

Profitable
ON PURPOSE

2027 · VICTORIA + VANCOUVER

PARTNERSHIP OPPORTUNITIES

One powerful day. Four months of momentum.

VICTORIA, BC
September 2027

VANCOUVER, BC
November 2027

www.thepopbusiness.com

ABOUT THE EVENT

A DIFFERENT KIND OF BUSINESS CONFERENCE



POP VICTORIA 2026

Profitable on Purpose brings together established women business owners who are ready to make their businesses more profitable, sustainable, and rewarding to own.

This one-day working conference goes beyond inspiration and motivation. Attendees participate in practical business sessions, meaningful conversations, and guided implementation designed to help them make better decisions about how they operate and grow their businesses.

From pricing and profitability to business strategy and long-term sustainability, Profitable on Purpose focuses on the issues business owners face every day. Attendees leave with new perspectives, valuable connections, and a clear plan for putting what they've learned into action.

For partners, this creates an opportunity to connect with women who make purchasing decisions, invest in their businesses, and value relationships with organizations that understand their needs.

EVENT AT A GLANCE

2 CITIES
Victoria in September, Vancouver in November

100
Target attendees per conference

EXPERT-LED
Practical business sessions

MEANINGFUL
Facilitated networking

TAKE-HOME
Workbook and 90-day action plan

OUR PHILOSOPHY

No selling from the stage.

Every session must deliver genuine value to the women in the room.

THE 2027 POP EXPERIENCE

ONE POWERFUL DAY. FOUR MONTHS OF MOMENTUM.

In 2027, a Profitable on Purpose ticket includes far more than a conference day. Attendees join a structured experience designed to help them prepare, decide, and follow through.

BEFORE

4

BUSINESS BRIEFINGS

Pre-conference sessions with preparation activities, so attendees arrive clear on their priorities and ready to work.

THE DAY

1

WORKING CONFERENCE

A full day of practical sessions, facilitated conversation, and guided implementation. Each attendee builds an individual 90-day action plan.

THE TOOL

1

ATTENDEE WORKBOOK

A comprehensive printed workbook. POP is a no-laptop room, so attention stays on the work and the people at the table.

AFTER

90

DAYS OF SUPPORT

Post-conference workshops and guided implementation support to help attendees act on the plans they create.

Prepare

The Business Briefings help attendees arrive with their priorities and questions in focus.

Decide

The conference day turns that preparation into choices and a written 90-day plan.

Act

Ninety days of follow-up support helps attendees put the plan to work.

Why this matters to partners

Your organization is associated with an experience attendees stay engaged with for months, not a single day. Conference partnership benefits are delivered through the conference day, its printed and digital materials, and the promotion described in this prospectus.

Schedules and formats for the 2027 Business Briefings and post-conference workshops are being finalized.

2027 · TWO CITIES

TWO CITIES. TWO BUSINESS COMMUNITIES.

In 2027, Profitable on Purpose grows from one conference to two, with the same format, standards, and focus on established women business owners in each city.

RETURNING **September 2027**

Victoria, BC

An established conference audience built on the inaugural POP Victoria in October 2026, which welcomed 82 attendees.

WHO IT REACHES

Women business owners from Greater Victoria, the Cowichan Valley, Nanaimo, the Comox Valley, and communities throughout Vancouver Island.

INAUGURAL **November 2027**

Vancouver, BC

POP's first conference in Vancouver, bringing the proven Victoria format to a new market. Founding partners help shape the event from its first year.

WHO IT IS DESIGNED FOR

Established women business owners across Metro Vancouver, the Fraser Valley, and communities throughout the Lower Mainland.

Exact dates and venues for both conferences are being finalized.

PARTNER IN ONE CITY, OR BOTH

01 A CONSISTENT BRAND PRESENCE
Appear with the same partnership level and recognition at both conferences, under one coordinated plan.

02 TWO DISTINCT BUSINESS COMMUNITIES
Reach established business owners in two separate markets, each with its own networks, industries, and local priorities.

03 RELATIONSHIPS ON BOTH SIDES OF THE STRAIT
Build connections across Vancouver Island and the Lower Mainland through a single partnership.

04 ONE AGREEMENT. ONE RELATIONSHIP.
A single sponsorship agreement and one point of contact for planning and fulfillment in both cities.

> The 2026 results reported in this prospectus come from POP Victoria 2026. Vancouver 2027 will be POP's first conference in that market.

