Sponsorship Prospectus
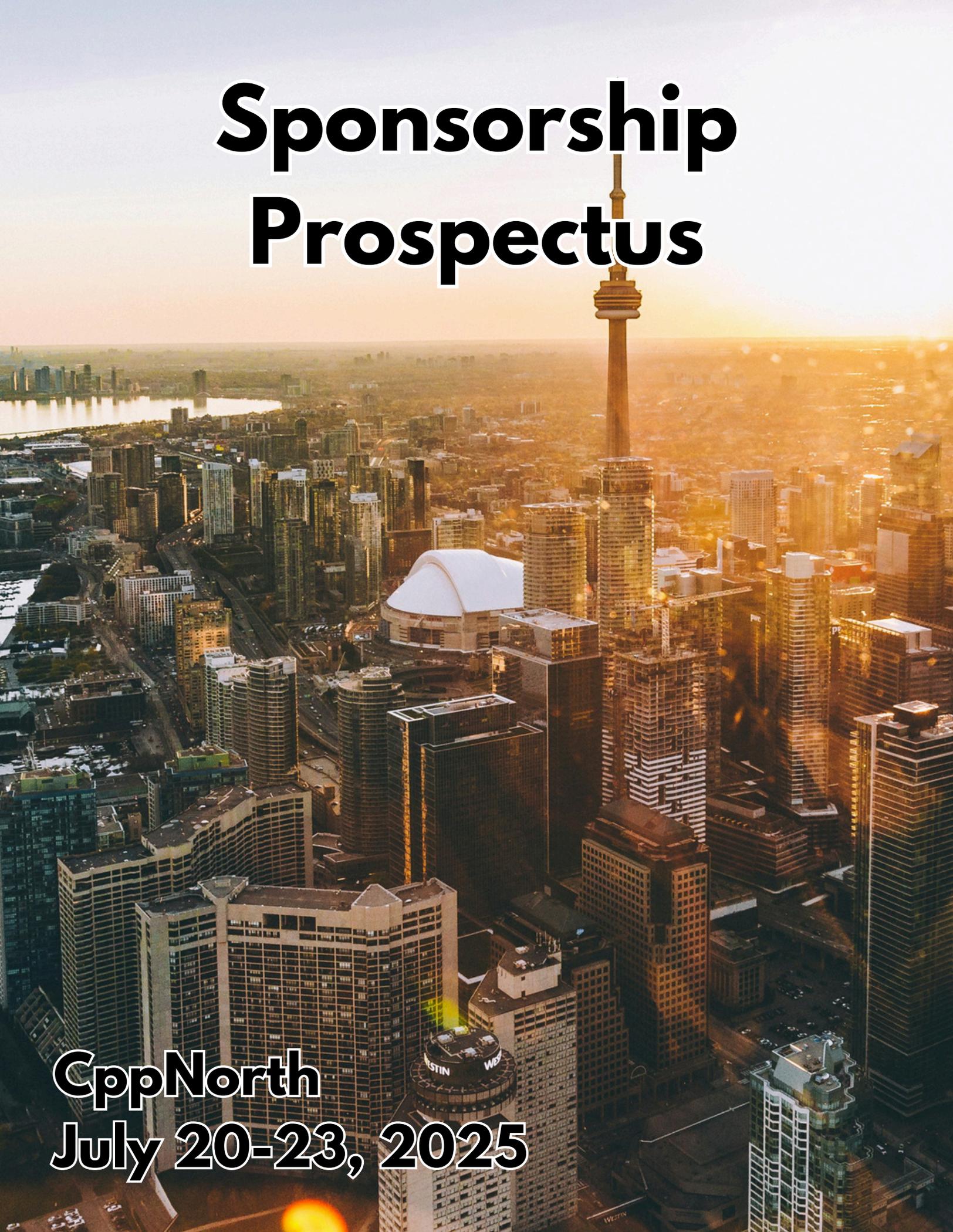
CppNorth
July 20-23, 2025

About

CppNorth is a production of Cpp Toronto, a non-profit organization that provides an open and collaborative place where software developers can meet, discuss C++, and advance their career. We would like to invite the worldwide C++ community to Toronto to meet, discuss, and collaborate in a warm and friendly environment in one of the greatest cities in the world.

