



CALGARY FINTECH AWARD

Calgary is one of the fastest growing Fintech hubs in the country.

Momentum is building with Fintech companies developing solutions in areas like credit-infrastructure, insurtech, and proptech that attract capital and world-class talent.

The Calgary Fintech Award is a game-changing opportunity for fintech startups to grow in Calgary.

In 2022, North America's largest fintech award distributed \$310,000 to advance fintech startups.

The Digital Commerce - Calgary Fintech Award was established to encourage emerging fintech companies to grow their business in Calgary and grow the city as a national fintech hub.

Fintech companies incorporate technologies that automate, enhance and optimize how we transact and exchange value.

As businesses innovate, financial technologies are an integral component that impact a business' customers, costs and stakeholder experience.

Calgary Fintech Award Program Details

April 15, 2023: Applications open - fintech startups are invited to apply to the award via a national campaign.

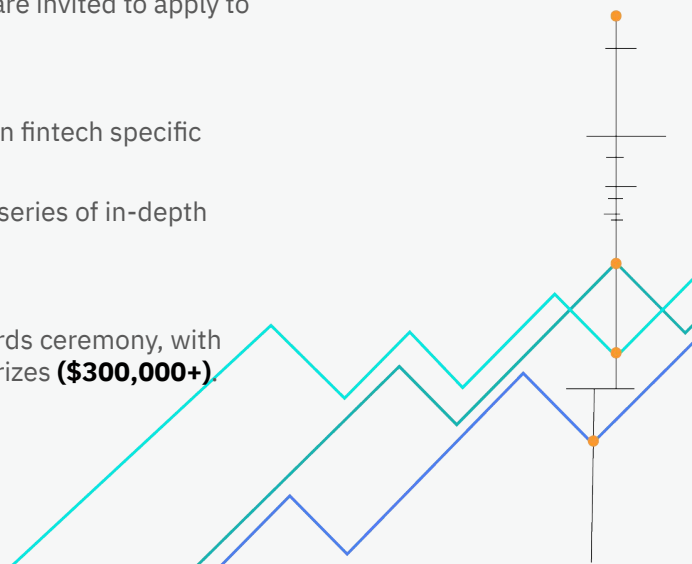
May 11, 2023: Kick-Off Panel Event

July - August, 2023: The top 25 startups participate in fintech specific programming led by industry experts

September, 2023: The top 10 startups take part in a series of in-depth pitch coaching and investment readiness workshops

October 4, 2023: VIP Dinner with the top 10 startups

October 5, 2023: The top 5 startups pitch at the awards ceremony, with the announcement of winners taking home the cash prizes **(\$300,000+)**.





CALGARY FINTECH AWARD

2022 Program Impact

- 45** fintech startups applied from across Canada.
- 24** companies were selected to participate in our intensive 3-month program.
- 11** finalists pitched to a private judging panel.
- 5** companies pitched to a live audience at the Platform Innovation Centre
- 2** winners received a cash prize:

1st Prize Winner - \$250,000

Alice Reimer, Fillip

From small businesses to national retailers, Fillip makes fuelling simple for fleets of all shapes and sizes.

2nd Prize Winner - \$60,000

Jonah Chininga, Miq

Miq is building the digital ecosystem for the cooperative economy.



For us and for Calgary, this award is an opportunity to shine – to demonstrate to the world that Calgary is the best place to start, scale and succeed in tech and in business.

Fillip CEO, Alice Reimer

Participant Demographics



of founders in the Top 11 were between ages 30-50



of companies had either a female and/or a visible minority founder



of companies in the top 24 were based in Calgary

Advertising Campaign

The national awareness campaign targeting fintech leaders and startups generated over **1.9M impressions** and **3.6K clicks** to the Calgary Fintech Award website.

Earned Media

The Calgary Fintech Award was **covered 100+** times by top tier national outlets such as The Toronto Sun, Yahoo! Finance, The National Post and The Ottawa Citizen, The Financial Post, Calgary Herald, Livewire and Betakit. The articles **reached more than 70 million people** and got **460+ clicks**.