WHO'S IN THE ROOM

YOUR AUDIENCE. THEIR DECISIONS.



POP VICTORIA 2026

Profitable on Purpose is designed for women who have moved beyond starting a business and are focused on making their businesses work better.

These women are responsible for the decisions affecting their profitability, operations, financial health, and future growth.

WHO ATTENDS

- Established business owners and founders
- Professional service providers and consultants
- Agency owners and creative entrepreneurs
- Business educators and advisors
- Retail, wellness, and service-based business owners
- Women managing growing businesses and teams

WHY THIS AUDIENCE MATTERS

These women make decisions about business banking, insurance, accounting, legal services, technology, marketing, professional development, and other products and services supporting their businesses.

They are looking for knowledgeable, trustworthy providers who understand the realities of business ownership.

GEOGRAPHIC REACH

Victoria: Greater Victoria and communities throughout Vancouver Island.
Vancouver: Metro Vancouver and the Lower Mainland.

Your partnership puts your organization in front of business owners who have the authority to make purchasing decisions and build long-term professional relationships.

WHY PARTNER WITH POP?

MORE THAN BRAND VISIBILITY

Sponsoring Profitable on Purpose is an opportunity to build relationships with an engaged community of women business owners.

Unlike traditional trade shows, POP is designed around shared learning, collaboration, and intentional connection. Partners become part of the conference experience through relevant brand recognition, opportunities for conversation, and meaningful engagement.



POP VICTORIA 2026

01 DIRECT ACCESS TO DECISION-MAKERS

Connect with business owners responsible for choosing the products, services, and professional partners their businesses rely on.

02 A RELATIONSHIP-FOCUSED ENVIRONMENT

The format encourages conversations and genuine connections rather than quick exchanges of promotional materials.

03 VISIBILITY BEYOND THE CONFERENCE

Depending on partnership level, your organization receives recognition through pre-event promotion, conference materials, digital communications, and post-event follow-up.

04 ASSOCIATION WITH PRACTICAL BUSINESS EDUCATION

Align your brand with a conference dedicated to helping women build more profitable and sustainable businesses.

05 CATEGORY EXCLUSIVITY AT SELECT LEVELS

Presenting, Leadership, and Impact Partners receive category exclusivity within their conference, giving their organizations a distinct position in their sector.

The goal is simple: partnerships that provide meaningful value to sponsors while improving the experience for every woman attending.

OUR TRACK RECORD · VICTORIA 2026

PROVEN IMPACT. MEANINGFUL CONNECTIONS.

Profitable on Purpose debuted in Victoria on October 23, 2026, bringing together 82 attendees for a full day of practical business education, meaningful connections, and guided implementation.



The conference delivered measurable results, with attendees reporting valuable learning experiences, new business relationships, and clear intentions to take action.

2026 CONFERENCE IMPACT

82	88%	96%	96%	+71
Conference attendees	Rated the conference very or extremely valuable	Expect to take action on something they learned, decided, or started within 30 days	Made at least one new business connection	Net Promoter Score

PARTNERSHIP IMPACT

Partners benefited from brand recognition and opportunities to introduce attendees to valuable business resources.

88%	83%	71%	58%
Recalled The Scotiabank Women Initiative	Recalled Doane Grant Thornton	Recalled WeBC	Learned about a business, organization, service, or resource they hadn't previously known

Results based on 24 completed attendee surveys, representing 29.3% of the 82 attendees at POP Victoria 2026. Percentages are rounded. Survey findings reflect respondents rather than the entire attendee population.

OUR TRACK RECORD · VICTORIA 2026

IN THEIR WORDS



POP VICTORIA 2026

WHAT ATTENDEES SAID

"Appreciated the action plan and workbook to turn it into actionable items and a sense of accountability.

POP Victoria 2026 Attendee Feedback

"For me, this was a valuable day of regrouping, getting clarity and setting next steps for growth.

POP Victoria 2026 Attendee Feedback

2026 CORPORATE PARTNERS

POP Victoria 2026 was made possible with the support of:

- **The Scotiabank Women Initiative**, Presenting Partner
- **Horne Coupar LLP**, Leadership Partner
- **Doane Grant Thornton LLP**, Impact Partner
- **Acera Insurance**, Impact Partner
- **WeBC**, Growth Partner

BUILDING ON SUCCESS

For 2027, Profitable on Purpose returns to Victoria with the same commitment to practical business education, meaningful connections, and an environment where women business owners leave prepared to take action.