We strive to bring a diverse group of speakers to the stage. We look for diversity in backgrounds, industries and interests.
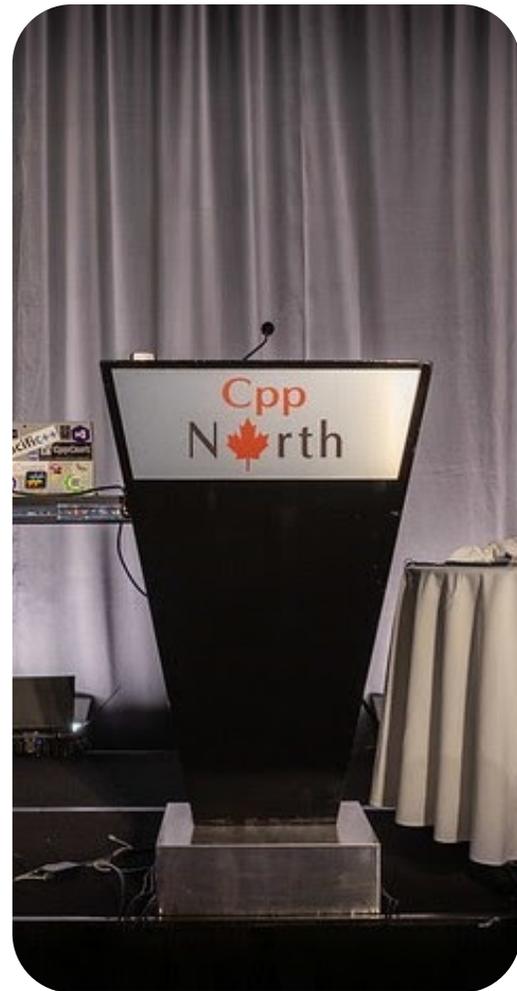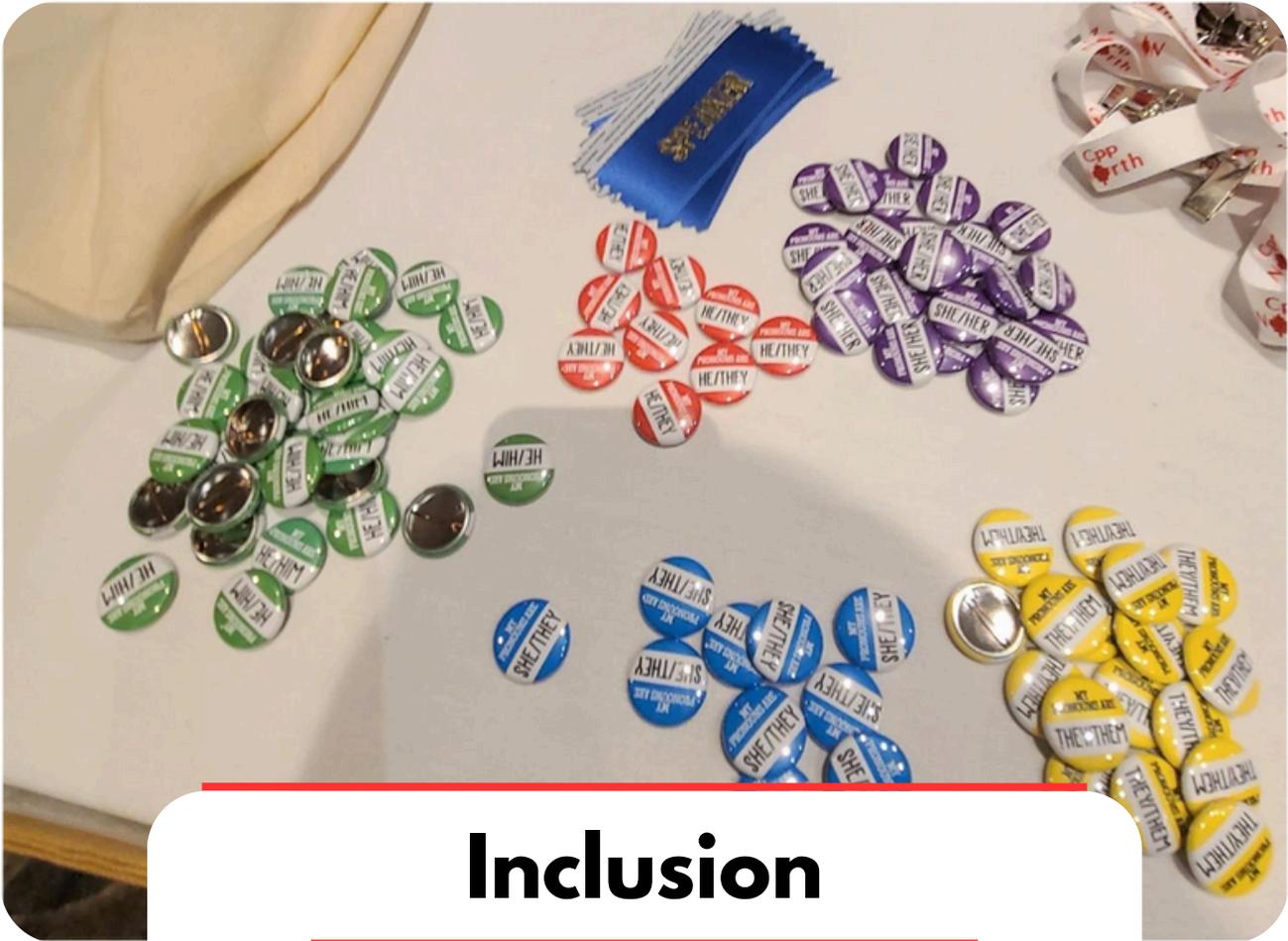
Inclusion

CppNorth believes in an open, inclusive, and welcoming atmosphere. Inclusion is our first priority when we plan each day-to-day detail.

Here is what all attendees can expect from us:
- An anonymous first-round paper review
- A code of conduct team to ensure the conference is a safe and respectful place
- A dedicated quiet room for anyone who needs a break from the busy conference environment
- A fully accessible venue
- Planned events to connect and socialize

For our complete inclusion framework please visit
https://cppnorth.ca/inclusion.html

Become a Sponsor

Our sponsors will have exposure to our international audience to promote their brand and find valuable recruitment leads.

