



**Social  
Profit  
Project**

PRESENTED BY **Bespoke::**  
Social Profit Solutions



**Speaker Series  
Sponsorship  
Opportunities**



## Introducing the Social Profit Project Speaker Series

The Social Profit Project (SPP) Speaker Series brings together leaders across the public, private, philanthropic and social profit sectors to examine how governance, capital and collaboration must evolve to strengthen Canada's social economy.

Through a curated series of conversations, **the SPP Speaker Series challenges the status quo and creates a platform for sector leaders to share insights and examine what it actually takes to start, shift, and scale meaningful societal change** in complex environments.

As a sponsor, you won't just be supporting an event, you'll be contributing to how the social profit ecosystem evolves. You'll be part of conversations that connect knowledge and action, strengthen collaboration and **shape strategies that drive greater social return on investment.**

**We speak social profit instead of non-profit.**

**A shift that reflects the significant social and economic impact these organizations create while contributing to more than 10% of Canada's GDP.**

### THE EVENT EXPERIENCE

#### At each Social Profit Speaker Series, You'll:

- Enjoy a well-curated reception surrounded by a dynamic network of social profit sector providers, public and private partners, philanthropists, influencers, change makers, and cultural commentators.
- Lean in to a "respectfully provocative" speaker, presenter or panel made up of the most impactful minds in the sector.
- Depart with at least one immediately actionable idea or inspiring insight.

These events are designed to do more than just facilitate networking and learning—they are the launchpad for a broader mission to instill a social profit mindset across the non-profit sector.





## Why the Social Profit Project? Why now?

The Social Profit Project emerged from a critical need identified through our work with dozens of social profit clients, hundreds of sector leaders, and countless partners; infusing the work of the social profit sector with entrepreneurial and enterprising approaches will allow them to start, shift and scale in unprecedented ways.

The same amplifiers that boost private sector business—incubators, angel investments, meaningful mentorship, radical transparency, and moonshot ambitions—can also drive exponential social profit impact.

In our work, we've witnessed the truly transformative Power of P4; providers (social profit & charities), public and private contributors and philanthropists aligning to diversify revenue, unlock potential and derisk. P4 partnerships are central to all we do, and we know that applying this mindset fosters access to the necessary knowledge, money and momentum needed within the sector.

The SPP Speaker Series exists to accelerate this alignment and enable the entire sector to drive best-in-class, scalable and sustainable social impact. Each event will connect social profit leaders, board members, community investment professionals and all those who seek to scale social impact with Canada's most enterprising influencers, who have affected notable change.



## Why Sponsor the Speaker Series?

### ENGAGE WITH LEADERS SHAPING THE FUTURE OF THE SOCIAL PROFIT SECTOR

- Social profit senior leaders and executives
- Board members and governance leaders
- Government and policy leaders
- Philanthropic and foundation decision-makers
- Corporate community investment leaders

### DEMONSTRATE COMMITMENT TO CROSS-SECTOR COLLABORATION AND SOCIAL IMPACT

- Foster the connections, access and support organizations need to operate from a place of abundance
- Contribute to deeper conversations with social profit leaders that unlock new opportunities for learning and capacity building
- Be part of building the access, agency and entrepreneurial thinking needed to strengthen and transform communities

 **80+**  
SENIOR  
LEADERS PER  
EVENT

 **1,000+**  
SOCIAL PROFIT  
PERIODICAL  
SUBSCRIBERS

 **100%**  
SOLD OUT  
EVENTS TO  
DATE

# The Speaker Series 2026 & 2027

Each session is designed to address a critical shift shaping the future of the social profit sector

## 2026

### **JUNE 2026** IN PURSUIT OF REVENUE DIVERSIFICATION

More than a buzz term, revenue diversification is a proven strategy for resilience and sustainability. How can a social-profit approach revenue diversification and what are the conditions for success? Our keynote speaker will recap their journey to successful diversification, and our panel will share how diversification shows up as a metric when considering philanthropic investments.

### **OCT 2026** ARTICULATING YOUR VALUE PROPOSITION: IMPACT DESIGN AND MEASUREMENT

While the value of designing, measuring and communicating your organizations' impact is widely understood, there is still a no one-size-fits-all approach. In this session, we'll hear from leaders who have seen success because of their approach to impact and describe a range of approaches to help you shape what's best for your organization.