In November, POP brings that same experience to Vancouver for the first time.

COMMUNITY REACH & PARTNER VISIBILITY

YOUR BRAND. MULTIPLE OPPORTUNITIES TO CONNECT.

Profitable on Purpose partners benefit from promotional opportunities before, during, and after each conference.

Promotion is supported by the POP community and founder Pam Ivey's established professional networks.

MARKETING & PROMOTIONAL REACH

3,508	12,980	2,800	540	19,828
Email subscribers	LinkedIn followers	Facebook followers	Instagram followers	Combined subscribers and social followers across these channels

These figures represent channel audiences, not unique individuals or guaranteed impressions. Audience overlap is possible.

BEFORE THE CONFERENCE

Depending on partnership level:

- Recognition on the POP conference website
- Partner announcements and social media features
- Inclusion in conference marketing materials
- Recognition in relevant pre-event email communications
- Opportunities to introduce your organization to prospective attendees

DURING THE CONFERENCE

- Brand visibility on conference signage and materials
- Recognition in the printed conference workbook and digital attendee guide
- Selected opportunities for stage recognition
- Opportunities for in-person conversations with attendees
- Conference attendance through included partner passes
- Display space where specified in the partnership package

AFTER THE CONFERENCE

- Recognition in post-event communications
- Inclusion in relevant conference recap content
- Opportunities to share a relevant offer or resource with attendees, where included
- Continued association with the POP business community

A THOUGHTFUL APPROACH TO SPONSORSHIP

The strongest partnerships add value to the attendee experience. Stage participation is educational or introductory, never a sales presentation. Partner content must be relevant, professional, and consistent with the purpose of the conference.

PARTNERSHIP OPPORTUNITIES

FIND THE RIGHT FIT FOR YOUR ORGANIZATION

Profitable on Purpose offers a limited number of partnerships in each city, designed to connect trusted organizations with established women business owners.

CONFERENCE PARTNERSHIPS

PARTNERSHIP	VICTORIA SEPTEMBER	VANCOUVER NOVEMBER	AVAILABILITY PER CITY
Presenting Partner	$6,000	$7,500	1 Exclusive
Leadership Partner (Lunch & Learn)	$3,500	$4,000	1 Exclusive
Impact Partner	$2,500	$3,000	4
Growth Partner	$1,250	$1,500	5
Community Partner	$500	$750	10

EXPERIENCE PARTNERSHIPS

PARTNERSHIP	VICTORIA	VANCOUVER	AVAILABILITY
Workbook & Implementation Partner	$3,000	$3,500	1 Exclusive
Welcome Experience Partner	$3,000	$3,500	1 Exclusive

All investments are in Canadian dollars, before applicable taxes. Two-city partnership pricing appears on the next page.

Victoria workbook alternative: $2,000 cash plus qualified in-kind printing services, subject to approval and agreed valuation. Vancouver in-kind arrangements are considered separately.

Partnerships are limited and confirmed based on availability and alignment with the conference. Category exclusivity applies to Presenting, Leadership, and Impact Partners. Returning 2026 partners have right of first refusal on their corresponding Victoria 2027 positions.



POP VICTORIA 2026

TWO-CITY PARTNERSHIPS

PARTNER IN BOTH CITIES

A two-city partnership gives your organization a consistent presence at both 2027 conferences through one agreement and one coordinated relationship, at a reduced combined investment.

PARTNERSHIP	COMBINED SINGLE-CITY VALUE	TWO-CITY INVESTMENT	YOUR SAVING
Presenting Partner	$13,500	**$12,800**	$700
Leadership Partner (Lunch & Learn)	$7,500	**$7,100**	$400
Impact Partner	$5,500	**$5,200**	$300
Growth Partner	$2,750	**$2,600**	$150
Community Partner	$1,250	**$1,200**	$50
Workbook & Implementation Partner	$6,500	**$6,200**	$300
Welcome Experience Partner	$6,500	**$6,200**	$300

Two-city investments reflect a saving of approximately 5% on the combined single-city rates, rounded. Canadian dollars, before applicable taxes.

