NATIONAL PAYROLL INSTITUTE

2027 EVENT SPONSORSHIP

Be part of the events that bring payroll together

Showcase your brand at the events that connect, celebrate and support payroll professionals from coast to coast.



INSIDE THIS KIT

NATIONAL PAYROLL CONFERENCE | NATIONAL PAYROLL WEEK | NETWORK & SHARE

Connect with your audience in meaningful ways

The National Payroll Institute is more than just a source of payroll information, it's the professional home of Canada's payroll community, bringing together practitioners, leaders and organizations from across the country.

Through our National Conference, National Payroll Week, and Network & Share events, we bring together some of the profession's most engaged practitioners, leaders and influencers to learn, share ideas, celebrate achievements and build meaningful connections.

When you support our events, you're doing more than sponsoring a moment. You're creating opportunities to connect with your audience in meaningful ways and build lasting relationships with payroll professionals across Canada.



Payroll Professionals Influence Purchasing Decisions

In February 2026, the National Payroll Institute and Angus Reid surveyed business owners, executive leaders and decision-makers responsible for payroll to better understand how organizations evaluate HCM technology solutions. The study found that:

93% agree payroll plays a key role in deciding which technology solutions their organization adopts

93% rely on payroll professionals to understand the differences between leading technology providers

75% would consult payroll first when procuring a new system, more than HR (48%) and Finance (59%)

The result is clear: payroll professionals are trusted influencers, advisors and key decision-makers when it comes to workplace technology, systems and services.

CONNECT WITH CANADA'S PAYROLL LEADERS

Network with payroll professionals from organizations of every size across Canada

By supporting the payroll profession through the Institute's events and initiatives, your organization can:

- Create meaningful connections through networking, thought leadership and educational experiences
- Showcase your products, services and solutions to an engaged audience
- Generate qualified leads and build valuable business relationships
- Demonstrate your commitment to the payroll profession and strengthen credibility through your association with Canada's only payroll Institute



Depending on the sponsorship opportunity, packages may include:

- Brand equity before, during and after the event
- Speaking and thought leadership opportunities
- Networking and relationship-building
- Exhibit or activation spaces
- Inclusion in event marketing and promotional campaigns
- Lead-generation
- Social media and digital promotion
- Custom sponsorship activations designed to support your business goals, create shared experiences, build authentic relationships, and demonstrate shared values

OUR EVENT PORTFOLIO

Experience the Payroll Community in Action

We bring payroll professionals together through events that foster connection, learning and celebration. By supporting these experiences, you can become an integral part to the community.

Inspire

[National Payroll Conference]



Celebrate

[National Payroll Week]



Connect

[Network & Share Events]



NATIONAL PAYROLL CONFERENCE

Payroll University: Community & Connection

June 15-18, 2027 | Vancouver, British Columbia

Our annual **National Payroll Conference** brings together nearly **1,000 attendees** from across the country for more than three days of learning, networking and collaboration.

Guided by our 2027 theme, Payroll University: Community & Connection, we will create meaningful opportunities for professionals to share ideas, build lasting relationships and strengthen the connections that move the payroll profession forward. For sponsors, it offers unmatched access to a highly engaged audience gathered in one place to learn, connect and discover new solutions.

Sponsoring our 2027 Conference means you can:

- Put your brand at the centre of Canada's largest gathering of payroll professionals
- Connect with professionals over multiple days and at multiple touchpoints
- Demonstrate expertise through education and thought leadership opportunities
- Showcase products, services and solutions in an engaging environment
- Generate leads before, during and after the event
- Connect with a broader audience, including French-speaking payroll professionals drawn to dedicated French-language education sessions

BACK BY POPULAR DEMAND

Networking opportunities at our opening reception.

2027 SCHEDULE

TUESDAY EVENING
Opportunities to network at opening reception

WEDNESDAY AFTERNOON
Provide thought leadership at industry round tables

WEDNESDAY EVENING
Entertain current customers and prospects

THURSDAY MORNING
Industry Exchange begins!



