Small Business Week
GREATER CHARLOTTETOWN AREA CHAMBER OF COMMERCE

October 19-23, 2026

Partnership Opportunities

Showcase your brand to the business community during 2026 Small Business Week! Align your organization with the Chamber and increase your exposure, heighten your visibility, and promote and build your community connections. Our partnership opportunities range in scope & can meet the marketing objectives of both large and small organizations.

THE WEEK AT A GLANCE

Five Days. Six Events. One Business Community

Small Business Week brings the Greater Charlottetown business community together for a full week of recognition, learning and connection. Each event carries its own presenting sponsorship, and three week-long partnerships sit above them all.

DAY	EVENT	TIME	PRESENTING SPONSORSHIP
Mon 19	Membership Appreciation Day	All day	**$1,500 + HST**
Tue 20	Headshots & Handshakes	—	SOLD
Wed 21	Business Marketplace with Speakers Corner	9:00am – 1:00pm	**$1,500 + HST**
Thu 22	After Hours Mixer	4:30pm – 6:30pm	**$1,000 + HST**
Fri 23	Breakfast Series	Morning	SOLD
Fri 23	Downtown Pub Crawl	6:30pm – 11:00pm	**$1,000 + HST**

YOUR AUDIENCE

1,000 Chamber member businesses & their 25,000 employees

Over 800 attendees across the week

Between 2,000 - 3,000 unique views across Instagram, Facebook and LinkedIn for SBW

50,000+ listeners on Ocean 100.3 & Hot 105.5

14,000+ readers for The Guardian

4,000+ people subscribed to our Chamber News

WEEK-LONG PARTNERSHIPS

Presenting, Supporting & Friend

These three partnerships carry your brand across every day of Small Business Week - in media, in print, on air, online and in the room.

Title Sponsor

$7,500 AVAILABLE

RECOGNITION

- Logo identification as Title Sponsor on promotional marketing materials
- Name recognition in media releases & all Chamber related publications related to Small Business Week

PUBLICATIONS

- Logo recognition in The Guardian (pre-event ad)
- Logo recognition in post-event coverage in the Chamber's Connection magazine

SOCIAL / RADIO / WEBSITE

- Sponsor identification in all pre-event radio ads on Ocean 100.3 & Hot 105.5
- Sponsor identification within Chamber social channels promoting SBW
- Logo recognition on the SBW webpage

HOSTING & HOSPITALITY

- Opportunity to address the attendees at each SBW event
- Complimentary tickets to all SBW ticketed events
- Opportunity to provide corporate branded item to attendees at SBW events
- Opportunity to provide signage at SBW events
- Invitations to the Chamber Appreciation Reception in November 2026
- Complimentary (1/2) page advertisement in Chamber Connections magazine
- Complimentary activation opportunity at the Chamber golf event (September 2026)
- Other activation opportunities as agreed upon

Supporting Sponsor

~~$5,000 + HST~~ SOLD

RECOGNITION

- Logo identification on promotional marketing materials
- Name recognition in all media releases & all Chamber related publications related to Small Business Week

PUBLICATIONS

- Logo recognition in The Guardian (pre-event ad)
- Logo recognition in post-event coverage in the Chamber's Connection magazine

SOCIAL / WEBSITE

- Sponsor identification within all Chamber social channels promoting SBW
- Logo recognition on the event webpage

HOSTING & HOSPITALITY

- Complimentary tickets to SBW ticketed events
- Opportunity to provide corporate branded item to all attendees at SBW events
- Opportunity to provide signage at SBW events
- Complimentary (1/4) page advertisement in Chamber Connections magazine
- Invitations to the Chamber Appreciation Reception in November 2026
- Other activation opportunities as agreed upon

Friend of Small Business Week

$2,500 + HST AVAILABLE

RECOGNITION

- Name recognition as a Friend of Small Business Week on promotional marketing materials
- Name recognition in Chamber publications related to Small Business Week

PUBLICATIONS

- Name recognition in The Guardian (pre-event ad)

SOCIAL / WEBSITE

- Sponsor identification within Chamber social channels promoting SBW
- Logo recognition on the SBW webpage

HOSTING & HOSPITALITY

- Opportunity to provide signage at SBW events
- Invitations to the Chamber Appreciation Reception in November 2026

Presenting Sponsor - By Event

Membership Appreciation Day

$1,500 + HST AVAILABLE

Monday, October 19, 2026

- Kickoff day for Small Business Week
- In person visits (200) from Chamber staff to
- a variety of member organizations throughout the day
- Expression of thanks to being a Chamber member and casual conversation
  Prize Draws

RECOGNITION

- Presenting Sponsor designation
- Logo identification on event marketing materials
- Logo identification on prepared Chamber staff shirts for the day

SOCIAL / WEBSITE

- Sponsor identification with Chamber social channels promoting the event
- Logo recognition on the event webpage

HOSTING & HOSPITALITY

- Opportunity to provide a corporate branded item to members upon Chamber staff visits
- Invitations to the Chamber Appreciation Reception in November 2026

Headshots & Handshakes

~~$500~~ SOLD

Tuesday,October20,2026

- Participants (up to 45) will have their business headshots taken by a professional photographer and receive a digital file for use in online profiles, websites, business cards and more.
- Opportunity to mix and mingle before and after the headshot creating natural, low-pressure opportunities to connect with local decision-makers.