WHAT A TWO-CITY PARTNERSHIP INCLUDES

- Recognition at both the Victoria and Vancouver conferences
- The full benefits of your partnership level in each city, including complimentary conference tickets for each event
- A consistent brand presence across Vancouver Island and the Lower Mainland
- One coordinated sponsorship agreement
- A single relationship with POP for planning and fulfillment

GOOD TO KNOW

- Each conference has its own audience. Some attendees may attend both, so reach across the two events is not additive.
- Category exclusivity applies within each conference at the levels that include it, and is confirmed separately for each city.
- Two-city partnerships are subject to availability at the same level in both cities.

PREMIER PARTNERSHIPS

PRESENTING PARTNER

ONE EXCLUSIVE OPPORTUNITY PER CITY

$6,000	$7,500	$12,800
VICTORIA	VANCOUVER	BOTH CITIES

Put your organization at the forefront of Profitable on Purpose.

As Presenting Partner, your organization receives the highest level of recognition and visibility throughout the conference experience.

Your brand becomes closely associated with a full day dedicated to helping established women business owners improve profitability, strengthen their businesses, and plan for sustainable growth.

YOUR PARTNERSHIP INCLUDES

- Official recognition: "Profitable on Purpose Victoria 2027" or "Vancouver 2027," presented by your organization
- Premier logo placement on the conference website, signage, and promotional materials
- Opening welcome address to the full conference audience, up to five minutes
- Dedicated partner spotlight in a pre-event email
- Dedicated social media feature
- Featured organization profile on the conference website
- Full-page advertisement in the printed conference workbook and digital attendee guide
- Premier recognition in conference opening and closing remarks
- Premium partner display table at the venue †
- Opportunity to provide a relevant resource or offer for post-event attendee communication
- Two complimentary full-access conference tickets
- Category exclusivity

LEADERSHIP PARTNER

OFFICIAL LUNCH & LEARN PARTNER · ONE PER CITY

$3,500	$4,000	$7,100
VICTORIA	VANCOUVER	BOTH CITIES

Position your organization as a trusted source of expertise.

The Leadership Partner presents a dedicated Lunch & Learn session designed to provide practical, relevant information to the full conference audience, one of the day's most valuable learning opportunities.

Session content must be educational, relevant to the POP audience, and approved in advance.

YOUR PARTNERSHIP INCLUDES

- Exclusive recognition as the official Lunch & Learn Partner
- A 20-minute educational Lunch & Learn presentation †
- Logo recognition on the conference website, signage, and promotional materials
- Dedicated pre-event partner spotlight
- Dedicated social media feature
- Organization profile on the conference website
- Half-page advertisement in the printed conference workbook and digital attendee guide
- Partner display table at the venue †
- Recognition from the stage
- Opportunity to provide a relevant resource or offer for post-event attendee communication
- One complimentary full-access conference ticket
- Category exclusivity

† Vancouver: subject to venue confirmation. Benefits for two-city partners are delivered in each city.

EXPERIENCE PARTNERSHIPS

WORKBOOK & IMPLEMENTATION PARTNER

ONE EXCLUSIVE OPPORTUNITY PER CITY

$3,000	$3,500	$6,200
VICTORIA	VANCOUVER	BOTH CITIES

Put your brand in the hands of every conference attendee.

The POP conference workbook is central to the learning experience. In 2026, attendees received a comprehensive 72-page workbook designed to support learning, reflection, and implementation throughout the day. Because POP is a no-laptop room, the workbook is where the work happens.

The workbook extends the value of the conference beyond the event itself, giving attendees exercises, notes, resources, and an action plan to reference as they move forward. As Workbook & Implementation Partner, your organization receives prominent recognition within this practical business resource.



POP VICTORIA 2026 CONFERENCE WORKBOOK

INVESTMENT OPTIONS

Victoria

Option 1: $3,000 cash investment
Option 2: $2,000 cash plus qualified in-kind printing services, subject to approval and agreed valuation.

The in-kind component must directly support production of the conference workbook and meet agreed printing specifications and deadlines.

Vancouver

$3,500 cash investment. Any in-kind alternative requires separate approval.

YOUR PARTNERSHIP INCLUDES

- Exclusive recognition as the official Workbook & Implementation Partner
- "Workbook presented by" recognition for your organization
- Logo placement on the workbook cover
- Inside-cover message or full-page advertisement
- Opportunity to contribute one approved business resource page
- Workbook partner recognition in the digital attendee guide
- Recognition from the stage during the implementation session
- Logo and organization recognition on the POP website
- Social media partner announcement
- One complimentary full-access conference ticket

EXPERIENCE PARTNERSHIPS

WELCOME EXPERIENCE PARTNER

ONE EXCLUSIVE OPPORTUNITY PER CITY

$3,000	$3,500	$6,200
VICTORIA	VANCOUVER	BOTH CITIES

Make a memorable first impression with every woman attending Profitable on Purpose.