We offer 4 sponsorship tiers and several individual items. Each tier comes with opportunities to reach participants during the conference, which may include:

- Events with the exclusive branding of our **Gold** and **Platinum** sponsors for informal conversations with attendees
- A dedicated 45-minute slot in the conference program for our **Platinum** sponsor to be filled with an event of your choice, such as an info session, a meet-and-greet, a demo session, or some time dedicated for on-site interviews

Sponsorship Tiers

We offer sponsorship tiers **Bronze**, **Silver**, **Gold**, and **Platinum**. Some benefits include:

- *On-site brand awareness*: Exclusive branding of an afternoon coffee break, venue branding opportunities
- *Online brand awareness*: Dedicated page on our website, recognition in attendee mailing, social media promotion of sponsorship
- *Lead generation and recruitment*: Attendee list, sponsor channel in discord
- *Conference access*: Early bird price lock-in, hotel rooms for company representatives

For a complete description of each tier please see the last section of this prospectus.

Exclusive Branding of an Item

Sponsors may also select a specific conference item aligning with the company's culture and values. The individual items available for sponsorship are:

- Speaker dinner
- Belonging dinner
- Lightning talk session
- Coffee break
- YouTube channel

Please see the last section of this document for prices.

In addition, if you have another suggestion about your company's presence at CppNorth, let us know! We are open to new ideas.

Exhibiting

Exhibiting at CppNorth is an opportunity to promote your developer tools and enterprise solutions, and to connect with attendees interested in job opportunities.

The exhibition space is located on the conference main floor for maximum traffic during morning, lunch, and afternoon breaks. Promoting tools and careers while exhibiting at CppNorth is an excellent opportunity to reach a highly motivated and talented group of professionals.

For details about exhibiting at CppNorth please visit https://cppnorth.ca/exhibiting/exhibit_prospectus.pdf
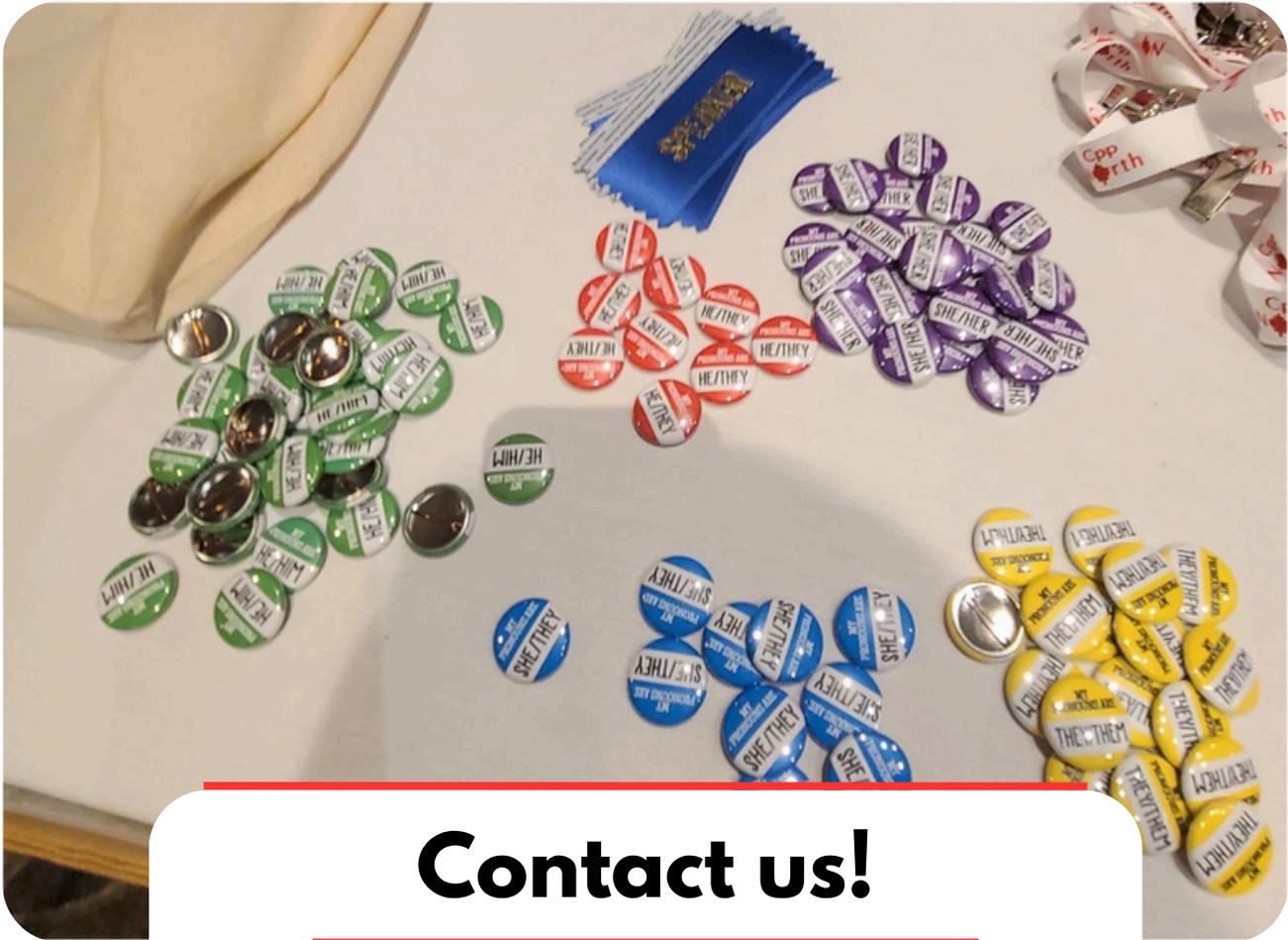
Contact us!