CALGARY FINTECH AWARD

Snapshot: 2022 Top 11 Finalists



To make unbiased financial coaching affordable and accessible by leveraging digital technology.



Credit App

To provide a more efficient, cost effective and transparent credit experience for borrowers, lenders and retailers.



A fuel payment innovation model that provides the digital fleet card for small businesses



Helps Canadians plan, budget and invest, and enables users to compare different financial services such as credit cards, bank accounts, online brokers, robo-advisors, mortgages and crypto exchanges.



A document review SaaS designed specifically with oil and gas joint ventures



Enables cooperatives to pool funds, invest and build credit.



A new model to lending and purchasing that allows lenders and vendors to identify their ideal clientele in the blink of an eye, without any human intervention.



Giving people the tools they need to understand how a personal injury claim is calculated, how much their individual claim is worth, and to negotiate with an insurance company on their own.



A centralized billing and invoicing system, combined with a facility access system that monitors when contractors are on-site.

The Smart Benefit



by W Plans

Enables employers to help employees reduce debt and significantly save on borrowing costs that are a significant source of lost employee productivity, poor mental and physical health.

Yield Exchange

1st North American digital marketplace for wholesale finance investments that facilitate direct, fast, and open rate negotiation for wholesale investment.



CALGARY FINTECH AWARD

Join us as we transform Calgary into a global hub for innovation in Fintech.

Cement your position as a brand committed to innovation and community building and contribute to economic diversification in Calgary. As a leader in the fintech frontier, we invite you to sponsor the 2023 Digital Commerce - Calgary Fintech Award.

In addition to directly supporting founders through the growing non-dilutive cash prize (\$310,000+), your involvement strengthens the educational program and underline a deep commitment to increasing the economic impact of tech and innovation in Calgary.

Calgary Fintech Award Ceremony Sponsor

Investment: \$30,000 | 1 available

As the largest Fintech award in North America, this marquee sponsorship is visible at a national level. By sponsoring the Calgary Fintech Award Ceremony, your organization will be the named host of the award ceremony where the winners of the cash prize are announced live at the Platform Innovation Centre.

This invite only ceremony is attended by 150+ national business media, finance and technology leaders, government representatives and fintech company founders.

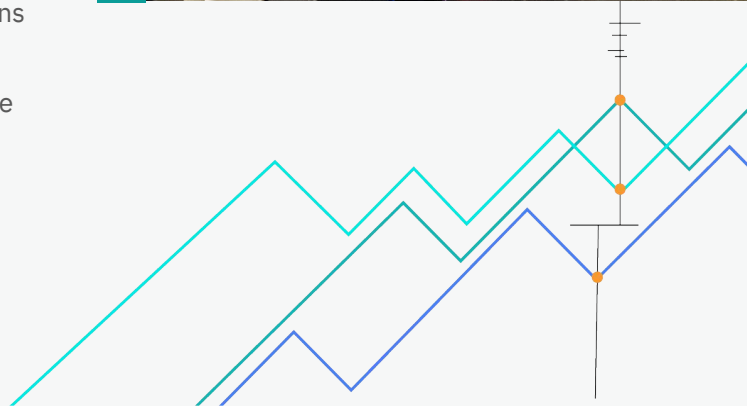
Sponsor recognition opportunities:

Thought Leadership:

- Speaking opportunity at the award ceremony

Brand Awareness:

- Branded presentation of 2nd prize winner
- Logo & sponsor recognition on the top 5 finalist video pitches shared at award ceremony and post-award in future collateral
- Logo featured on the Calgary Fintech Award website, press releases, event communications and onsite signage .
- Verbal recognition at all events throughout the program
- 2 tickets to the VIP Dinner with the Top 10
- 10 tickets to the Awards Ceremony



CALGARY FINTECH AWARD

Calgary Fintech Award Community Builder Award Sponsor

Investment: \$50,000 | 1 available

As the largest Fintech award in North America, this marquee sponsorship is visible at a national level. By sponsoring this award, your organization will present the Community Builder award to a founder driving social impact forward. This sponsorship will go directly towards the non-dilutive cash prize.

