



ENGAGE**FEST**!

The Power of People and Place
Sponsorship Package

 **TAMARACK**
INSTITUTE

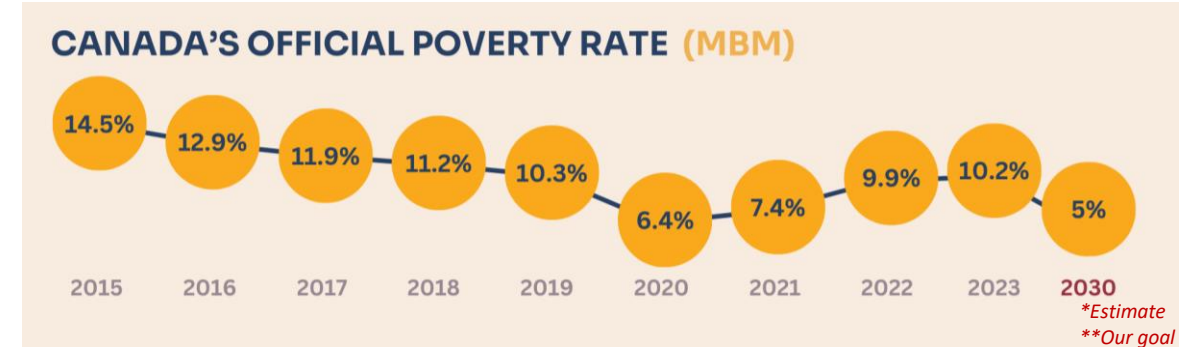


Tamarack's Why

We exist to end poverty in all of its forms
(2030 goal: 5% poverty rate)

- Economic poverty
- Social poverty
- The poverty of education inequity
- The poverty of our relationships to our planet and other living things

When we are effective in strengthening our collective capacity to engage citizens and lead collaboratively, our work contributes to the building of peace and to a more equitable society.



1 NO POVERTY



Tamarack's How

We bring communities together to shift the national and provincial/territorial policy and power structures that influence local work

Shift policy
and systems
change

We catalyze place-based approaches that recognize communities as the drivers of change.

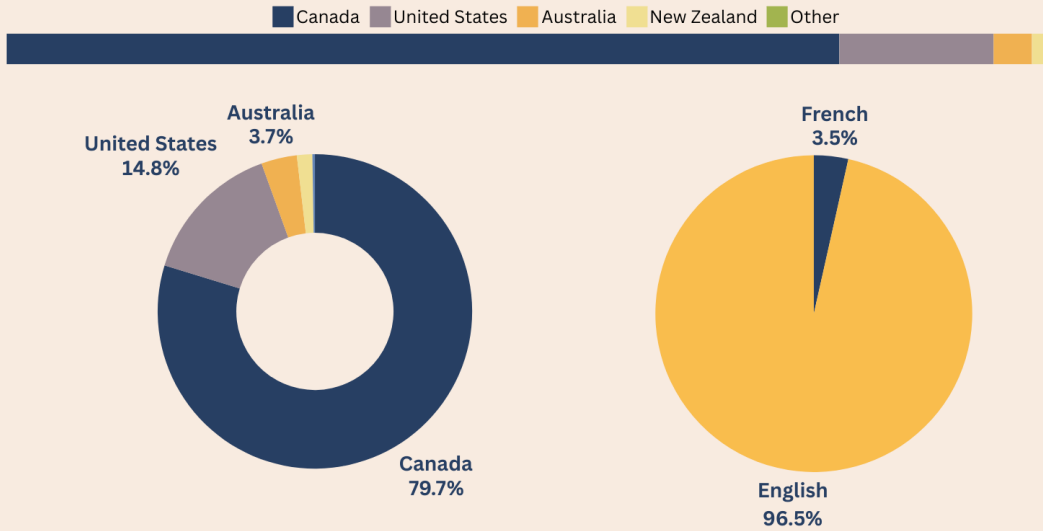
Drive large
scale change in
communities

We build capacity for participatory evaluation, community engagement, collaborative leadership, community innovation, community impact, and sustainability.

