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YEDi

YEDi

REACH CANADA'S ENTREPRENEURS WHILE THEY ARE BUILDING

YEDI CORPORATE PARTNERSHIP OPPORTUNITIES 2026–2027



TURN YOUR PARTNERSHIP INTO BUSINESS VALUE

Partner with YEDI to build trusted relationships with founders, business leaders, and growing companies through year-round programs, events, and business-development initiatives.

2500+

ALUMNI

Engage with a vibrant network of successful entrepreneurs.

6

PROGRAM STREAMS

Connect across diverse industry sectors and stages of growth.

120+

ANNUAL EVENTS

Maximize interaction through workshops and networking opportunities.

MORE THAN BRAND VISIBILITY

YEDI partners gain unique opportunities to foster meaningful engagement and achieve strategic objectives:



REACH

Connect directly with qualified founder and business audiences actively seeking growth and innovation.



BUILD AUTHORITY

Share relevant expertise and insights through educational content and thought leadership platforms.



CREATE RELATIONSHIPS

Engage actively with entrepreneurs through tailored programs, events, and facilitated networking opportunities.



DOCUMENT IMPACT

Visibly demonstrate your commitment to supporting entrepreneurship, business education, and Canada's economic growth.



YOUR BRAND INSIDE AN ACTIVE ENTREPRENEURIAL ECOSYSTEM

YEDI works with entrepreneurs during critical stages of business creation and growth. Corporate partners gain more than passive visibility. They can contribute expertise, build trusted relationships and position their organizations as valuable resources to Canadian founders.

WHAT THE PARTNERSHIP CAN DELIVER



REACH QUALIFIED AUDIENCES

Connect with founders and growing organizations seeking financial, professional, technology and business services.



BUILD CATEGORY AUTHORITY

Demonstrate expertise through educational workshops, expert content, panels and selected speaking opportunities.



CREATE BUSINESS RELATIONSHIPS

Meet entrepreneurs through exhibitions, introductions, program activations and founder events.



DOCUMENT COMMUNITY IMPACT

Receive recognition for supporting entrepreneurship, innovation, education and Canadian economic development.

WHO YOUR PARTNERSHIP REACHES

CONNECT WITH THE PEOPLE BUILDING AND GROWING BUSINESSES

YEDI's community includes entrepreneurs at different stages of business development, from early-stage founders to leaders actively growing their organizations. Your partnership will connect you directly with this diverse and dynamic entrepreneurial ecosystem across Canada.

YEDI REACH

2,500+

ALUMNI

Engage with a vibrant network of successful entrepreneurs and innovators.

120+

ANNUAL EVENTS

Maximize interaction through workshops, pitch competitions, and networking opportunities.

7,000+

NEWSLETTER SUBSCRIBERS

Reach an engaged audience interested in entrepreneurship and business insights.

1M+

ANNUAL SOCIAL REACH

Amplify your brand message across our active digital community channels.

100K+

WEBSITE VISITORS

Drive traffic and awareness to your brand through our online platforms.

AUDIENCE PROFILE



BUSINESS STAGES

Idea Stage • Startup • Early Growth • Established • Scaling



PRIMARY GEOGRAPHY

Toronto • Ontario • Across Canada • International connections



INDUSTRIES

Tech • Healthcare • Retail • Cleantech • Professional Services • Social Impact



PROGRAM DELIVERY

60% In-Person • 30% Hybrid • 10% Online

HIGH-FIT CORPORATE PARTNERS

YEDI's founder community creates relevant opportunities for:

- Financial Institutions
- Accounting & Legal Firms
- Insurance Providers
- Software & Technology Companies
- Telecommunications
- Professional Services
- Government
- Corporate Procurement
- B2B Service Providers



FOUR WAYS PARTNERS CREATE VALUE

YEDI partnerships are designed to deliver tangible business value across multiple dimensions, ensuring your investment yields measurable returns and strengthens your position within Canada's entrepreneurial landscape.



VISIBILITY

Build consistent awareness with founder audiences through prominent branding and content placement.