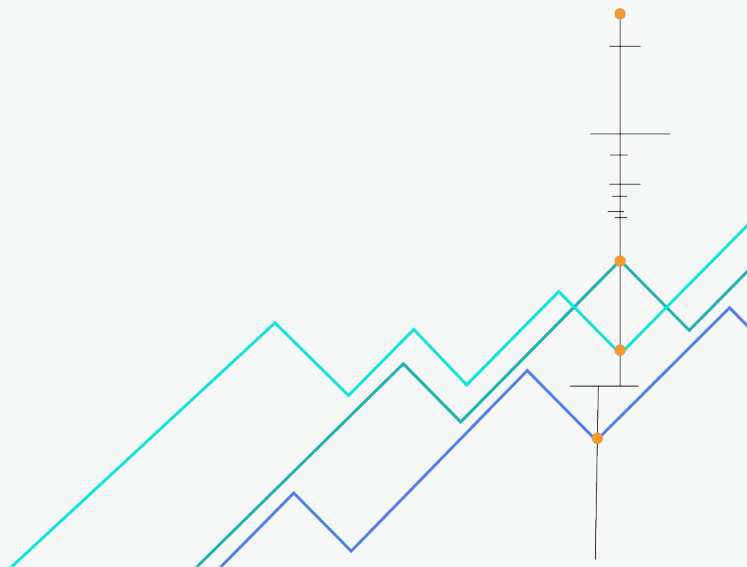
Sponsor recognition opportunities:

Thought Leadership:

- Speaking opportunity at the award ceremony

Brand Awareness:

- Branded presentation of the Community Builder Award winner
- Logo featured on the Calgary Fintech Award website, press releases, event communications and onsite signage .
- Verbal recognition at all events throughout the program
- 2 tickets to the VIP Dinner with the Top 10
- 10 tickets to the Awards Ceremony





CALGARY FINTECH AWARD

VIP Dinner with the Top 10 Finalists Sponsor

Investment: \$25,000 | 1 available

This intimate, invite-only event is an opportunity for the Top 10 finalists to meet and interact with a curated group of 50 financial institution leaders and investors.

The VIP Dinner Sponsor takes the spotlight as the named host of the event, in a room full of Calgary's most influential fintech experts.

Sponsor recognition opportunities:

Thought Leadership

- Speaking opportunity at the event
- Opportunity to participate in curating the guest list for the event

Brand Awareness:

- Logo featured on the Calgary Fintech Award website, press releases and event communications. Verbal recognition at all events throughout the program
- Branded onsite signage at the finalist dinner event, and logo recognition on onsite signage at all other events throughout the program
- 5 tickets to the Calgary Fintech Award Ceremony event

Calgary Fintech Award Ceremony Bar Sponsor

Investment: \$5,000 | 1 available

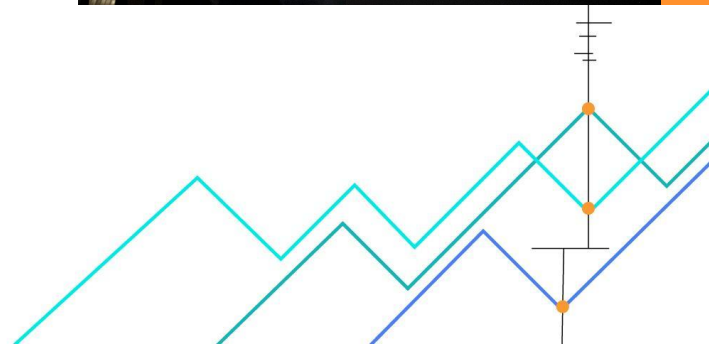
A unique opportunity to brand a focal point of the evening with your products and feature your service and expertise to an influential and discerning audience.