Build capacity
of individual
changemakers

Tamarack's Learning Network

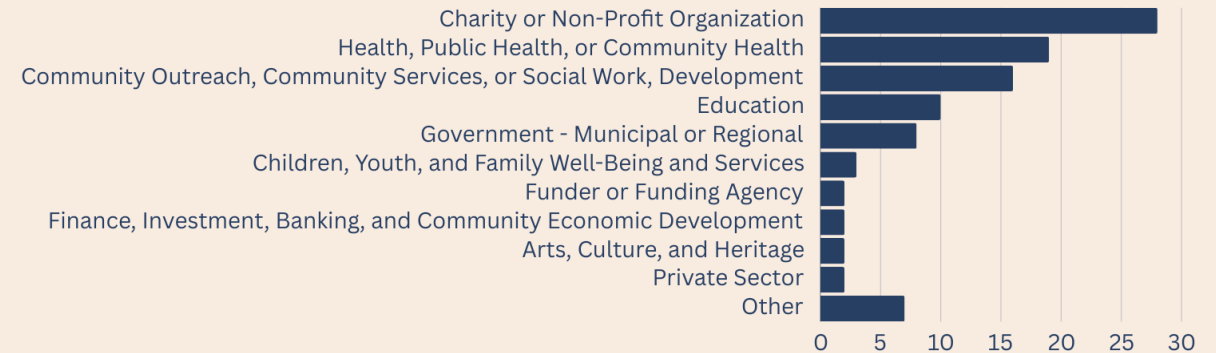
Tamarack Learners by Country



Canadian Tamarack Learners by Province

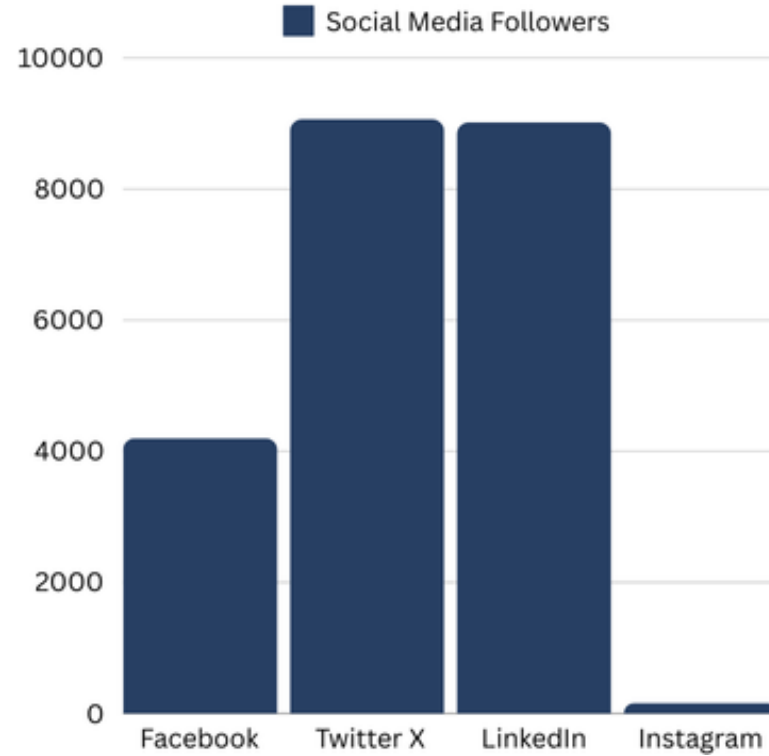


Tamarack Learners by Sector



50,000+ Learners in Tamarack's Global Network

Tamarack's Social and Digital Reach



Total Impressions across social media platforms = 563,158

ENGAGEFEST! The Power of People and Place

Tamarack Institute is thrilled to announce the launch of **EngageFest!**, an organization-wide learning event.

We are bringing together **500+** social innovators, changemakers and learners from across Tamarack's Networks for Change for two days of networking, capability building, knowledge sharing, and inspiration to explore this year's theme: **The Power of People & Place**.



EngageFest!

