The era of alternative fuel vehicles is here and BCIT is leading the charge.

Initiatives such as designing Canada's first campus-wide smart micro-grid, a solar-powered electric car-charging infrastructure, and our Hydrogen power initiatives are just some examples of how BCIT is partnering with industry to build BC's EV infrastructure.

Join our commitment to innovation and support of the ever-growing EV industry by participating in **EVolution ’22 - Festival of Learning**.

EVolution ’22 will be Western Canada’s first public open house event featuring all aspects of EVs, ZEVs, Hybrids, sustainable energy, infrastructure, supply chains, and the innovation and leadership needed to get us to a greener tomorrow.
EVENT DETAILS

June 12, 2022
BCIT Burnaby Campus
3700 Willingdon Avenue

Evolution ‘22 will be heavily promoted attracting over 10,000 motivated consumers interested in learning about all aspects of your products, services, and B.C.’s evolving Hybrid/EV/ZEV infrastructure.

A free family fun day of exploration and edutainment awaits us all.
REASONS TO PARTNER

The BCIT brand is highly regarded in British Columbia - and increasingly, internationally.

Supporting **EVo1ution '22 Festival of Learning** will enable your organization to:

- **Align** with BCIT’s reputation for innovation, technology, applied learning, industry partnerships;
- **Associate** with other leaders in the evolving fields of alternative transportation, energy and sustainability;
- **Generate interest** in your products and services;
- **Connect** with motivated customers;
- **Establish connections** with like-minded organizations and associated industries;
- **Demonstrate your commitment to sustainability** and a better world for all.
PARTICIPATION OPPORTUNITIES

By partnering with us today, you will become a part of a vibrant community dedicated to launching EVolution '22 - Festival of Learning. Your involvement will provide significant profile and benefits to your organization. Examples include:

- access to advertising and promotional space not only on the day of, but in the months leading up to the event at 5 prime physical campus locations - downtown Vancouver, Burnaby, Richmond, New Westminster, and the North Shore;
- inclusion in print, television, and social media activities - our digital community is made up of students, professionals, and the public who have a shared common interest in learning and buying into the world of EVs.

We anticipate reaching in excess of 2.5 million people.

Your leadership and support will help to inspire the public about sustainability and the importance of a greener future we all strive for.
PARTICIPATION OPTIONS

Evolution ’22 is being hosted by BCIT in support of this emerging market sector. As a break-even event, we are committed to keeping costs to a minimum, while delivering a professional experience worthy of your involvement. Our sponsorship and participation options will help us recoup our direct expenses and provide a range of benefits we are confident will meet your needs. If, after reviewing the following, you are not able to find an opportunity that fits your ability to participate, please contact us to discuss options: evolution22@bcit.ca

Our primary focus is making Evolution ’22 work for you as we all strive to move this market forward.

Partnership

- All participating organizations – Sponsors and Participants.

**Sponsors**

- Partners who support the event in general, or specific attractions, through funds or in-kind contributions.

**Participants**

- Organizations who present their goods and services through displays, booths, mainstage presentations, or other means during the event.
JOIN THE GROWNING LIST OF PARTICIPANTS!
PARTICIPATION OPTIONS

EVolution ‘22 is about sharing your stories and knowledge as you make those all important sales and networking connections. Display space allows you to showcase, demonstrate, engage, and educate attendees about your products and services.

Benefits may include:

• Inclusion, as a featured destination, in the EVolution ‘22 Passport to Learning.
• Booth space located in our Vendor Showcase area (1 space = 16’D X 27’W) - $500
• Outreach package for business tie-in.
• Electrical feed to your booth - $50
• Tent – If needed.
• Identification signage.
• Table and chairs.

Keys to Success:

1. Let them see you. Stand out in a crowd through your signage, colour, thematic display.
2. Create brand awareness. Even the use of colours derived from your logo can help.
3. Draw them in. Movement, hands-on, demonstrations, contests, give-aways.
4. Make sure people can get to you, keep the front on our booth open and accessible.
5. Don’t block the door. Nothing intimidates more than someone standing on guard at the entrance to your booth.
6. Include information in both passive (signage) and active (personal engagement) ways.
7. Remind them when they get home. Provide some type of branded takeaway. Even a simple website business card will do it.

Contact us for a Participation Order Form to book your space: evolution22@bcit.ca
**ATTRACTION SPONSORSHIP OPTIONS**

We have one sponsorship available for each of the following event attractions:

- **Main Stage – Talk With the Experts** - $10,000
- **Kid’s CARnival** - Taken
- **Leadership Networking Forum and Brunch** - $7,500
- **Virtual Reality Formula-E Racing** - Taken
- **Passport to Learning** - Taken
- **E-Bike Test Ride Circuit** - Taken
- **History of Electric Vehicles** - Taken
- **E-Scooter Obstacle Course** - Taken
- **Car in a Box Competition** - Taken
- **Potato Power** - Taken
- **The Power of E, Formula-E** - Taken
- **EVs on the Job** - Taken
- **The Sun, Our Energy Powerhouse** - $1,000
- **Knowledge Treasure Hunt** - $1,500
- **BCIT – Learning for the Future** - Taken
- **Carnival Treats** - $1,000
- **School of Transportation – Student participation** - $5,000
- **School of Energy – Student participation** - Taken
- **School of Construction and the Environment – Student participation** - $5,000
- **School of Business and Media – Student participation** - $5,000
- **EV Parade & Show-N-Shine 1,000 - Guinness Book of Records attempt** - $7,500
- **Arrive by Transit** - Taken
- **Hydrogen Pavilion** - Taken
- **Food Truck CARral** - Taken
- **New Car Showcase and New Car Test-drives** - $5,000
- **Food Truck CARral** – Taken
- **EVolution ’22 Show Office and Information** - Taken

**Benefits may include:**

- Your attraction will be brand it with your organization’s name and logo.
- Participants will be directed to your attraction through the Passport to Learning and all wayfinding signage.
- Promotion in our public outreach material, including social, broadcast, print, and street signage on 4 campuses.
- Outreach package for business tie-in.

Contact us if you are interesting in attraction sponsorship, or if you have questions or ideas to discuss: evolution22@bcit.ca
PRESENTING SPONSORSHIP OPTIONS

120 Volt, 240 Volt, or 800 Volt sponsorship levels

Presenting Sponsors, *limited availability*

- $15,000, $20,000 and $25,000 value

Benefits may include:

- Presentation-level or major attraction sponsorship branding
- Lead feature on event website from date of supplied content to two weeks after the event
- Identification on large-scale street promotional signage
- Recognition in broadcast and social media coverage
- Outreach package for business tie-in
- Event logo oxford and EVolution ‘22 collector shirts
- Recognition during the opening ceremonies
- Feature segments during the on-site event news broadcast
- Seats at the Leadership Networking Forum & Brunch
- Tickets to the Vancouver E-Prix Formal E
- Access to exclusive use in-door space
- Display space

Let us know how we can make EVolution ‘22 work for you - evolution22@bcit.ca