SPONSORSHIP LEVELS

Simply choose your level and select the activations available — see pages 6-8.

NATIONAL PAYROLL CONFERENCE

Sponsorship Levels

Simply choose your level and select the activations aligned with that level.

SPONSORSHIP BENEFITS	DIAMOND	PLATINUM	GOLD	SILVER	EXHIBIT TABLE
Minimum Investment	**$52,500**	**$24,000**	**$16,000**	**$12,000**	**$3,500**
Opportunities	1	4	6	8	15
Industry Exchange Passes Per Level	4	4	3	3	2
Special Promotional Code For Discounted Staff Registration	✓	✓	✓	✓	✓
Thought Leadership					
Product Demo	1	1	–	–	–
Industry Round Table Participation Invite	4	3	2	1	–
Lead Generation					
Digital Pre-Show Attendee List (opt-in only) — One Time Use	✓	✓	✓	✓	–
Access To Lead Generating Tool Via Delegate App	✓	✓	✓	✓	✓
Digital Post-Show Attendee List (opt-in only) — One Time Use	✓	✓	✓	✓	✓
Networking					
Cruiser Table At Opening Reception	1	1	1	-	-
Industry Exchange Space	4	2	1	1	1
One Private Room For Duration Of Conference For Staff Use	1	-	-	-	-

NATIONAL PAYROLL CONFERENCE

Sponsorship Levels

Sponsorship Benefits Continued.

SPONSORSHIP BENEFITS	DIAMOND	PLATINUM	GOLD	SILVER	EXHIBIT TABLE
BRANDING (ON-SITE)					
Verbal Recognition At Opening General Session	✓	✓	–	–	–
Recognition In On-Site Signage	✓	✓	✓	SELECT SIGNAGE	–
BRANDING (DIGITAL)					
Logo Recognition On Microsite	✓	✓	✓	✓	–
Recognition In The Conference Mobile App	✓	✓	✓	✓	–
Recognition In Dialogue Magazine (pre & post)	QUOTE	LOGO	LOGO	LOGO	–
Recognition At Same Level For Virtual Conference	✓	✓	✓	✓	–
MESSAGING					
E-Blast To Confirmed Conference Attendees	✓	–	–	–	–
Delegate App Push Notification	2	1	–	–	–
Ad In Dialogue Magazine (pre-event) — Premium Spot	FULL PAGE	HALF PAGE	–	–	
SOCIAL MEDIA					
Social Media Post To Highlight Sponsorship On All Channels	DIAMOND ONLY	ALL LEVELS	ALL LEVELS	ALL LEVELS	-

NATIONAL PAYROLL CONFERENCE

Sponsorship Levels

SPONSORSHIP SELECTIONS	INVESTMENT
PLATINUM BENEFITS +	
Fun Night Sponsor (on-site co-branded signage, branded photo booth, 1 six-foot table, opportunity to make a toast, group photo opportunity + 4 fun night passes)	$38,500
Delegate Bag Sponsor	SOLD
Relaxation Area Sponsor (on industry exchange floor)	$27,000
Head Shot Sponsor (on industry exchange floor)	$27,000
Coffee House Sponsor	$26,000
Lanyard Sponsor	SOLD
GOLD BENEFITS +	
Co-Branded Water Bottle	$20,500
Opening Reception Drink Sponsor (signature cocktail/logo on drink tickets)	$20,000
Opening Keynote (Wednesday morning)	$19,500
Recognition As Meal Sponsor (Wednesday, Thursday or Friday)	$17,000
Gold Sponsor Benefits	$16,000

SPONSORSHIP SELECTIONS	INVESTMENT
SILVER BENEFITS +	
Logo on Hotel Key Cards	$15,500
Early Risers Club Sponsorship	$15,000
1-sided Pillar Wrap	$14,500
Cruiser Table At Opening Reception (Tuesday evening)	$12,500
Silver Sponsor Benefits	$12,000
À LA CARTE OPTIONS	
New Attendee Guided Tour Sponsor (pre-opening reception - Tuesday afternoon)	$6,000
Opening Reception Selfie Station	$5,000
Thursday - Keynote Introduction (available to sponsors)	$7,500
Friday - Closing Keynote Introduction (available to sponsors)	$7,500
Full Pillar Wrap	$4,500
Fun Night Ticket (subject to availability)	$200

Receive 25% off National Payroll Week when you purchase Conference sponsorship.