- Website & campaign placement
- Event & program branding
- Social media & newsletter exposure



AUTHORITY

Position your organization as a useful resource by sharing expertise and insights with the community.

- Educational workshops & articles
- Panel participation
- Founder resources



ENGAGEMENT

Create opportunities for direct interaction and relationship-building with entrepreneurs.

- Exhibitions & product demos
- Opt-in lead opportunities
- Hosted introductions & networking



IMPACT

Demonstrate commitment to entrepreneurship and contribute to economic development.

- Program support & scholarships
- Community recognition
- Impact reporting

CHOOSE YOUR PARTNERSHIP LEVEL

Select the partnership tier that best aligns with your strategic objectives and desired level of engagement with Canada's vibrant entrepreneurial ecosystem.

COMMUNITY PARTNER \$5,000 ANNUALLY

For local businesses and emerging corporate partners, offering foundational visibility.

- Partner listing on YEDI's website
- Recognition at 2 designated YEDI events
- 2 social media acknowledgements
- 1 newsletter acknowledgement
- 2 event passes
- Annual partnership summary

Best for: Brand recognition and community alignment.

GROWTH PARTNER \$10,000 ANNUALLY

For organizations seeking sustained visibility and deeper engagement.

- Enhanced website placement
- Recognition at 4 designated events
- 4 social media features
- 2 newsletter features
- 1 exhibition opportunity
- 4 event passes
- Tracked campaign link or QR code
- Post-activation results report

Best for: Sustained visibility and measurable audience engagement.

STRATEGIC PARTNER \$20,000 ANNUALLY

For organizations seeking authority and direct founder engagement.

- Premium logo placement
- Recognition across a designated program or event series
- 1 sponsor-led educational workshop
- 1 panel or expert-content opportunity
- 2 exhibition opportunities
- 1 dedicated partner feature
- Facilitated founder introductions
- 8 event passes
- Semi-annual performance reporting

Best for: Thought leadership, founder relationships and category authority.

PRESENTING PARTNER STARTING AT \$35,000 ANNUALLY

For a major organization seeking category leadership and maximum impact.

- "Presented with" recognition on an agreed program or event portfolio
- Category exclusivity, subject to agreement
- Customized year-round activation plan
- 2 sponsor-led educational activations
- 2 dedicated brand or content campaigns
- Priority speaking consideration
- Premium event access
- 12 event passes
- Quarterly reporting
- Annual impact and renewal review

Best for: Category leadership, year-round engagement and maximum partnership visibility.

EVERY PARTNERSHIP INCLUDES ACCOUNTABILITY

YEDI provides comprehensive reporting based on the activations included in each partnership, ensuring transparency and measurable impact.

Depending on your chosen package, reporting may include:

EVENT PERFORMANCE

- Registrations
- Attendance
- Workshop participation

DIGITAL PERFORMANCE

- Content impressions
- Social reach
- Email delivery and engagement

ENGAGEMENT

- Tracked link activity
- QR-code activity
- Exhibition interactions

RELATIONSHIP DEVELOPMENT

- Opt-in lead generation
- Facilitated meetings where applicable

IMPACT

- Participant feedback
- Completed deliverables
- Community-impact outcomes

Please note: Lead information will only be provided where participants have given appropriate consent. A final results report will be delivered within 20 business days after the final activation or at the end of the annual partnership period.

BUILD A PARTNERSHIP AROUND YOUR BUSINESS OBJECTIVES

Every YEDI partnership begins with the outcome your organization wants to achieve. YEDI can combine program visibility, founder engagement, educational content, events and community-impact initiatives into a focused annual partnership.

HOW IT WORKS



DEFINE

Confirm your target audience and business objectives.



SELECT

Choose a partnership level or custom activation.



PLAN

Agree on deliverables, dates, and measurement.



ACTIVATE & MEASURE

Launch the partnership, report results and conduct a renewal review.

SPEAKING & EDUCATIONAL STANDARDS

Speaking, educational and workshop opportunities must provide practical value to participants and meet YEDI's content standards. Direct sales presentations are not permitted unless clearly identified and approved.

This protects participant trust and increases the value of YEDI thought-leadership opportunities.

START A CONVERSATION

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