We are happy to talk to you! Don't hesitate to contact us at sponsorship@cppnorth.ca.

If you are looking for something outside of these options, please get in touch! We will gladly create a package tailored to your needs.

Thank you for your interest in sponsoring CppNorth! With your help we will repeat the success of CppNorth 2024. Please see the following pages for testimonials from our attendees of previous years.

Attendee
Testimonials

"Throughout everything happening at the conference, it was very noticeable how much effort the organizers put into making things as inclusive, welcoming, and safe as they possibly could."

Timur Doumler

"Yes, the conference ended. With a feeling that we need more of it."

Amir Kirsh

"The view over Toronto and Lake Ontario was truly spectacular. The conference was packed with amazing talks and had a more human focus compared to other conferences."

Tina Ulbrich

"[CppNorth] is a very fertile ground for people looking to hone their C++ and computer science skills especially for young and growing computer scientists!"

Emmanuel Nyarko

"The content was outstanding, of course, but the real difference with other conferences is the people. CaringPassionatePeople North, is what it should be called."
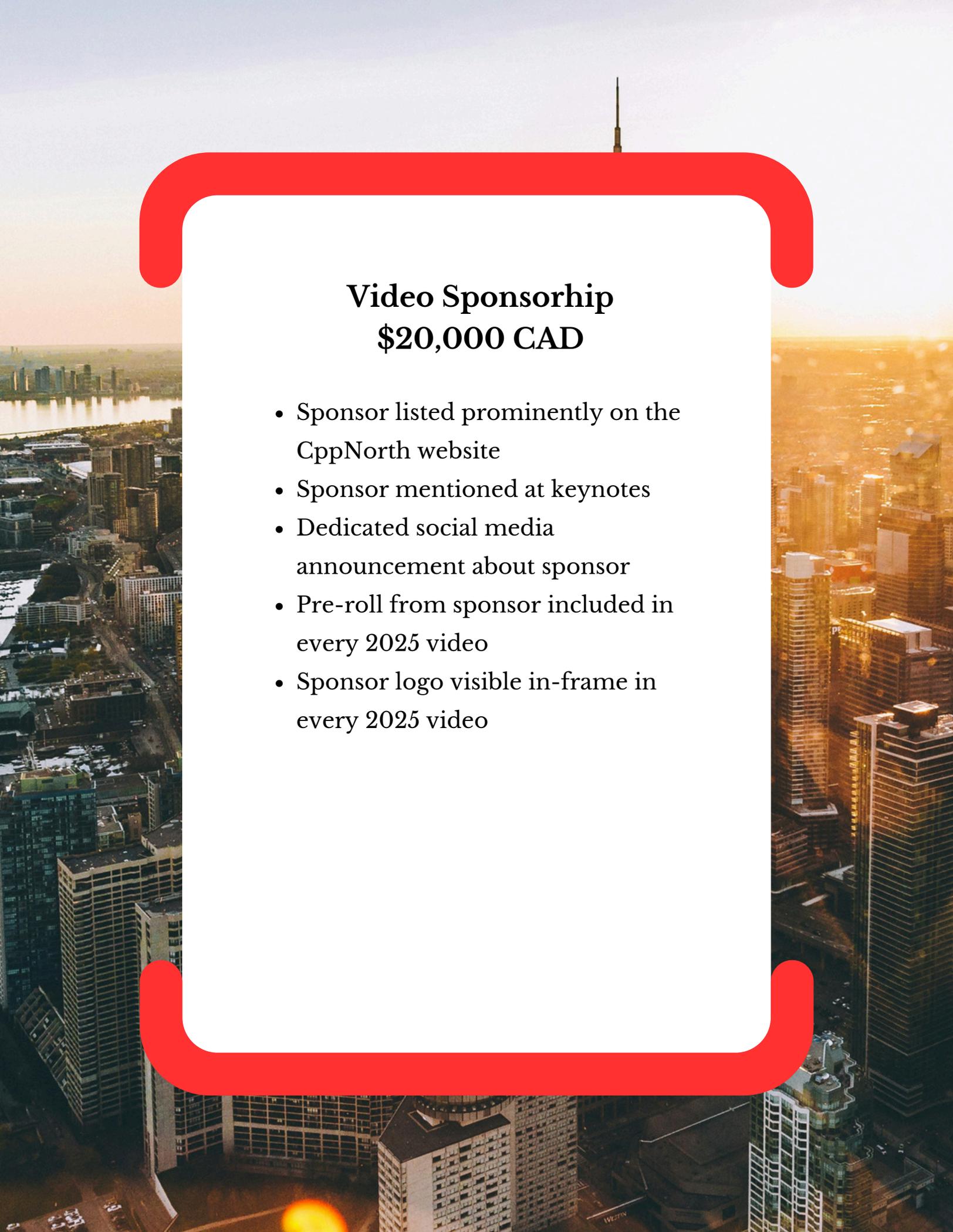
Pier-Antoine Giguere

"[CppNorth] provided a way to get together as a community and talk with flow programmers. I'm looking forward to next year already"

