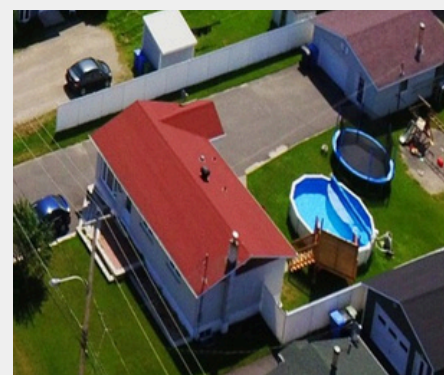
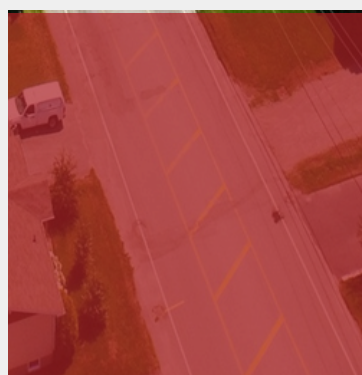
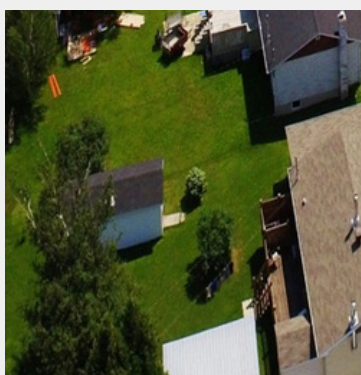
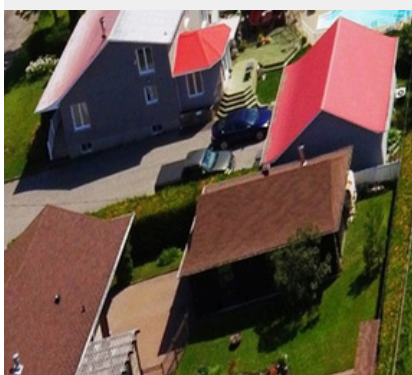
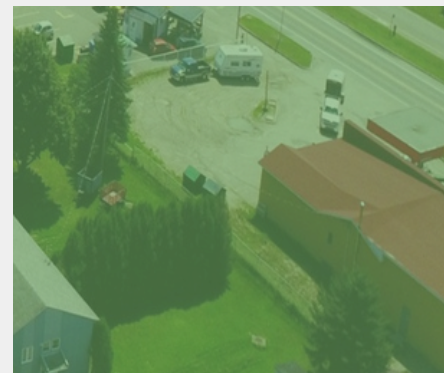
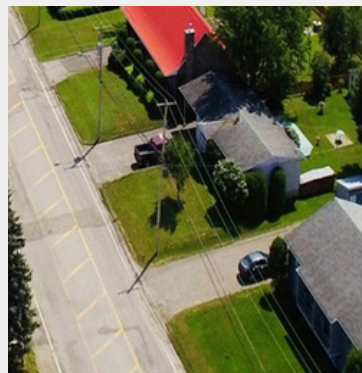
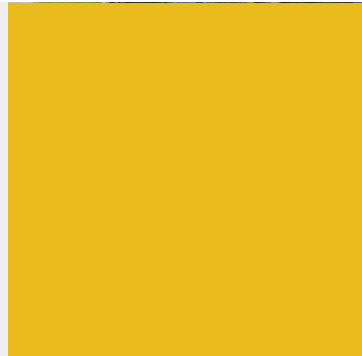


SPONSORSHIP OPPORTUNITIES

2026 Community Builders Workshop Series

Enhancing community
and business prosperity.



The Opportunity

“Harnessing the Experience Economy to Enhance Community and Business Prosperity”

The 2026 Community Builders Workshop series will build upon the inaugural series held in May 2025. Based on feedback of attendees and local organizers, Australian based facilitator Peter Kenyon will return with a new interactive agenda aimed at building local and regional prosperity.

Workshops will be open to all rural and remote Saskatchewan residents, with marketing conducted locally and provincially. The objective of the workshop is to encourage rural stakeholders to take steps to enact long- term change, while also implementing short-term initiatives to create a sense of enthusiasm and momentum. Ultimately, the result of community-driven efforts will be places with strong social cohesion and economic sustainability; they are places that support and sustain innovation; places where people of diverse perspectives and backgrounds come together to shape the future.

The 2026 workshop series will:

- Present an understanding of the philosophy, application and value of the “Experience Economy” in terms of the retail, hospitality and tourism sectors.
- Share ways the “Experience Economy” is growing small manufacturing and artisan businesses.
- Stimulate thinking about the importance of Wow factor in enhancing the appeal of local communities and their business districts.
- Provide a treasure hunt opportunity and the tools for Workshop participants to begin to discover and utilise the assets and gifts that exist in their own communities that could deepen business life.

SEDA is seeking provincial sponsors to support workshop implementation in the following communities.