The Power of People and Place

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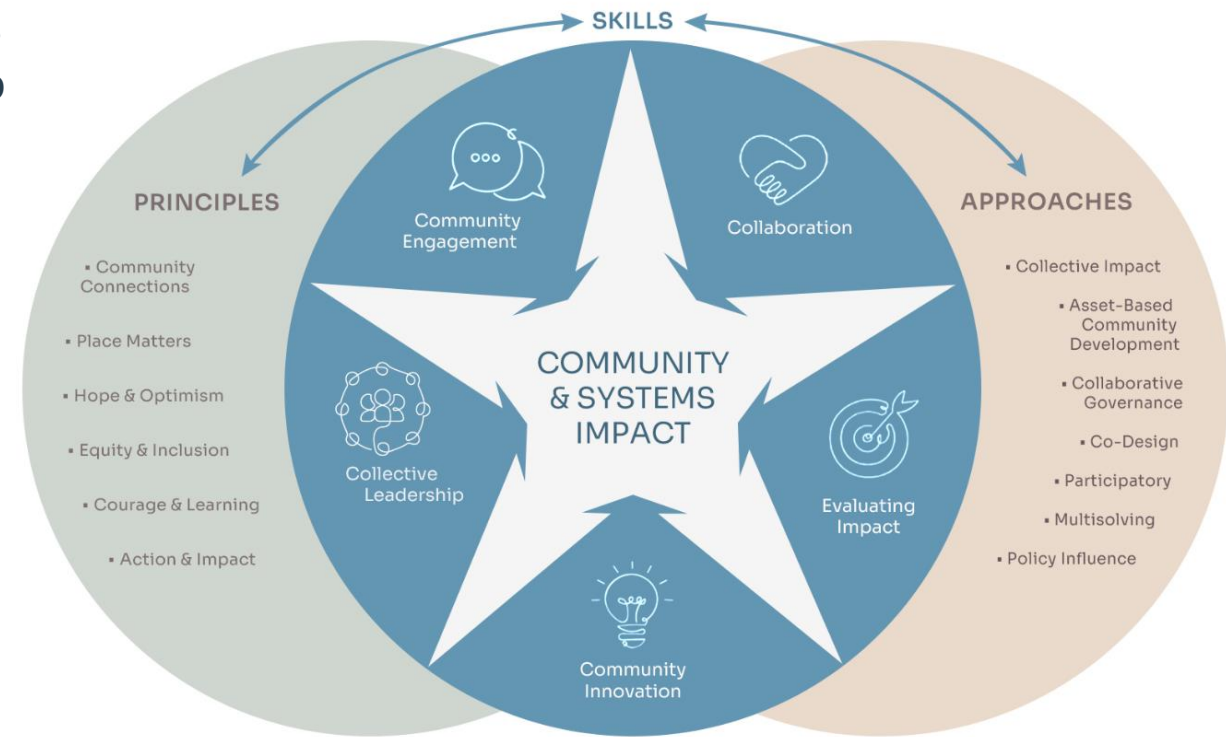
October 29-30, 2024

ENGAGEFEST! Interconnected Practices

As communities drive towards improving population level outcomes, Tamarack Institute has learned that changemakers must build their **skills in five interconnected practice** areas so that they can make a significant impact:

1. **Collaboration**
2. **Community Engagement**
3. **Collective Leadership**
4. **Community Innovation**
5. **Evaluating Impact**