NATIONAL PAYROLL WEEK — MILESTONES

Join us during National Payroll Week to celebrate with your local payroll community

Each year in September, the payroll community celebrates **National Payroll Week**. By collectively rallying across the country with **2000+ attendees** to celebrate all that payroll is and does, we create a movement that is impossible to ignore. This is reflected in our **90% Net Promoter Score**, demonstrating the high-quality experiences that keep attendees engaged and coming back year after year.

During National Payroll Week, we also celebrate our newest Payroll Compliance Professional (PCP) and Payroll Leadership Professional (PLP) graduates. Reaching this milestone marks an important achievement in their professional journey and welcomes them into our growing community of payroll professionals.

This year's theme, Milestones, recognizes the important role payroll professionals play in helping Canadians achieve life's meaningful moments. Whether it's buying a first home or taking a dream vacation, every milestone starts with being paid accurately and on time.



Align your brand with a national campaign built around recognition, community and the real-life impact of payroll by becoming a presenting sponsor in a city of your choice.

Milestones Made Possible Video Campaign

Share how your products or services support payroll professionals in their work. Whether it's helping organizations pay employees accurately or improving efficiency, this video campaign will highlight the role your organization plays in helping payroll professionals succeed.

Featured across the National Payroll Institute's social media channels, these videos connect your brand to the real-world impact of payroll and the milestones payroll professionals help make possible every day.

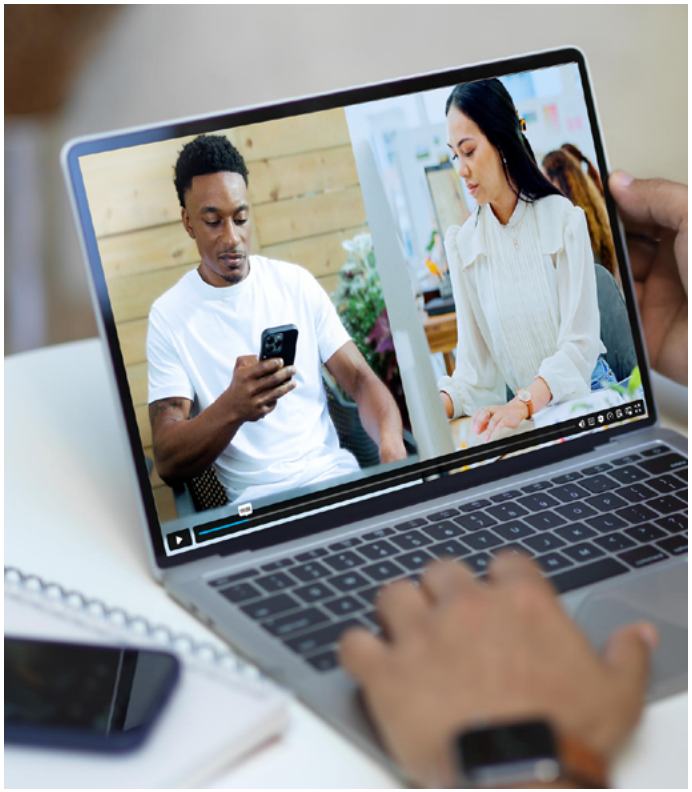
- Share how your organization's products or services support payroll professionals and their employers
- Demonstrate your commitment to the payroll profession through authentic storytelling
- Showcase your expertise and position your organization as a trusted industry contributor
- Gain brand visibility across the Institute's social media channels with a campaign reach of:

44,000+
LINKEDIN FOLLOWERS

11,000+
FACEBOOK FOLLOWERS

1,600+
INSTAGRAM FOLLOWERS

2,000+
YOUTUBE SUBSCRIBERS

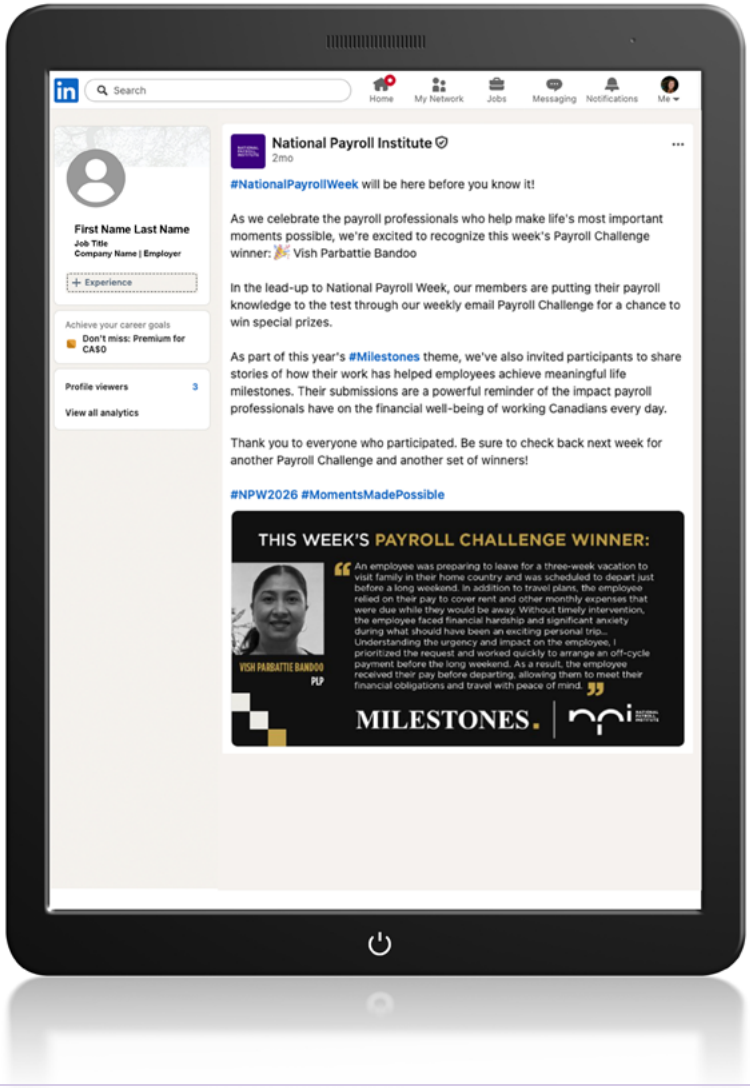


Our Weekly Payroll Challenge Quiz & Prize Sponsorship

The Payroll Challenge is a National Payroll Week campaign that celebrates payroll professionals and their milestones. Each week leading up to National Payroll Week, participants test their payroll knowledge, share an impactful member story from their career, and enter to win prizes, creating multiple opportunities for engagement throughout the campaign.

Through your sponsorship, you can help recognize the professionals who make life's milestones possible while reaching a highly engaged audience through our email and social media channels.

- Sponsor weekly contests, prizes and **winner recognition** posts
- Receive brand exposure across campaign emails and promotional materials to **41,000+ members**
- Support a signature National Payroll Week engagement initiative



NATIONAL PAYROLL WEEK — MILESTONES

Sponsorship Levels

Choose your level to align your brand with National Payroll Week celebrations across the country.

