



Small Business → WeekTM

Sponsorship Opportunities

October 20–22, 2025 | Whitehorse, Yukon



Introduction

This year, Small Business Week (SBW) and Yukoner Appreciation Week (YAW) return as a united celebration of the businesses that power our economy and the people who support them.

Small Business Week is recognized nationally as a time to celebrate and strengthen the small business sector. Here in the Yukon, we've custom-curated a three-day program designed to reflect the realities of operating in the North. Business owners will come together to learn, connect, and share ideas through a mix of information sessions, panel discussions, networking opportunities, and special events.

This program is strengthened by Whitehorse's collaborative entrepreneurial support network, which has come together to shape programming that is practical, timely, and relevant. By pooling expertise, partners and the Chamber are delivering sessions that provide real tools and insights for today's business owners.

Program Overview

Monday, October 20

Kickoff Breakfast: Start of the week with coffee, food and conversations. Hear from leaders with insight into this year's Small Business Week theme and stick around to network with business owners and policy makers.

Lunch Panel: Navigating Workforce Challenges: An insightful discussion led by an HR professional, hear from local business owners that continue to be successful in Yukon's competitive labour market and learn about strategies that can work for you!

Tuesday, October 21

Lunch Panel: From Doing to Leading - Hear from entrepreneurs and experts who have made the transition from day-to-day operations and "doing it all" to ownership and leading with clarity.

Business Speed Dating: An evening of One-on-One advice from local professionals, bring your inquiries and chat through challenges in areas of business development, funding opportunities, legal services, marketing and more!

Wednesday, October 22

Mini Conference From Risk to Retirement – Smart Strategies for Business Owners: A finance focused afternoon of smart strategies for business owners on incorporation, succession, investment, insurance and more, hosted in partnership with Crowe Mackay LLP & RBC Dominion Securities.

Business After Hours: The Economic Revolution is Here: An elevated evening to wrap up Small Business Week in partnership with BDC. Join us for a keynote by BDC's Economist Arnaud Franco, participate in the Q&A and enjoy networking, food, drinks and door prizes!



Sponsorship Opportunities

Catering Sponsor – \$500 (3 available)

- Solo recognition as the catering sponsor at one of the SBW educational panels and networking lunches
 - Logo featured on all digital marketing:
 - » Facebook, Instagram, WCC Website, Chamber e-newsletter
 - Recognition in post-event thank-you campaign
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Business Speed-Dating Catering Sponsor – \$1000 (1 available)

- Logo recognition as catering sponsor for the Business Speed Dating evening event (Oct 21)
 - Logo featured on all digital marketing:
 - » Facebook, Instagram, WCC Website, Chamber e-newsletter
 - Recognition in post-event thank-you campaign
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Business After Hours

The highlight of Small Business Week, this special edition of Business After Hours explores the economic forces shaping the future of business in the North. Featuring a keynote from an economist, the event invites us to step back from the day-to-day and consider the bigger picture after a week of sessions on labour, leadership, financing, and succession. Join us for drinks, light appetizers, and elevated conversation with Yukon's business leaders

Drink Ticket Sponsor – \$1,500 (1 available)

- Solo recognition as the drink ticket sponsor for the BAH Celebration
- Logo printed on drink tickets distributed at the event
- Logo featured on all digital marketing:
 - » Facebook, Instagram, WCC Website, Chamber e-newsletter
- Recognition in post-event thank-you campaign

Catering Sponsor – \$2,000 (1 available)

- Solo recognition as the catering sponsor for the BAH Celebration - on all catering stations
 - Logo recognition on event print materials
 - Logo featured on all digital marketing:
 - » Facebook, Instagram, WCC Website, Chamber e-newsletter
 - Recognition in post-event thank-you campaign
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Custom Sponsorships

Looking for another way to support Small Business Week? We are happy to create a customized package that aligns with your brand and business goals. Contact us at events@hellohappytuesday.com to discuss options.



Sponsorship Details



October 20–22, 2025 | Whitehorse, Yukon



Business Name

Contact Name

Physical Address

Business Hours

Business Phone Number

Business Email

Website

Social media handles: Facebook and/or Instagram

Sponsorship Package