto:winyourspace@yellowknife.ca) or (867) 920.5696.**  
**[www.winyourspaceyk.com](http://www.winyourspaceyk.com)**



CITY OF YELLOWKNIFE



Yellowknife  
CHAMBER





# Sponsorship Opportunities

## **CHAMPION - \$5,000 +**

### **(CASH OR LEASE CREDIT)**

- Opportunity to participate as a Win Your Space YK Judge
- All benefits included in the Mentor Sponsorship

## **MENTOR – \$5,000**

### **(CASH OR IN KIND BUSINESS SERVICES)**

- A photo opportunity with the winner during the finale
- Opportunity to display your promotional materials during the networking event for finalists
- Your logo featured on all advertisements and marketing materials
- All benefits included in the Accelerator Sponsorship

## **ACCELERATOR – \$2,500**

### **(CASH OR IN KIND BUSINESS SERVICES)**

- Your logo displayed on signage insider the winner's location throughout the 1 year lease
- Opportunity to include your marketing material in the information package for the 10 finalists
- All benefits included in the Incubator Sponsorship

## **INCUBATOR – \$1000**

### **(CASH OR IN KIND BUSINESS SERVICES)**

- Your logo displayed on window signage at all potential locations for the duration of the contest
- Your logo featured on all online advertisements and marketing materials
- Your logo and a link to your webpage displayed on [www.winyourspaceyk.com](http://www.winyourspaceyk.com) and the Yellowknife Chamber of Commerce website
- Special recognition during Win Your Space YK Events
- Special recognition on the City of Yellowknife, GNWT-ITI and Yellowknife Chamber of Commerce social media pages