Richard Powell

For more testimonials visit
https://cppnorth.ca/trip-reports.html

Sponsorship Prices

Video Sponsorhip
$20,000 CAD

- Sponsor listed prominently on the CppNorth website
- Sponsor mentioned at keynotes
- Dedicated social media announcement about sponsor
- Pre-roll from sponsor included in every 2025 video
- Sponsor logo visible in-frame in every 2025 video
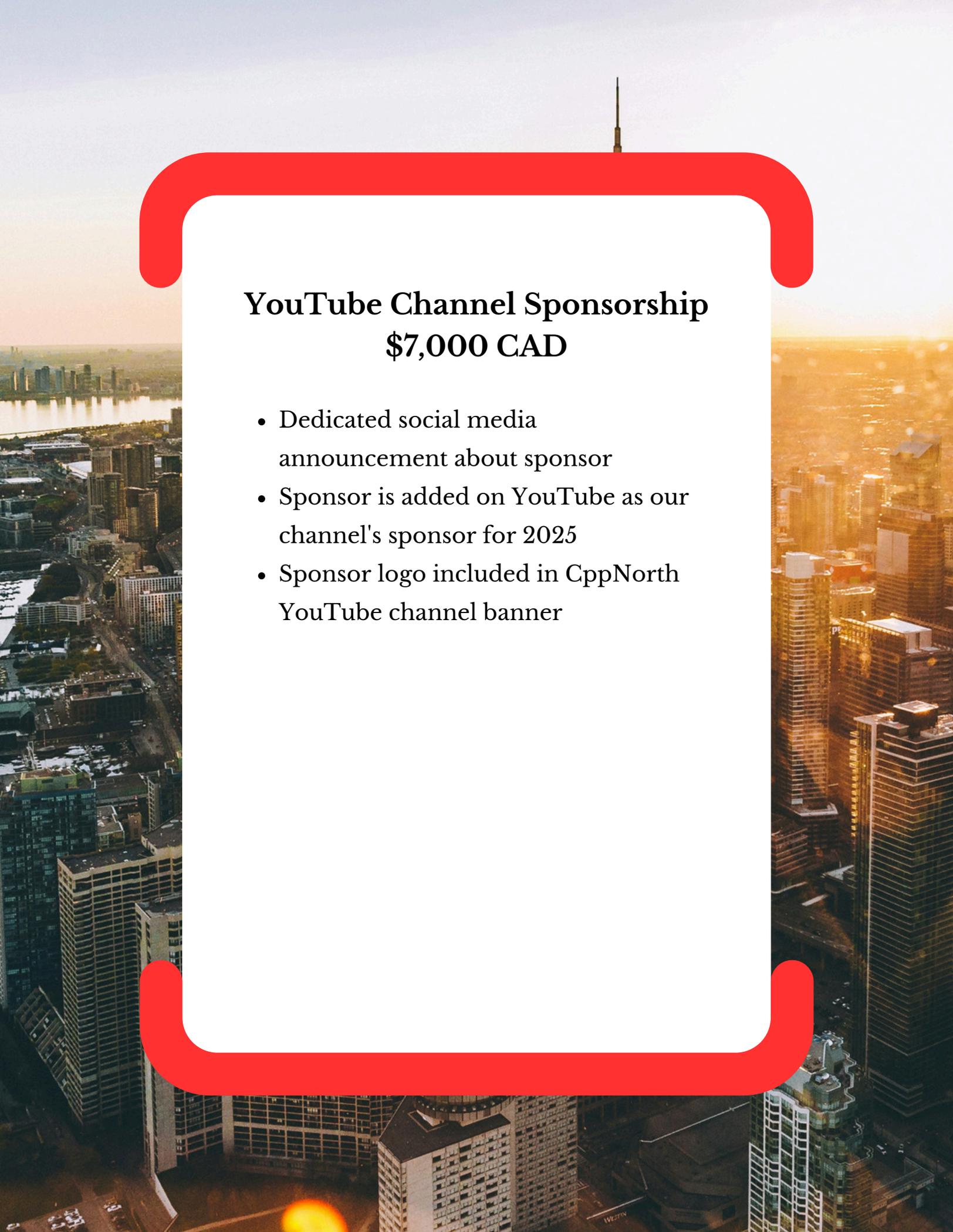
YouTube Channel Sponsorship
$7,000 CAD