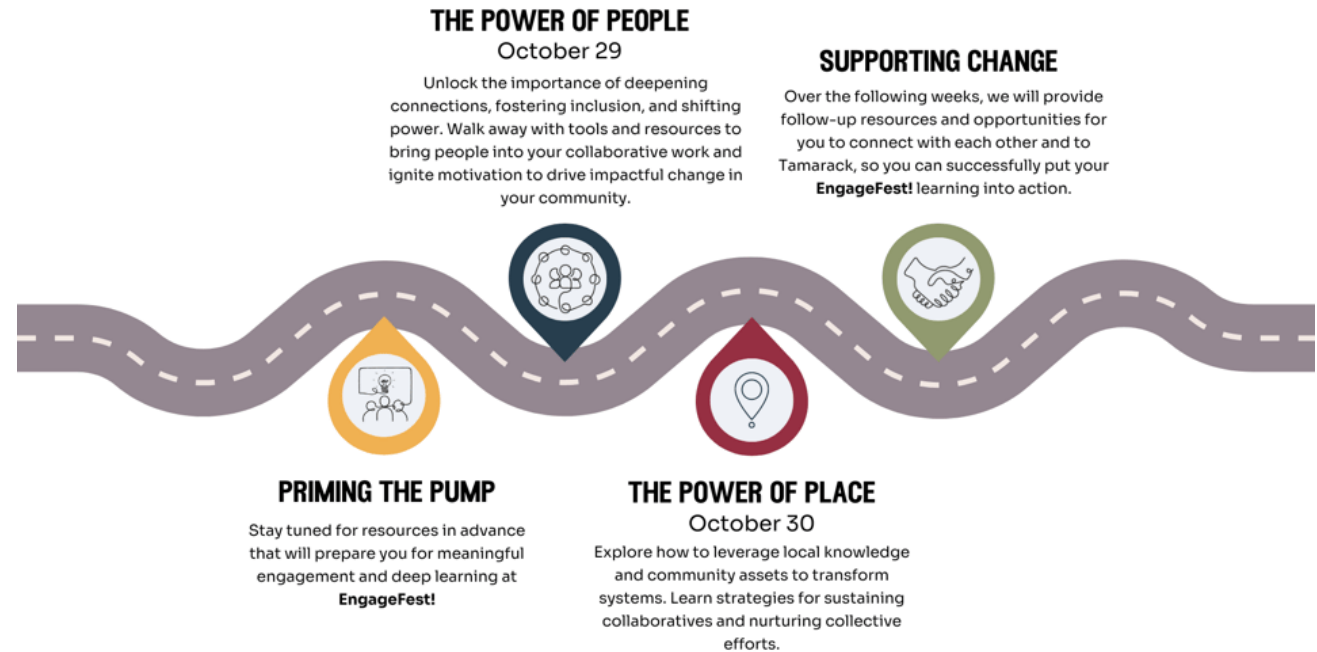
Engagefest! will introduce each of these five practices and explore how, together, they are integrated to create a supportive environment to sustain community change. Tools and resources to support the application of each practice will be introduced and applied.



ENGAGEFEST! Learner Roadmap

EngageFest! Attendees will:

- Explore tools and resources to support deepening connections, fostering inclusion, and shifting power
- Learn how to leverage local knowledge and community assets to transform systems
- Gain strategies for sustainability
- Meet Social Innovators from across Canada and beyond to discover creative approaches to addressing social inequities and challenges
- Apply practical strategies, tools, guides, and examples to create change and make sustainable impact in community and initiatives
- Celebrate impact and hear real community change stories



ENGAGEFEST! Key-Note Speakers



George Aye co-founded Greater Good Studio in 2011 to use design to heal, be just, and be restorative. Previously, he spent seven years at a global innovation firm before being hired as the first human-centred designer at the Chicago Transit Authority. Since founding Greater Good, he has guided clients and teams through complex projects that honour reality, create ownership, and build power.

George will help attendees understand the mechanics of power and how to wield it with care as we move forward in our community change efforts.



Louise Adongo is a bold and grounded leader with 10+ years' of experience in systems change, policy and evaluation. She is the founder of [Caprivian Strip Inc \(CSI\)](#) and co-steward with the Transition Bridges Project.

She believes that co-creating more nimble, transparent and creative institutional spaces is key to the reinvention that we have learned through our most recent pandemic (and polycrises) that we all need.



Margaret (Meg) Wheatley

As this world tears us apart, sane leadership on behalf of the human spirit is the only way forward. Since 1973, Meg has taught, consulted, and advised an unusually broad variety of organizations on all continents (except Antarctica).

She has served as full-time graduate management faculty at two universities, and been a formal advisor for leadership programs in England, Croatia, Denmark, Australia and the U.S. Meg has authored twelve books and received her doctorate in Organizational Behavior from Harvard University, her Master's in Media Ecology with Neil Postman from N.Y.U., and her Bachelor's from the University of Rochester