PARTNERSHIP BENEFITS

- Presenting Sponsor designation; logo identification on event marketing materials
- Sponsor identification with Chamber social channels promoting the event; logo recognition on the event webpage
- Opportunity to activate on site at the event
- Opportunity to provide a co-branded item to all attendees
- Invitations to the Chamber Appreciation Reception in November 2026

Marketplace & Speakers Corner

$1,500 + HST AVAILABLE

Wednesday,October21,2026 · 9:00am–1:00pm

- A vibrant marketplace bringing together business owners, budding entrepreneurs, business service providers, and industry experts for a morning of networking, practical advice, and discovery
- Featuring a rotating Speaker's Corner, A different speaker will present every 30 minutes on topics relevant to small businesses

RECOGNITION

- Presenting Sponsor designation
- Logo identification on event marketing materials

SOCIAL / WEBSITE

- Sponsor identification with Chamber social channels promoting the event
- Logo recognition on the event webpage

HOSTING & HOSPITALITY

- Opportunity to welcome attendees and introduce the guest speakers
- Opportunity to provide a corporate branded item to attendees
- Opportunity to provide signage at the event
- Invitations to the Chamber Sponsor Reception in November 2026
- Other activation opportunities as agreed upon

After Hours Mixer

$1,000 + HST AVAILABLE

Thursday,October22,2026 · 4:30pm – 6:30pm

- Provides a casual environment for members of the local business community to meet, exchange ideas and build connections
- Attracts Chamber members and take a more relaxed approach to networking

RECOGNITION

- Presenting Sponsor designation
- Logo identification on event marketing materials

SOCIAL / WEBSITE

- Sponsor identification with Chamber social channels promoting the event

HOSTING & HOSPITALITY

- Opportunity to address the attendees at the event
- Opportunity to provide a corporate branded item to all attendees
- Opportunity to activate & provide signage at the event
- Opportunity to provide a door prize at the event
- Invitations to the Chamber Appreciation Reception in November 2026

Breakfast Series

~~$1,500~~ SOLD

Friday, October 23, 2026

- A ticketed breakfast for the Chamber network
- Provides a keynote address on a key economic indicator affecting business in PEI
- Networking and chats with the guest speaker afterwards

PARTNERSHIP BENEFITS

- Presenting Sponsor designation; logo identification on event marketing materials
- Logo recognition in visual presentation at the event
- Sponsor identification with Chamber social channels promoting the event; logo recognition on the event webpage
- Opportunity to provide and/or introduce the guest speaker & address the attendees at the event
- Complimentary tickets to the event (4)
- Opportunity to provide corporate branded item to all attendees
- Opportunity to activate & provide signage at the event
- Invitations to the Chamber Appreciation Reception in November 2026

Downtown Pub Crawl

$1,000 + HST AVAILABLE

Friday,October23,2026 · 6:30pm–11:00pm

- A fun evening visiting up to five (5) establishments while socializing at each stop
- Provides an opportunity to meet other Chamber members while having a great time !!
- Prizes and interactive activities

RECOGNITION

- Presenting Sponsor designation
- Logo identification on event marketing materials
- Logo identification on t-shirts with participants for the Pub Crawl

SOCIAL / WEBSITE

- Sponsor identification with Chamber social channels promoting the event
- Logo recognition on the event webpage

HOSTING & HOSPITALITY

- Opportunity to provide staff to 'Captain" each of the Pub Crawl teams
- Invitations to the Chamber Appreciation Reception in November 2026
- Other activation opportunities as agreed upon

Confirm Your Partnership

Partnerships are confirmed on a first come, first serve basis and three have already been claimed. Let us know which opportunity fits your marketing objectives and we will hold it for you.

COMMITMENT DEADLINE

Friday, October 2, 2026

Commitments received by this date will be included in all pre-event marketing, inlcuding The Guardian full-page ad and the pre-event radio campaign.

PLEASE FORWARD ALL INQUIRIES TO

Chris Beauvais

Manager, Sponsorship & Events

902-315-3381

cbeauvais@charlottetownchamber.com

STILL AVAILABLE

- Presenting / Title Sponsor — $7,500
- Friend of Small Business Week — $2,500 + HST
- Membership Appreciation Day — $1,500 + HST
- Business Marketplace — $1,500 + HST
- After Hours Mixer — $1,000 + HST
- Downtown Pub Crawl — $1,000 + HST

Small Business Week

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