- *April 27, 2026 Prince Albert*
- *April 28, 2026 Humboldt*
- *April 30, 2026 Watrous*
- *May 1, 2026 Biggar*
- *May 4, 2026 Assiniboia*
- *May 6, 2026 Estevan*
- *May 8, 2026 Melville*

Here are a few of the many positive comments from 2025 workshop attendees:

- *Loved this workshop! Came away with renewed excitement about our community.*
- *Great presentation! Great presenter! If it ever comes back I would love to attend again and bring some of my council and guests.*
- *I wish we could get Peter to come to our community to talk with our business owners, volunteers, elected officials.*
- *Thank you very much for bringing Peter to Saskatchewan, it was amazing to listen to his stories and get a fresh way of thinking.*
- *It was a very motivating workshop and Peter has the ability by his style and humour to keep ones attention for the duration of the workshop. Well done and thank you for this!*

2026 Workshop Facilitator

Peter Kenyon OAM

Founder and Director, Bank of I.D.E.A.S, Perth Australia

Peter is motivated by the desire to help create caring, healthy, inclusive, connected and enterprising communities, where all residents feel 'they matter, belong and can contribute', and where communities discover and mobilize their strengths and transform themselves. Peter has had a background as a youth worker, teacher, tertiary lecturer, farmer, small business operator and senior public servant. His employment experiences have included Director of Employment in Western Australia, Manager of the Community Employment Development Unit in New Zealand, Coordinator of the Natal KwaZulu Job Creation and Enterprise Strategy in South Africa and international youth and employment adviser to 26 countries.



Through his organization, the Bank of I.D.E.A.S (Initiatives for the Development of Enterprising Action and Strategies), Peter has had over 35 years of experience working in the field of community and economic transformation. He has designed, implemented, tested and refined a variety of change and renewal methodologies in a wide range of local economies in Australia, New Zealand, South Africa, Asia, Pacific, Middle East and North America. Project work has been undertaken in 59 countries. Peter is especially passionate about small rural town reinvention and has worked with over 2000 rural communities seeking to spark their own ideas and invest themselves in building sustainable economic futures.

*"If you are not having fun,
you're doing it wrong"*

Peter Kenyon



Presenting Partner \$10,000

- Branded as “presented by” on all provincial and local marketing assets including the event webpage, registration confirmations to participants; social and digital marketing posts; and signage at the event. Logo embedded in the online registration confirmation sent to each participant.
- Logo embedded into facilitators’ slide deck at workshops.
- Branded pens(sole logo) and notebooks(co-branded) to be given to participants in all five workshops.
- Opportunity to provide informational materials on site or via email to the workshop participants.
- Opportunity to send representatives to the workshop.

PLUS a 2026 GOLD-level partnership with the Saskatchewan Economic Development Alliance. Valued at \$5000, annual benefits include:

- Logo and hotlink on SEDA’s home page at www.seda.ca
- Brand Recognition in our annual report and placement of two online banner advertisements at www.seda.ca and www.ecdevonline.ca
- Sponsor of the 2026 Provincial Economic Development Summit October/November 2026(dates TBC) in Saskatoon. A “Networking Sponsorship” will provide corporate visibility via social media; promotional material; and visual recognition at the event.
- Inclusion in the public access online member directory at www.seda.ca.
- Partner recognition via digital assets of one of SEDA’s following initiatives:
 - Connected Saskatchewan www.connectedsask.ca
 - Saskatchewan Social Enterprise Hub www.sehub.ca
 - Sask Clusters Network www.saskclusters.ca



Resilience Partner \$5000

- Recognition on provincial and local marketing assets namely the event webpage, social and digital marketing posts; and signage at the event. Logo embedded in the online registration confirmation sent to each participant.
- Logo embedded into facilitators' slide deck at workshops.
- Logo co-branded on notebooks to be given to participants in all seven workshops.
- Opportunity to provide informational materials on site or via email to the workshop participants.

PLUS a 2026 SILVER-level partnership with the Saskatchewan Economic Development Alliance. Valued at \$2500, annual benefits include:

- Logo and hotlink on SEDA's home page at www.seda.ca
- Brand Recognition in our annual report and placement of one online banner advertisement at www.seda.ca
- Inclusion in the public access online member directory at www.seda.ca.

Supporters \$2500

- Recognition on provincial and local marketing assets including the event webpage, social and digital marketing posts; signage at the event.
- Logo embedded into facilitators slide deck at workshops.

Be a Community Builder! Contact the SEDA office at seda@seda.ca or 306-205-3339 to discuss support for this initiative.



Accelerating generational prosperity is our mission.

Since 1984, the Saskatchewan Economic Development Alliance (SEDA) has been working with communities to strengthen people, places and economies.

SEDA relies on the dedication of committed business and community partners to support our service delivery. Operating without public sector funding, SEDA self-generates all revenue via programs and partnerships.

A better, more resilient Saskatchewan will require us to work together to support and sustain our communities in a way that allows our people and businesses to thrive.

Be a Community Builder! Contact the SEDA office at seda@seda.ca or 306-205-3339 to discuss support for this initiative.

Our Values

Inspired, by opportunities at a local and regional level.

Inclusive economic development informs our mission.

Passionate, about the future of Saskatchewan.

Trusted, as a partner, we strive to support members and allies.

Resilient and self-reliant.