- Dedicated social media announcement about sponsor
- Sponsor is added on YouTube as our channel's sponsor for 2025
- Sponsor logo included in CppNorth YouTube channel banner
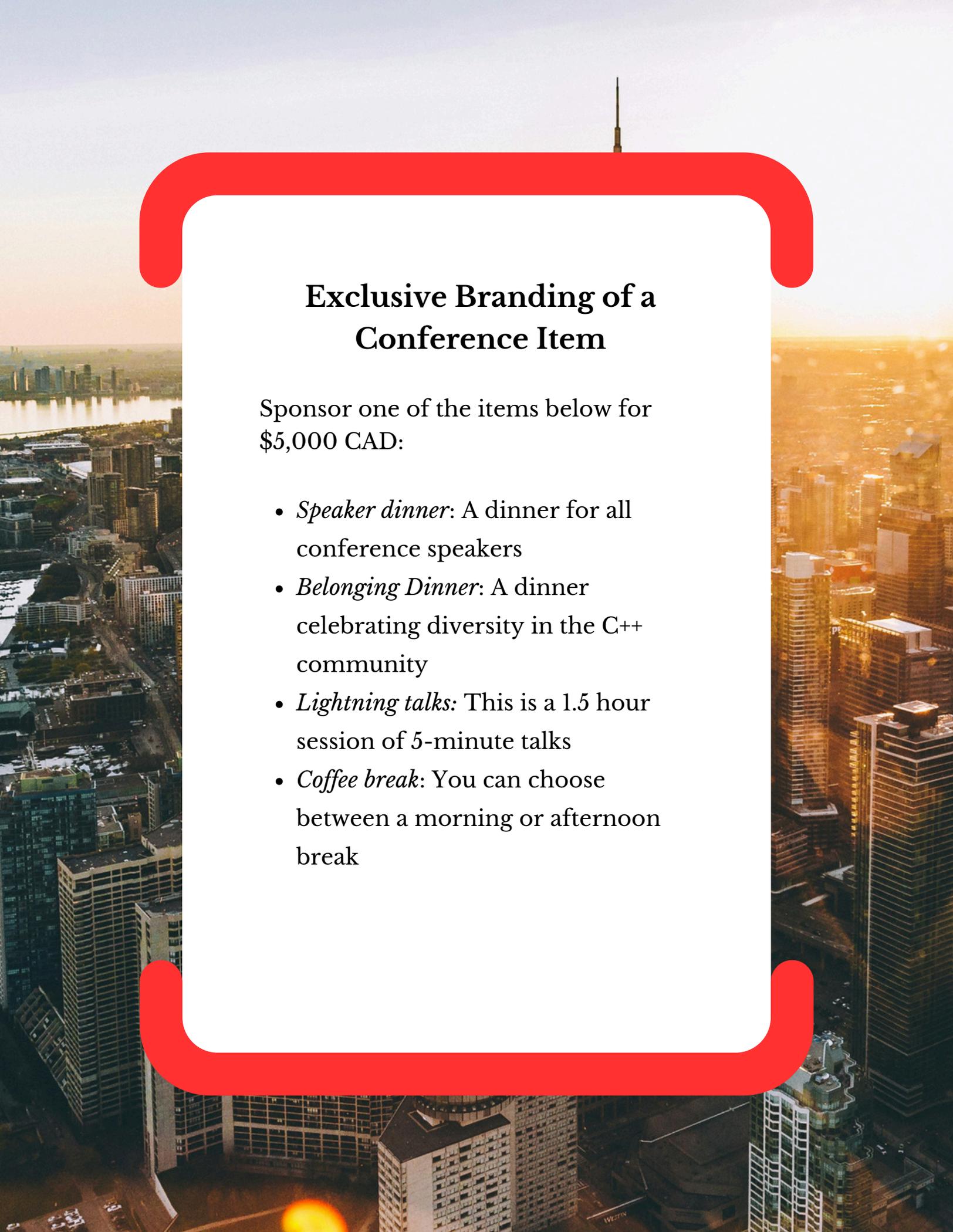
Exclusive Branding of a Conference Item

Sponsor one of the items below for $5,000 CAD:

- *Speaker dinner*: A dinner for all conference speakers
- *Belonging Dinner*: A dinner celebrating diversity in the C++ community
- *Lightning talks:* This is a 1.5 hour session of 5-minute talks
- *Coffee break*: You can choose between a morning or afternoon break
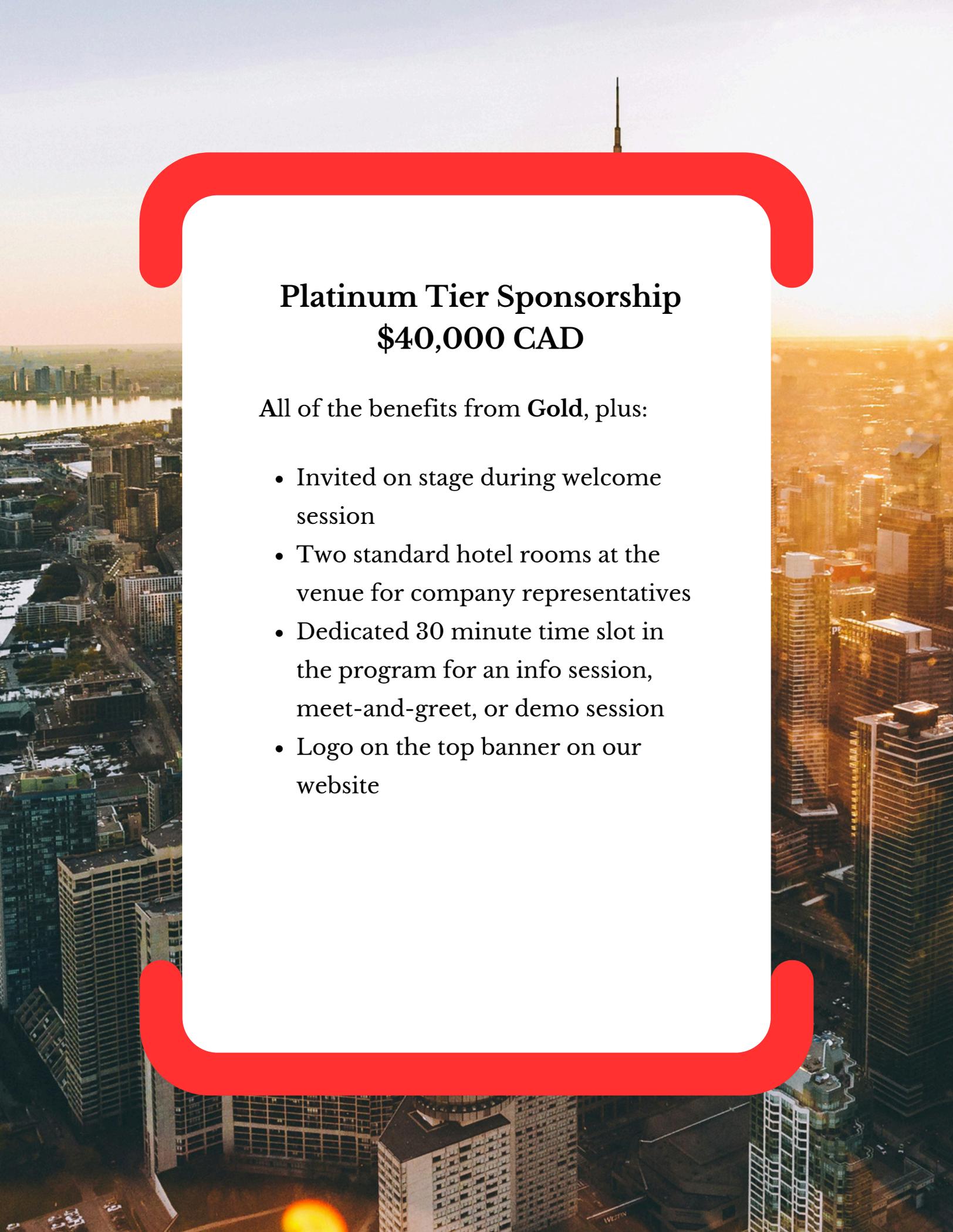
Platinum Tier Sponsorship
$40,000 CAD

