

SPONSORSHIP PACKAGE



banff
systems
summit

banff systems summit

May 19-22, 2025

*with Student Systems Showcase

TOGETHER WE SHIFT, TOGETHER WE THRIVE

Mount Royal University's Institute for Community Prosperity and ATCO's SpaceLab are excited to announce the Banff Systems Summit, taking place May 19-22 at the Banff Centre. This summit exists to amplify the use of systems thinking across sectors and many fields of work, in order to shift complex problems and create positive, sustainable change. "Together We Shift, Together We Thrive," speaks to the collective journey toward a more regenerative, resilient tomorrow.

The Banff Systems Summit welcomes post-secondary students from across Canada, practitioner-changemakers from multiple sectors, and a select number of international participants. Over the course of four immersive days, participants will experience keynotes, plenaries, panel discussions, skills-focused workshops, walkabouts, and networking activities, all designed to foster meaningful connections and inspire innovative thinking.

This Summit creates a unique space where students, educators, practitioners, and the curious can share and learn about tools and work contributing to positive systems change. We celebrate and learn from the perspectives of students, including those participating in Map the System Canada, and offer a platform to explore real-world applications of systems thinking in addressing the complex challenges we face today—such as housing crises, political polarization, and global conflicts.

At its core, the Banff Systems Summit is about building a thriving community where individuals and resources come together not just during the event but long after. Attendees will have the opportunity to engage in deep, rich, generative conversations that lead to new insights, better questions, and purposeful pathways for leadership and action.

Join us in May 2025 to shift perspectives, celebrate and thrive together.

WHY BANFF?

Banff is an internationally recognized destination, a global centre for learning, the arts, sustainability, and leadership development. Historically, it was a place of coming together, of peace and medicine, prior to colonization. Post-colonization, it has welcomed travelers from across the globe, looking to interact with nature in all four seasons, to challenge their limitations and learn about their capacities. The Banff Systems Summit brings these two histories together: we will invite top students from

Canada and internationally, as well as systems leaders across a wide range of fields and sectors to explore how systems thinking can be applied to current challenges, and workshop skills students can employ as they transition from school to professional life. This will include time in nature with Indigenous systems thinkers, engaging with social entrepreneurs, and experiencing cultural opportunities that can help us all 'unsettle' and grow.



The Banff Systems Summit exists to amplify the use of systems thinking across sectors and many fields of work, in order to shift complex problems and create positive and sustainable change.

Key Objectives

- Offer space that welcomes students, educators, practitioners and the curious to share and learn about work and tools that are contributing to positive systems change;
- Celebrate and learn from the perspectives and work of students, including all of the students participating in Map the System Canada; and
- Create a community of individuals and resources that may continue to share and learn from each other outside of the Summit

Expected Outcomes

Short-term: Build confidence, solidarity, and demystify complex challenges. Connect students with meaningful work opportunities

Long-term: Nurture a community of practice, build knowledge about systems-led approaches, and instill a collective sense of momentum for societal change across Canada and globally.



THE INSTITUTE FOR COMMUNITY PROSPERITY

The Institute for Community Prosperity at Mount Royal University is nationally-recognized for its approach to social impact learning through applied research, creative knowledge mobilization, and systems-focused education. Led by Executive Director Lena Soots-Haley, the Institute connects students with real-world changemaking initiatives. Unique among student competitions, Map the System Canada, managed by the Institute (and aligned with the global Map the System program, hosted by the University of Oxford), engages

post-secondary students in a learning-first approach to social change; understanding complex social and environmental issues through a systems lens. It challenges students to ask such questions as How did this problem come to be? Why are existing efforts and approaches insufficient to address the problem? What are we missing? What is likely to happen if the status quo persists? And so on... The Banff Systems Summit builds on this legacy, providing a unique venue for transformative learning and dialogue on systems thinking.



ATCO'S SPACELAB

ATCO Group is a one-stop provider of integrated energy, housing, transportation and infrastructure solutions. ATCO's Vision is to deliver inspired solutions for a better world, providing customers with innovative, sustainable solutions in the sectors that are fundamental to global growth and prosperity: housing, real estate, energy, water, transportation and agriculture. From its roots as a small enterprise called Alberta Trailer Hire in 1947, it has grown to a global company of over 19,000 employees throughout ATCO and all subsidiary and affiliate companies, operating in over 100 countries.

ATCO's SpaceLab is an enterprise-wide framework of support for ATCO employees with the desire and creative energy to pursue sustainable new value for the company. Its mandate is to ensure that ATCO's legacy of success continues for generations to come.

2024 HIGHLIGHTS

DIVERSE PARTICIPATION

165 Attendees from around the world

128 Practitioners, Including Corporate Leaders, Government Policymakers, Nonprofit Innovators, and Academic Experts

68 Esteemed Speakers

50 Passionate Students

RICH PROGRAMMING

3 Inspiring plenary speeches & interactive discussions

8 Themed panel sessions tackling critical public systems issues

8 Hands-on workshops designed to foster innovative thinking

4 Culturally informed programming & learning



SPONSORSHIP TIERS



<p><i>Note: The Institute for Community Prosperity will work closely with sponsors to tailor benefits and ensure a mutually beneficial partnership.</i></p>	<p>Three Sisters Mountain Elevation: Big Sister – 2,936 m, Middle Sister – 2,769 m, Little Sister – 2,694 m</p>	<p>Cascade Mountain Elevation: 2,998 m (9,836 ft)</p>	<p>Mount Rundle Elevation: 2,948 m (9,672 ft)</p>	<p>Sulphur Mountain Elevation: 2,451 m (8,041 ft)</p>	<p>Sleeping Buffalo (Tunnel) Mountain Elevation: 1,692 m (5,551 ft)</p>
<p>What's Included:</p>	<p>Above \$20,000</p>	<p>\$10,000 - \$19,999</p>	<p>\$5,000 - \$9,999</p>	<p>\$2,000 - \$4,999</p>	<p>Below \$1,999</p>
Acknowledgment in all breakout sessions	✓				
Exclusive highlight in pre-event marketing	✓				
Brand recognition - exclusive banner placement at Summit	✓				
Opportunity to have the travel subsidy fund named after you/your organization	✓				
Opportunity to speak at a plenary or introduce a speaker	✓				
Acknowledgment in 2 breakout sessions	✓	✓			
Featured sponsor profile on event website	✓	✓			
Brand recognition - exclusive logo placement at Summit	✓	✓			
Opportunity to host a networking table to connect with students, practitioners, and international participants	✓	✓			
Opportunity to sponsor a dinner	✓	✓			
Acknowledgment in all plenary sessions	✓	✓	✓		
Dedicated social media post	✓	✓	✓		
Opportunity to sponsor a lunch	✓	✓	✓		
Opportunity to introduce a breakout session or workshop	✓	✓	✓		
Opportunity to sponsor a breakfast	✓	✓	✓	✓	
Acknowledgment in opening & closing gatherings	✓	✓	✓	✓	✓
Social media shout-outs	✓	✓	✓	✓	✓
Brand recognition - logo placement on sponsor board at Summit	✓	✓	✓	✓	✓



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2025 HOSTED BY:*



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