



Globe Events designed to amplify your reach

Media Kit 2025

Leverage the convening power of The Globe and Mail

Create newsworthy content, an opportunity for your own thought leadership, and engage in two-way dialogue with your target audience.



Events currently scheduled

JANUARY 15, 2025	Inauguration and Beyond: Framing the impacts of the US Presidency
JANUARY 22, 2025	Finding Harmony: Navigating the challenges of succession planning
FEBRUARY 4, 2025	Strengthening Canada's Cybersecurity and Privacy: New regulations and emerging challenges
FEBRUARY 11, 2025	The Future of Auto
FEBRUARY 14, 2025	New Nuclear: What does industry growth mean for Canada?
FEBRUARY 20, 2025	Sales in Shifting Markets
FEBRUARY 25, 2025	Preventative Health
MARCH 4, 2025	World Obesity Day
MARCH 5, 2025	Great Wealth Transfer
MARCH 5, 2025	Finding Common Ground, Addressing Hate and Racism in Canada - Ottawa
MARCH 6, 2025	Thriving At Work
MARCH 28, 2025	Urban Mobility
APRIL 8, 2025	Women in Business
APRIL 23, 2025	INTERSECT 25
MAY 12, 2025	Road to Net Zero
MAY 29, 2025	Best Executives
JUNE 17, 2025	Finding Common Ground, Addressing Hate and Racism in Canada - Calgary

Globe Branded Events



**Hosted/moderated by
Globe journalist**
with newsroom expertise to help
shape the event content



1x sponsor speaker integration
pending editorial approval—your speaker will
be integrated as a thought leader into the
event programming



The Globe is responsible for all
**Research, hosting, recording,
participants and marketing.**
We work to ensure the Sponsor has thought
leadership organically woven into the
conversation



Post-event ICYMI email
sent to all event registrants with link
to recorded version of the event
for on-demand viewing.



Comprehensive
**Print + digital +
social marketing campaign**
to drive audience acquisition



Lead generation
with email opt-in during registration flow



Post-event recap
with embedded recording hosted
on tgam.ca/events



VIP Hybrid
Host your event live from a
boardroom at The Globe and Mail
Centre. Panelists and moderator are
broadcast live, in-person networking
with lunch for up to 15 sponsor
invited guests.

Globe Branded Events

Sponsorship Opportunity Examples

Deliverables	Presenting Sponsor (1 available)	Gold Sponsor (3 available)	Brand Partner (5 available)
Speaking opportunity: Pending editorial approval, sponsor may nominate one speaker for integration (remarks, panelist,	X	X	
Email opt-in with registration flow	X		
Thank you message in post-event ICYMI email to all registrants	X		
Logo recognition primacy on all event slides and signage	X		
Logo recognition on pre-event advertisements (print and digital)	X	X	X
Logo recognition on all event slides and signage	X	X	X
Spoken acknowledgement/thanks by event host	X	X	X
Post event registration list with name, title and company	X	X	X
Post event survey results presented in aggregate	X	X	X
Event Sponsorship Investment	\$40,000	\$30,000	\$10,000 net

For sponsorship opportunities, please contact Amy Nelson, Head of Corporate Partnerships, Globe Events anelson@globeandmail.com

Virtual & VIP Hybrid Event

Marketing Elements

PRE-EVENT MARKETING

Minimum two 1/2 page print ads in The Globe and Mail newspaper to drive audience acquisition, featuring sponsor branding

Two targeted e-mail blasts to selected Globe and Mail lists

Email invitation to select influencers and policy makers identified by Globe and Mail editorial

Option for sponsor to send invitation to their client base

Promotional digital advertising on globeandmail.com minimum 75,000 impressions

Organic social media posts on relevant Globe and Mail Events channels

INVESTMENT

\$ 37,500 net per 60 minute virtual event

\$ 47,500 net per 60 minute VIP Hybrid event

Webcast is filmed live at The Globe and Mail Centre, sponsor may invite up to 15 attendees to watch the live broadcast, then stay for a casual networking lunch

POST-EVENT MARKETING

Webcast link hosted on The Globe and Mail events page, and provided to the sponsor to post on their website for a limited time

Highlights article with key points produced and sent with Thank You email including webcast link to all registrants hosted on tgam.ca/events

Post webcast digital driver to webcast link on the Globe and Mail events page

Post webinar Thank You email including sponsor messaging with a link to sponsor website



Thematic Editorial Extension

1x print 1/2 page, post-event article to appear in a national edition of TGAM newspaper following the event with 1/2 page sponsor brand ad adjacent