As the largest Fintech Award in North America, this invite only event is attended by 150+ national business media, finance and technology leaders, government representatives and fintech company founders.

Sponsor recognition opportunities:

Brand Awareness:

- Branding and activation of the bar area during the Calgary Fintech Award Ceremony
- Logo featured on the Calgary Fintech Award website, relevant press releases and event communications.





CALGARY FINTECH AWARD

Calgary Fintech Award Workshop Sponsor

Investment: \$20,000 | 1 available

The program of five in-person workshops for the Top 10 Calgary Fintech Awards Finalists offer unparalleled mentorship opportunities delivered by sector experts and business coaches. The Workshop sponsor is directly supporting the fintech startups to broaden their networks, improve their business plans and prepare for investment opportunities.

Sponsor recognition opportunities:

Brand Awareness:

- Logo featured on the Calgary Fintech Award website, press releases and event communications.
- Verbal recognition at all events throughout the program
- Logo recognition on onsite signage at the all fintech award events throughout the program
- 2 tickets to the VIP Dinner with the Top 10
- 4 tickets to the Calgary Fintech Award Ceremony

Calgary Tech Builders Platinum Sponsor

Investment: \$10,000

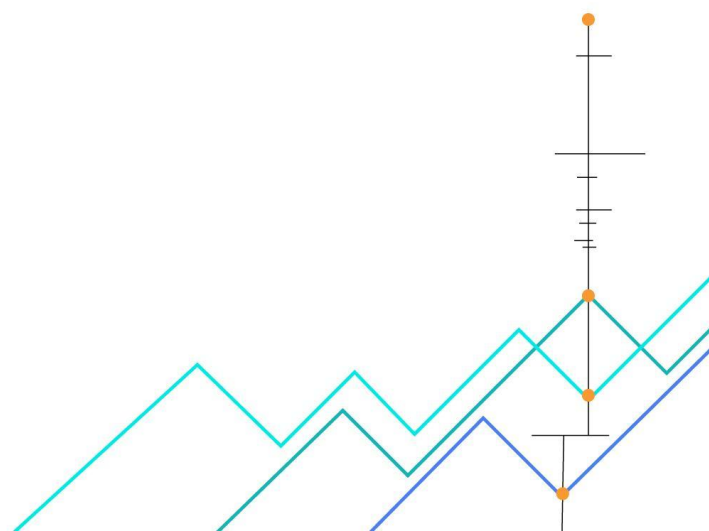
Platinum Sponsorships directly support the non-dilutive cash awards for the winning fintech companies. As the prize amount increases, the impact of the Calgary Fintech Award will grow; the winning fintech startups will have an enormous opportunity to grow further, faster.

Platinum Sponsors are the innovation champions who are establishing Calgary as one of North America's top fintech ecosystems.

Sponsor recognition opportunities:

Brand Awareness:

- Logo featured on the Calgary Fintech Award website, press releases and event communications.
- Verbal recognition at all events throughout the program
- 2 tickets to VIP Dinner with the Top 10
- 2 tickets to the Calgary Fintech Award Ceremony





CALGARY FINTECH AWARD

**Be part of the transformation of
Calgary into a global hub for
innovation in fintech.**

Date: _____

Sponsor Contact Information

Sponsor Name: _____

Company/Organization: _____

Email: _____ Phone: _____

Address: _____ Postal Code: _____

Sponsorship Level

- ☐ Community Builder Award - \$50,000
- ☐ VIP Dinner with the Top 10 - \$25,000
- ☐ Workshop Sponsor - \$20,000
- ☐ Calgary Tech Builder - \$10,000
- ☐ Award Ceremony Bar - \$5,000

Please return this form to:

Rea Hailley
Lead, Sponsorship - Platform Calgary
rea.hailley@platformcalgary.com

Rea will be in contact to set up payment.

Thank you!

We are excited to have your organization on board as a sponsor for the
Digital Commerce Calgary Fintech Award