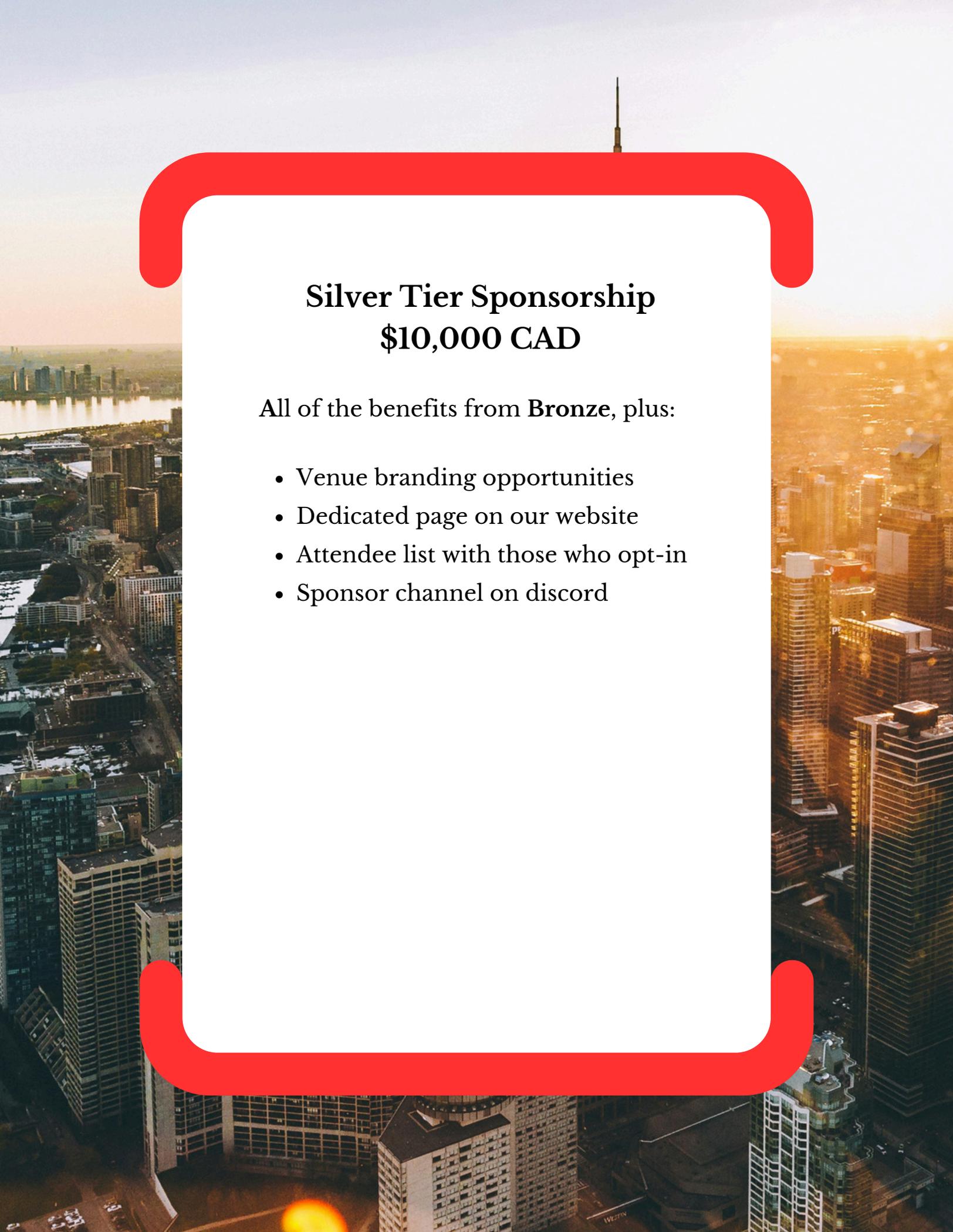All of the benefits from **Gold**, plus:

