



IPIC2026
SEPT. 16 - 18, 2026

Celebrate a Century of Innovation with IPIC!

BECOME A CENTENNIAL SPONSOR

The Intellectual Property Institute of Canada (IPIC) proudly celebrates 100 years of advancing innovation, protecting ideas, and shaping the future of intellectual property. As we mark this historic Centennial, we invite you to be a part of the celebration as a valued sponsor.

This is more than a sponsorship—it's a strategic opportunity to align your brand with Canada's leading IP professionals, innovators, educators, and policymakers.

Why Sponsor IPIC's Centennial Year?

- **Year-Long Visibility** through digital promotion, IPIC education programs, and targeted marketing campaigns.
- **Direct Engagement** with Canada's most influential IP professionals and decision-makers.
- **Premium Branding Opportunities** at our flagship education events, such as Centennial Annual Conference & Gala Celebration.
- **Tailored Sponsorship Packages** to align with your strategic goals—whether it's thought leadership, visibility, recruitment, or networking.

Marketing Metrics

- 🌸 **+2,000** Membership
- 👤 **+10,000** Followers/Subscribers Across Platforms
- 🔍 **15,000** Average Monthly Impressions
- ✉️ **60%** Average Open Rate
- 🖱️ **3.6 - 5%** Average Click Rate

Interested? Contact us today to secure your sponsorship package at advertise@ipic.ca



Centennial Sponsorship Tiers

We offer flexible sponsorship options to suit your organization's size, goals, and engagement level. Custom packages are available at all levels.

Tier 1 ★	\$5,000 +	<ul style="list-style-type: none">• Logo placement on IPIC Centennial webpage• Recognition in quarterly IPIC e-newsletters• Social media shoutouts throughout the year• Acknowledgment at IPIC events
Tier 2 ★★	\$10,000 +	<ul style="list-style-type: none">• All Tier 1 benefits, plus:• Enhanced logo presence in digital marketing materials• Two (2) formal recognitions during IPIC-hosted events• Two (2) complimentary registrations to an IPIC educational event (excludes annual conference)• Option to provide branded content (e.g. article, short video) in one (1) newsletter
Tier 3 ★★★	\$20,000 +	<ul style="list-style-type: none">• All Tier 2 benefits, plus:• Dedicated sponsor spotlight in one IPIC email campaign• Branding at Centennial-focused events and campaigns• Two (2) tickets to Centennial Gala• Two (2) tickets to Centennial Welcome Reception• One (1) complimentary registration to IPIC webinar series
Tier 4 ★★★★	\$50,000+	<ul style="list-style-type: none">• All Tier 3 benefits, plus:• Premier branding at the Centennial Annual Conference of one of the following: Gala, Keynote Speaker, Global IP Leadership Dinner or IPIC Foundation Event• Exclusive sponsorship of a major Centennial initiative• One (1) Video recognition at key event• Custom campaign or thought leadership feature across IPIC platforms• Priority booth at the Centennial Annual Conference• Two (2) additional tickets to Centennial Gala• Two (2) additional tickets to Centennial Welcome Reception

Let's Tailor Your Impact

We understand that each sponsor has unique goals. Whether you're looking to build brand awareness, connect with professionals, support education, or shape the future of IP in Canada, **we'll work with you to create a customized sponsorship package** that delivers maximum value.

Join Us in Making History!

Interested? Contact us today to secure your sponsorship package at advertise@ipic.ca