## 2027

### **JAN 2027** THE EVOLVING STORY OF GIVING: FROM CHARITY TO COMMUNITY INVESTMENT

Philanthropy and charitable giving have deep roots in faith, community, and the human impulse to help. But as our understanding of social change has grown, so too has the conversation about how generosity is most effectively expressed. Our keynote will trace the arc from traditional charity to modern community investment, exploring how shifting values and lived experience are reshaping the relationship between donors, organizations, and the communities they serve. A thought-provoking look at where we've been, what we've learned, and where the greatest opportunity lies ahead.

### **MAY 2027** BE THE BOARD TO BE ON

Social-Profit organizations deserve boards that lead effectively, engage the community and offer strategic guidance. For years, we have asked volunteers to join Boards without fully understanding their role, their responsibilities and how we can best set them up for success. Join us to hear from leaders on what makes a great social-profit board and learn about approaches you can implement inside your organization.

### **OCT 2027** WHEN EVERYTHING IS PULLING US APART, WHAT PULLS US TOGETHER?

The data is clear. The feeling is clearer. Something in our civic fabric is loosening — and it's happening exactly when we need each other most. In a polarized, post-pandemic, economically strained Canada, the social profit sector sits at the intersection of fracture and solidarity. But good intentions aren't enough. This session asks what it actually looks like to choose community — deliberately, structurally, honestly — and what role we're willing to play in making that possible for everyone, not just those who can afford to show up.

*Topics are subject to refinement to reflect emerging priorities and opportunities across the social profit sector.*

## Series Sponsorship

Includes 5 Speaker Series Through 2026 and 2027

### SERIES TITLE SPONSOR

Only 1 Available

**\$40,000**

The Series Title Sponsor is the anchor partner of the SPP Speaker Series, playing a visible role in convening cross-sector dialogue and advancing collaboration across the social profit ecosystem.

#### BENEFITS:

- Exclusive series sponsorship (SPP Speaker Series presented by *your company*).
- Prominent logo placement on all marketing materials.
- 6 tickets to each SPP Speaker Series.
- Opportunity to provide opening remarks at each SPP Speaker Series.
- Opportunity to display signage at registration desk.
- Opportunity to contribute to or shape one event topic annually (e.g., panel, keynote participation, or topic alignment).
- Logo recognition in each issue of the Social Profit Periodical (sent bi-monthly).
- One dedicated sponsor feature in the Social Profit Periodical.
- Invitations to exclusive Bespoke-hosted gatherings.
- Access to curated VIP events with speakers and sector leaders.

### SERIES SUPPORTING SPONSOR

2 Available

**\$20,000**

The Series Supporting Sponsor is a recognized partner of the SPP Speaker Series, contributing to strengthening dialogue, collaboration, and leadership across Canada's social profit sector.

#### BENEFITS:

- Recognition during each event's welcome remarks as a Series Supporting Sponsor.
- Logo placement on all marketing materials.
- 4 tickets to each SPP Speaker Series.
- Logo recognition in each issue of the Social Profit Periodical (sent bi-monthly).
- Opportunity to contribute as a speaker in one curated discussion, panel, or moderated conversation during the series.
- Invitations to exclusive Bespoke-hosted gatherings.
- Access to curated VIP events with speakers and sector leaders.

# Single Event Sponsorship

5 Events Scheduled Through 2026 and 2027

## EXPERIENCE SPONSOR

3 Available Per Event

**\$3,500**

The Experience Sponsor supports a single SPP Speaker Series event by contributing to the environment that enables cross-sector dialogue. This sponsorship is designed for organizations seeking targeted visibility within a curated audience.

This sponsorship may support one of the following components:

[Venue](#) [Audio/Visual Production](#) [Networking Reception](#)

### BENEFITS:

- Recognition during event welcome remarks as a Series Supporting Sponsor.
- Logo placement on SPP Speaker Series webpages and select marketing materials.
- 2 tickets to the sponsored SPP Speaker Series.
- On-site recognition aligned with sponsorship area:
  - **Venue:** Opportunity to display signage at event entrance.
  - **Audio/Visual:** Opportunity to display logo on presentation screens where appropriate.
  - **Networking Reception:** Opportunity to display a branded banner in networking space.



**Interested in sponsoring the  
SPP Speaker Series? Let's connect.**

**[marketing@bespokeconsult.com](mailto:marketing@bespokeconsult.com)**