The welcome experience sets the tone for the conference.

As the exclusive Welcome Experience Partner, your organization receives prominent recognition as attendees arrive, register, and prepare for their day.

This partnership offers direct brand visibility through attendee welcome materials and the registration experience.

YOUR PARTNERSHIP INCLUDES

- Exclusive recognition as the official Welcome Experience Partner
- Prominent logo recognition at the registration and welcome area †
- Branded recognition on attendee welcome materials
- Opportunity to include one approved premium promotional item or resource in attendee welcome materials
- Full-page advertisement in the printed conference workbook and digital attendee guide
- Featured recognition on the POP website
- Dedicated social media partner announcement
- Recognition in relevant pre-event attendee communications
- Recognition during the opening welcome
- One complimentary full-access conference ticket

† Vancouver: subject to venue confirmation.



POP VICTORIA 2026

ADDITIONAL PARTNERSHIPS

IMPACT PARTNER

FOUR OPPORTUNITIES PER CITY

$2,500	$3,000	$5,200
VICTORIA	VANCOUVER	BOTH CITIES

Connect with women business owners through focused visibility and a dedicated introduction.

Impact Partners receive meaningful recognition throughout the event, including an opportunity to introduce their organization directly to attendees.

- Dedicated three-minute stage introduction
- Logo placement on the conference website and event signage
- Dedicated social media feature
- Organization profile on the POP website
- Quarter-page advertisement in the printed conference workbook and digital attendee guide
- Recognition in relevant conference communications
- Opportunity to provide a relevant resource or offer for post-event attendee communication
- One complimentary full-access conference ticket
- Category exclusivity

GROWTH PARTNER

FIVE OPPORTUNITIES PER CITY

$1,250	$1,500	$2,600
VICTORIA	VANCOUVER	BOTH CITIES

Build awareness with a community of established women business owners.

Growth Partnerships provide brand recognition before, during, and after the conference without requiring a stage presentation.

- Logo recognition on the conference website
- Recognition in selected pre-event communications
- Social media partner recognition
- Quarter-page advertisement in the printed conference workbook and digital attendee guide
- Logo recognition on shared partner signage
- Opportunity to provide a relevant resource or offer for post-event attendee communication
- One complimentary full-access conference ticket

COMMUNITY PARTNER

TEN OPPORTUNITIES PER CITY

$500	$750	$1,200
VICTORIA	VANCOUVER	BOTH CITIES

Show your support for women business owners and join the POP community.

An accessible opportunity for smaller businesses and local organizations to support practical business education and meaningful connection.

- Logo recognition on the conference website
- Logo recognition in the printed conference workbook and digital attendee guide
- Group social media partner recognition
- Recognition on shared partner signage
- One complimentary full-access conference ticket

A SEPARATE HOSTING OPPORTUNITY

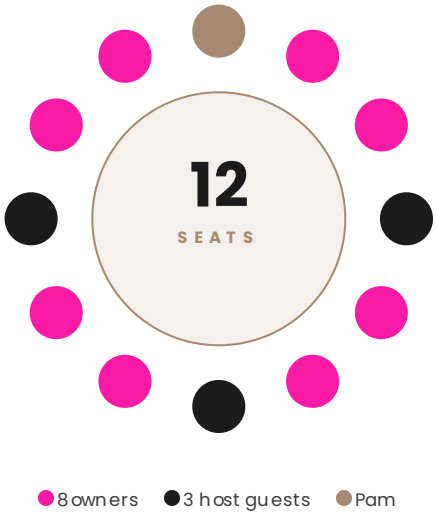
THE FOUNDERS' TABLE

Most sponsorships offer visibility. The Founders' Table offers proximity.

An exclusive, sponsor-hosted private dinner for twelve, held in each city in the new year after the conferences.

Eight established women business owners, selected by POP through an application process, join three representatives or nominated guests from the host partner, with Pam Ivey as host. Selected conference attendees take part at no additional cost.

One dinner takes place in Victoria and one in Vancouver, both planned for January 2028, approximately two weeks apart. Each city has a single host partner.



VICTORIA HOST	VANCOUVER HOST	BOTH CITIES
$6,000	$7,500	$12,900

A SELECTED ROOM

Guests are chosen through an application process, not by ticket purchase.