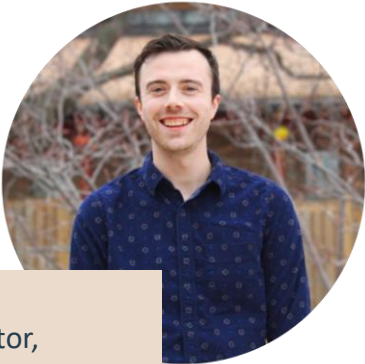
ENGAGEFEST! Tamarack Speakers



Liz Weaver
Co-CEO, Consulting Director,
Collective Leadership



Danya Pastuszek
Co-CEO, Director, Networks for Change



Duncan Field
Associate Director,
Tamarack Learning Centre



Sonja Miokovic
Consulting Director,
Community Innovation



Lisa Attygalle
Consulting Director,
Community Engagement



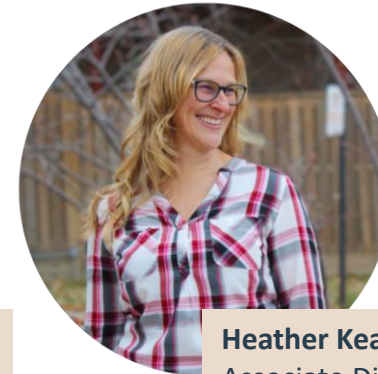
Yas Hassen
Associate Director,
Tamarack Learning Centre



Sylvia Cheuy
Consulting Director,
Collaboration



Chúk Odenigbo
Consulting Director,
Evaluating Impact



Heather Keam
Associate Director, Asset-Based
Community Development (ABCD)

ENGAGEFEST! Session Descriptions

Pre-session Chat: We invite you to join the Tamarack team each morning as you warm up for EngageFest! While enjoying a virtual beverage of your choice you will have a chance to gain a deeper understanding of the topics to be explored, while connecting with EngageFest!'s global audience. While this session is optional, we highly recommend you join and set your intentions for how you'll navigate the space and connections you make.

Keynotes: Participants will learn about the unique perspectives, challenges, and guiding light that helps these changemakers work through topics such as power, leadership, and systems change.

Workshops: Learn from members of our network, Tamarack consultants and leaders in the field of cross-sector community change. Participants will walk away with tangible and practical tools to move the needle in initiatives and strengthen connections.

Panel Discussions: Each day will bring a plenary panel focusing on government and ministry action, and shifting power to build leaders. Participants will engage in dynamic conversations that have been designed to help explore new ways of working by bringing together speakers with diverse perspectives.

ENGAGEFEST! In Person Meetups

Meetups are local spaces curated by and for changemakers in the communities they work and help push event learnings deeper.

Watch Parties will consist of Tamarack collaborative members, learners, and partners in a community who come together to experience the learning event together and have locally relevant discussions.

Networking Events will bring together Tamarack members, learners, partners, and other changemakers before or after the day's sessions to forge new connections and relationships while reflecting on the day's learnings and grounding them in local challenges and projects.



ENGAGEFEST! Sponsorship Opportunities

Presenting Sponsorship (exclusive offer)

- ✓ Leading logo placement on all promotional materials, invites, social media and during event
- ✓ Customized Speaking Opportunities
- ✓ Complimentary tickets
- ✓ Sponsor story feature on Tamarack's website
- ✓ Verbal recognition at the event
- ✓ Hosting and recognition opportunities at regional meet-ups and watch parties

Youth Sponsor (exclusive offer)

- ✓ Prime logo placement on promotional materials, invites, social media, event website,
- ✓ Customized Speaking Opportunities
- ✓ Complimentary tickets
- ✓ Verbal recognition at the event
- ✓ Recognition at select in-person meet-ups and watch parties

Support Sponsor

- ✓ Logo placement on all promotional materials, invites, social media, event website,
- ✓ Complimentary tickets
- ✓ Verbal recognition at the event
- ✓ In-person networking opportunities at regional meet-ups and watch parties

Becoming an ENGAGEFEST! Sponsor

Sponsorship allows us to support:

- **Individuals and organizations with a barrier free rate** to allow those experiencing barriers to access an open invitation to attend
- **Individuals with lived experience** of poverty to attend barrier free and add valuable contributions and perspectives to conversations
- **Communities** throughout Canada and the US who are **facilitating watch parties and community meetups** to move forward important agenda items and networking opportunities for collaboration

Together we can alleviate financial hurdles for learners and communities while ensuring diverse voices and perspectives are included, a crucial element for fostering impactful change

ENGAGEFEST! Stay Connected!



LET'S CONNECT

We understand that each sponsor has unique goals and objectives. Our customizable sponsorship packages allow you to tailor your engagement with Tamarack and our network.



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Claire@tamarackcommunity.ca



Stephanie Murray (she/her)

Associate Director, Digital Sales,
Engagement and Learning

Stephanie@tamarackcommunity.ca