- Invited on stage during welcome session
- Two standard hotel rooms at the venue for company representatives
- Dedicated 30 minute time slot in the program for an info session, meet-and-greet, or demo session
- Logo on the top banner on our website
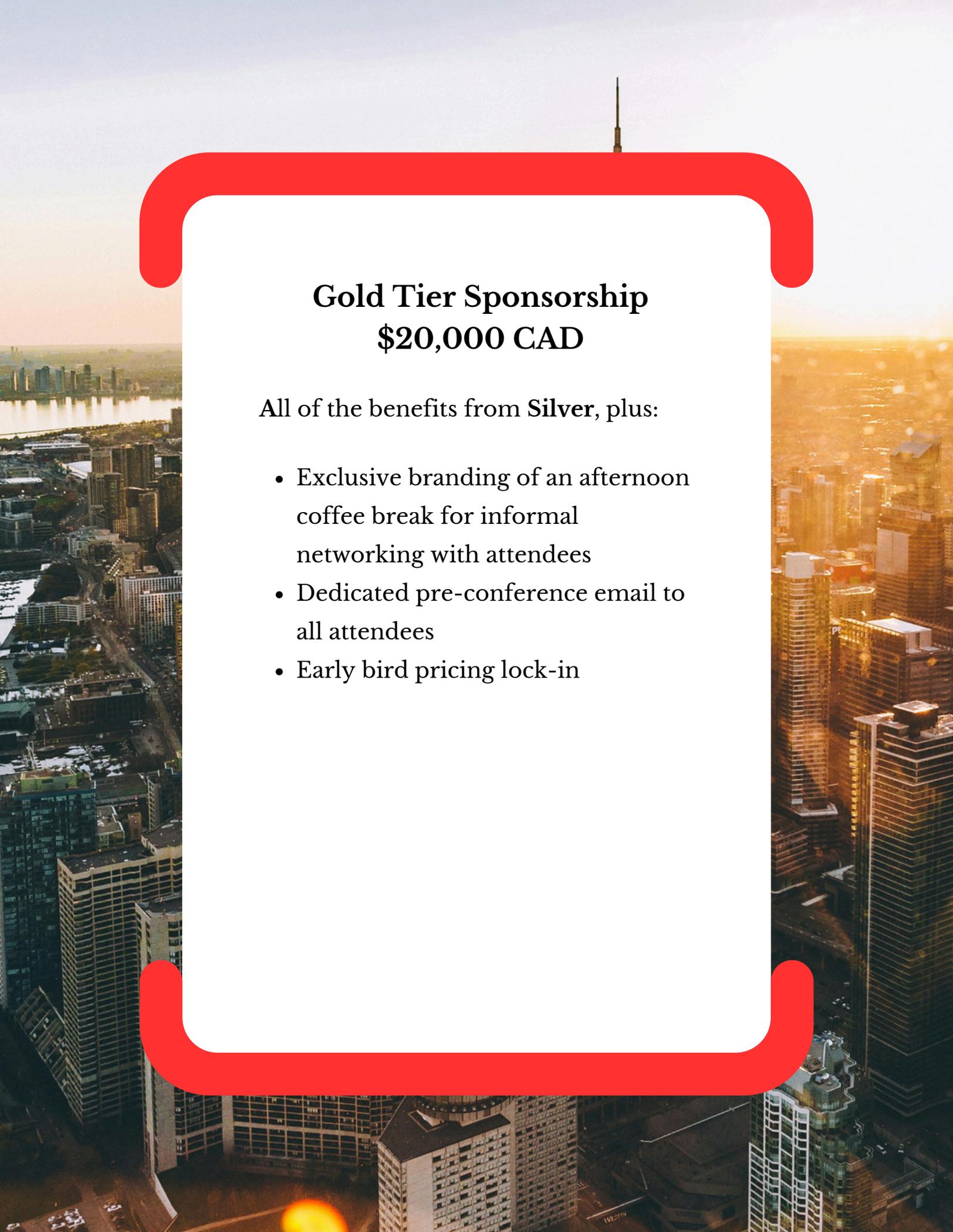
Gold Tier Sponsorship
$20,000 CAD

All of the benefits from **Silver**, plus:

- Exclusive branding of an afternoon coffee break for informal networking with attendees
- Dedicated pre-conference email to all attendees
- Early bird pricing lock-in

Silver Tier Sponsorship
$10,000 CAD

All of the benefits from **Bronze**, plus:

- Venue branding opportunities
- Dedicated page on our website
- Attendee list with those who opt-in
- Sponsor channel on discord

Bronze Tier Sponsorship
$5,000 CAD

All of the following benefits:

- Recognized and thanked by name during opening and closing sessions
- May provide material for the literature table
- Your logo and link on our website
- Recognition in attendee email
- A custom message on our sponsors' page
- Social media promotion of the sponsorship