TIME TO TALK

A private table of twelve allows the kind of conversation a conference day rarely does.

ONE HOST PER CITY

Your organization is the only sponsor at the table, with Pam Ivey hosting the evening.

A separately priced opportunity. The Founders' Table is not included in any conference partnership. To receive the Founders' Table Host Partnership prospectus, contact **partners@thepopbusiness.com**.

MEET THE FOUNDER

EXPERIENCE BEHIND THE EVENT



Pam Ivey

FOUNDER & EXECUTIVE PRODUCER
Profitable on Purpose

Pam Ivey has spent decades building and running businesses, with a background in business strategy, marketing, education, and event production.

Having produced numerous successful business events and worked with entrepreneurs across Canada and the United States, Pam understands the challenges of building and sustaining a profitable business.

She created Profitable on Purpose to give established women business owners access to practical education, meaningful connections, and the opportunity to work on their businesses with intention. POP is independently owned and produced by Pam.

Her approach combines strategic programming, thoughtful partnerships, and a commitment to delivering value for attendees and sponsors alike. Pam holds a Certificate in Business Strategy from Harvard Business School Online, sits on the Board of Advisors for the Canadian Women's Chamber of Commerce, and mentors women entrepreneurs through WeBC.

THE VISION

Profitable on Purpose is built around a straightforward belief: business owners deserve practical support to build businesses that are financially healthy, sustainable, and aligned with their goals.

Every element of the conference, from the speakers and working sessions to the networking and partnerships, is designed with this purpose in mind.

PARTNERSHIP DETAILS

LET'S BUILD SOMETHING VALUABLE TOGETHER

Profitable on Purpose is committed to partnerships that make sense for the organizations involved and the women attending.

Whether your organization wants to strengthen brand awareness, build relationships with established business owners, share professional expertise, or demonstrate its commitment to women's entrepreneurship, there is a partnership to fit, in one city or both.

AVAILABILITY

Partnerships are limited and subject to availability. Reservations are confirmed upon acceptance of the sponsorship agreement and receipt of the required deposit. Returning 2026 partners have right of first refusal on their corresponding Victoria 2027 positions.

TWO-CITY PARTNERSHIPS

A 50% deposit of the two-city investment confirms both conferences. The remaining balance is paid in two instalments, each due 60 days before the respective conference, as set out in the sponsorship agreement.

CONFERENCE TICKETS

Each partnership includes one full-access ticket to each conference included in the partnership, except Presenting, which includes two. Additional tickets are available at the applicable conference rate, subject to availability.

PARTNER MATERIALS

Logos, advertisements, and other required assets must be submitted by the deadlines provided upon confirmation.

DISPLAY SPACE

Included only where expressly specified in the partnership benefits. Additional vendor opportunities are available separately, subject to availability.

THE FOUNDERS' TABLE

Priced, scheduled, and contracted separately from conference partnerships. Terms are set out in the Founders' Table Host Partnership prospectus and agreement.

PAYMENT TERMS

A 50% deposit is required to confirm a partnership. The remaining balance is due 60 days before the conference. Partnerships confirmed within 60 days of the event require payment in full. All investments are in Canadian dollars, before applicable taxes.

CATEGORY EXCLUSIVITY

Applies to Presenting, Leadership, and Impact Partners within their conference, subject to category approval and existing commitments. Exclusivity in one city does not extend to the other unless agreed in writing.

STAGE PARTICIPATION

All stage content requires advance approval. Educational presentations and sponsor introductions must follow the conference's no-selling-from-stage policy.

IN-KIND CONTRIBUTIONS

Accepted only where specifically agreed in writing. In-kind products or services do not automatically replace cash sponsorship requirements.

CANCELLATION & CHANGES

Sponsorship deposits are non-refundable if a partner withdraws. Any refund of additional payments is subject to the sponsorship agreement. If a conference is cancelled without rescheduling, cash sponsorship payments for that conference will be refunded.

Final sponsorship deliverables, payment arrangements, and cancellation terms will be confirmed in the written agreement.

NEXT STEPS

BECOME A 2027 PARTNER

Your organization has an opportunity to support women who are building stronger, more profitable businesses while developing meaningful relationships with the decision-makers behind those businesses.

Whether Victoria, Vancouver, or both is the right fit, I'd welcome a conversation about which partnership best aligns with your organization's goals.

Pam Ivey
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