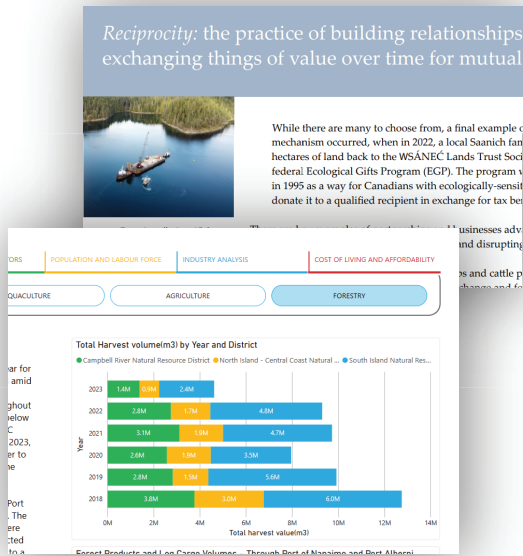


# STATE OF THE ISLAND ECONOMIC DASHBOARD

## Executive Summary

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Vancouver Island Economic Alliance (VIEA) are thrilled to present a unique opportunity to become a strategic partner in the advancement of regional economic insights. VIEA invites sponsorship for the groundbreaking 2024 Economic Dashboard, a revolutionary digital platform set to redefine the way regional stakeholders engage with and leverage crucial economic data.



### Overview of the Economic Dashboard

In a world where fake news and competing fact-checkers are all around, data literacy is a must for business success, and knowledge will always meant power.

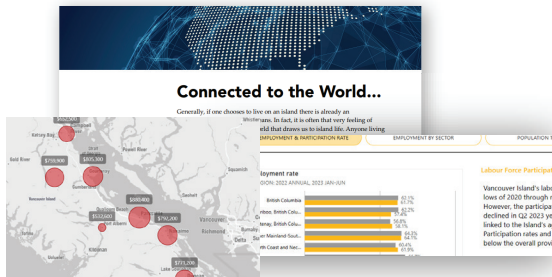
The 2024 Economic Dashboard offers real-time data, interactive analytics, and unparalleled insights into the regional economy. With an anticipated audience of industry professionals, decision-makers, and interest holders, this dynamic platform provides an ideal opportunity to showcase commitment to innovation, the region and thought leadership

### About the Vancouver Island Economic Alliance

VIEA is a leading economic development organization dedicated to connecting, convening and collaborating for regional prosperity. Year after year for the past ten years, as publishers of the State of the Island Economic Report, VIEA has worked to provide a realistic, clear-eyed view of the conditions that affect those who do live, work and do business on Vancouver Island. The new Economic Dashboard is the evolution of that report: a one-stop-shop, reliable, trusted and *hands down*, the most comprehensive source of information on the Vancouver Island economy.

The State of the Island **Economic Dashboard** is brought to you by **VANCOUVER ISLAND ECONOMIC ALLIANCE**





## Sponsorship Tiers

### Platinum Sponsor \$10,000

*Only one (1) spot available*

- ▶ Branding on the dashboard's landing page
- ▶ Recognition in press releases and media outreach
- ▶ Dedicated feature highlighting the Sponsor's commitment
- ▶ Inclusion in promotional materials and event collateral
- ▶ Recognition on social media platforms

### Gold Sponsor \$5,000

*Only three (3) spots available*

- ▶ Prominent logo placement within the dashboard
- ▶ Inclusion in promotional materials and event collateral
- ▶ Recognition on social media platforms

### Silver Sponsor \$2,500

*Only four (4) spots available*

- ▶ Logo visibility within the dashboard
- ▶ Mention in select marketing communications
- ▶ Recognition during related events

**Deadline:** To secure your preferred sponsorship tier, please confirm your commitment by **March 15, 2024**.

## Sponsor Benefits

Sponsors will enjoy increased brand exposure, visibility among key industry players, and the opportunity to align with a forward-thinking initiative that is at the forefront of delivering impactful economic insights. Detailed metrics and analytics on sponsor visibility will be provided post-campaign.

## Audience And Reach

The Economic Dashboard is anticipated to reach a diverse audience, including regional business leaders, industry, elected officials, First Nation groups and residents. Sponsors can leverage this unique opportunity to engage with a targeted audience, strengthening their position as industry leaders.

## Call to Action

We invite you to seize this distinctive opportunity and become a valued sponsor of the 2024 Economic Dashboard. As a first-year sponsor you will receive first right of refusal for subsequent years and the same rate will apply until 2027.

**For further discussion** or to express your interest in sponsorship, please contact Julie Sperber, [julie@via.ca](mailto:julie@via.ca) | 250-668-5389.