Article will feature highlights from the event discussion

Sponsor has NO sight line/approval on editorial article before publication

INVESTMENT

\$18,750

Sponsored Content Digital Extension

1x digital article, sponsor has full sight line, content is labeled 'sponsored'

Includes landing page, branded digital media driver campaign

INVESTMENT

\$17,000

1/2 Day – In-Person only OR Full Hybrid Event Investment

Marketing Elements

PRE-EVENT MARKETING

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Option for sponsor to send invitation to their client base

Promotional digital advertising on globeandmail.com

Organic social media posts on relevant Globe and Mail Events channels

POST-EVENT MARKETING

Post webcast digital drivers to webcast link hosted on the Globe and Mail events page

Webcast link provided to the sponsor to post on their website for a limited time

Post webcast Thank You email sent to all registrants and includes:

- Sponsor messaging with a link to sponsor website
- Event recap article produced including webcast link

Hybrid Details

AT THE EVENT

Held at the beautiful Globe and Mail Centre, 351 King Street East, Toronto

Fully staffed

Food service tailored to event start time and length (example continental breakfast + one coffee break, or light refreshments + one coffee break + cocktail)

Event signage

1x sponsor branded kiosk

INVESTMENT

1/2 day Hybrid Investment
\$ 90,000 net*

In-person Only
\$ 80,000 net*

Full day Hybrid
\$ 150,000 net*

VIP Dinner up to 25
\$ 35,000 net**

*pricing for The Globe and Mail Centre venue only.

**takes place immediately following the event, in our space.



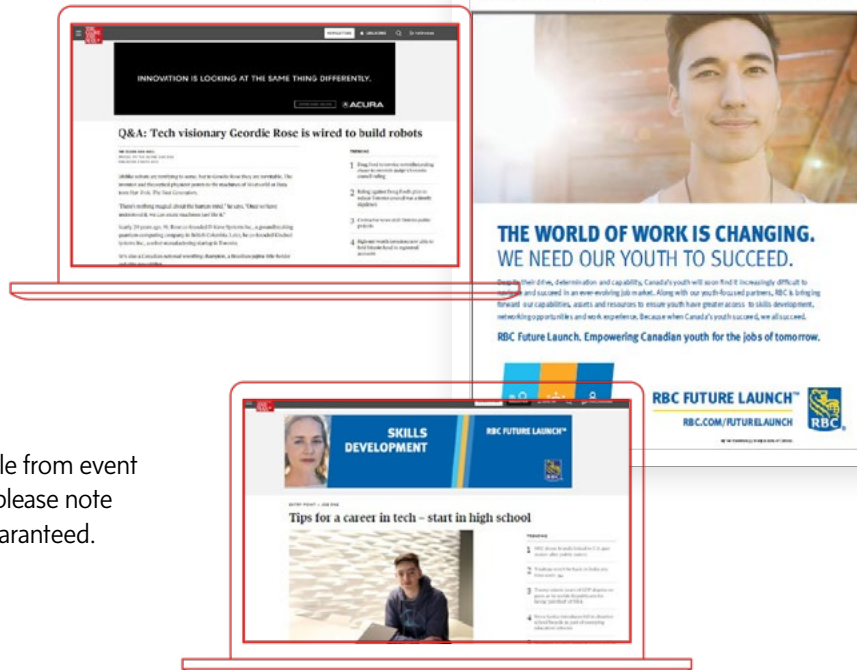
Amplify your sponsorship with additional media engagement

Custom Content

Drive results through content-based solutions

Feature your organization's respected and influential voices by created tailored content, leveraging The Globe's Content Studio.

globe
content
studio



Click [here](#) for live example from event sponsor McCain Foods; please note sponsor mention not guaranteed.



Digital and Print Advertising

Sponsor content in Report on Business with adjacent brand amplification

Sponsor content that seamlessly integrated and positions your brand at the forefront with full sightline and approval

Includes 100% SOV brand ad adjacency and if applicable, links to additional content in your series

A breathtaking event venue in downtown Toronto

The Globe and Mail Centre offers elegant spaces with panoramic city and lake views from the top floors of the headquarters of Canada's leading news organization.

Elegant event space with top-notch service for your momentous day.

Located in the King East Design District just minutes from the downtown core, The Globe and Mail Centre offers elegant spaces with panoramic city and lake views from the top floors of the headquarters of Canada's leading news organization.

- Brilliant corporate events
- Outstanding virtual events
- Stunning weddings and private events

[LEARN MORE →](#)

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Get started with Globe Events today



Take the next step

Contact your Globe representative or a member of our events team to learn more about sponsorship opportunities and custom events.

CONTACT US →

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in /company/globemediagroup
IG @globemediagroup
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