SPONSORSHIP BENEFITS	DIAMOND	PLATINUM	GOLD	SILVER	EXHIBITOR
Investment	**$20,000**	**$15,000**	**$10,000**	**$7,500**	**$1,500**
Presenting Sponsor In City Of Choice (includes 5-minute speaking opportunity and branded photos on-site)	✓	✓	-	-	-
Milestones Made Possible Video Campaign Share	✓	✓	✓	-	-
Our Weekly Payroll Challenge Quiz & Prize Sponsorship	✓	✓	-	-	-
Complimentary Staff/Representative Registrations (per in-person event)	2	2	2	2	2
Virtual Conference Registrations	20	15	10	5	-
Logo On Poster Mailed To Members	✓	✓	✓	✓	–
Logo Recognition On Event Registration Page	✓	✓	✓	✓	–
Logo Recognition On Event Holding Slides (in-person and virtual)	✓	✓	✓	✓	–
Recognition In Sponsor E-Blast (all levels)	✓	✓	✓	✓	–
Table For Networking (sponsors have access to all locations)	✓	✓	✓	✓	ONE LOCATION
Event Lead Lists (one-time use)	PRE-EVENT	PRE-EVENT	PRE-EVENT	POST EVENT	ONE LOCATION
Virtual Event Lead Lists (one-time use)	✓	✓	✓	–	–
À LA CARTE					
Presenting Sponsor (includes logo on photo backdrop & keynote introduction opportunity in city of choice)			PLEASE INQUIRE		
Furnish A Prize And Help Winners Achieve Their Milestone (e.g. fund a professionals first trip to conference, minimum $500 value)			PLEASE INQUIRE		

2027 Annual Sponsorships

Meaningful relationships aren't built through a single interaction. They're built through consistent engagement over time.

By supporting key initiatives throughout the year, you can connect with payroll professionals across multiple touch-points and shared experiences. While a single interaction may create awareness, repeated and meaningful engagement helps build familiarity, trust and lasting relationships.

SPONSOR LEVEL	PAYROLL UNIVERSITY - 1ST QUARTER (June)	NATIONAL PAYROLL WEEK - 2ND QUARTER (September)*	QUARTERLY PUBLICATION	MONTHLY DIGITAL ADVERTISING	ESTIMATED VALUE**	INVESTMENT**
DIAMOND	Diamond	Diamond	Inside front cover x 4 plus one 4-page advertorial	12 months+ P&S Directory	**$94,596**	**$74,750**
PLATINUM	Platinum	Platinum	Full page x 4 plus one double page spread advertorial	12 months+ P&S Directory	**$56,096**	**$42,250**
GOLD	Gold	Gold	Half page x 4	12 months+ P&S Directory	**$38,096**	**$29,750**
SILVER	Silver	Silver	Quarter page x 4	12 months+ P&S Directory	**$30,100**	**$23,150**

**Annual sponsorship fees reflect a 25% discount on the corresponding National Payroll Week sponsorship when booked with a National Conference sponsorship at the same level. Pricing is subject to applicable taxes, availability and final approval. Can not be combined with other special offers. Does not include any a la carte sponsorship items or sponsorship upgrades.*
*** This is dependent on Payroll University sponsorship selections.*

NETWORK & SHARE

Bring the payroll community to you

Host a customizable Network & Share event at your office or a venue of your choice and create meaningful discussions with payroll professionals in a relaxed, authentic setting.

You will be given a targeted local registrant list, giving your organization a valuable opportunity to continue the conversation, nurture qualified leads and build relationships with payroll professionals in your market. You'll receive:

- Invitation, registration and post-event communications sent by the Institute to local members
- Volunteer support for event coordination and on-site logistics
- An opportunity to share your organization's message
- A post-event attendee lead list

The investment is simple: provide a meeting space to host the event at and contribute light snacks and refreshments. In return, you'll create meaningful connections with payroll professionals in your local market while helping strengthen the community.



THIS SPONSORSHIP IS IDEAL FOR

Regional messaging	Relationship-building	Product demonstrations
Thought leadership topics like AI in payroll, career development, and mentorship		

LET'S BUILD SOMETHING MEANINGFUL TOGETHER

Be part of the conversations, connections and communities at the HEART of payroll.

Ready to connect with Canada's payroll community?

Contact our Stakeholder Relations Specialist, Lisa Sabisch (Lisa.Sabisch@payroll.ca) to explore our sponsorship and partnership opportunities.



NATIONAL PAYROLL INSTITUTE