



# RAMP UP

# Sponsorship Package

## 2025

Discover how supporting RampUp Weekend fuels innovation, empowers entrepreneurs, and elevates your brand in the startup ecosystem.



Avg. reading time: **5 minutes**

# RAMP UP

**RampUp Weekend** is a flagship event hosted by North Forge, designed to accelerate innovation and entrepreneurship within Manitoba. This intensive, hands-on competition, held **April 11-13, 2025**, spans 50+ hours. Over the weekend, aspiring entrepreneurs, innovators, and tech enthusiasts collaborate to transform startup ideas into viable business plans.

Past RampUp Weekend winners have gone on to build successful multi-million dollar businesses — proving that Manitoba has the talent, innovation, and entrepreneurial spirit needed to create globally competitive companies and drive economic growth right here in Manitoba.



# RAMP UP

## How it works

 **FRIDAY - APRIL 11**

**PITCH, VOTE, FORM TEAMS!**

The energy kicks off with rapid-fire pitches — **just 60 seconds to sell an idea!** Once all ideas are in, the crowd votes, and the top 10 are chosen. Those lucky founders handpick their dream teams. Then, the real work begins—brainstorming, strategizing, and mapping out the business's game plan.

 **SATURDAY - APRIL 12**

**BUILD, PIVOT, REPEAT!**

It's full-speed ahead! Logos are designed, websites launched, prototypes built, and real customer validation happens in real-time — **it's an entrepreneurial tornado!** Expert mentors roam the rooms, pushing teams to refine their ideas and navigate the inevitable pivots.

 **SUNDAY - APRIL 13**

**PITCH LIKE A PRO!**

The stakes are high, and the pressure is on! Teams fine-tune their business models, polish their pitches, and get last-minute coaching from mentors. Then teams take the stage for the **final showdown!** Five minutes to pitch, five minutes for judges' Q&A, and then — it's decision time. Prizes, recognition, and maybe even the launch of Manitoba's next game-changing startup!





**Allana Schmidt**

VP, Global People Strategy & Solutions, IntouchCX

With 18+ years of leadership in Operations, HR Excellence, Organizational Strategy, and Enterprise Transformation, Allana Schmidt has led global cross-functional teams across industries like tech, academia, healthcare, and retail. She is recognized as one of Canada's Top 100 Black Women to Watch in 2024.



**Catherine Metryck**

Founder and CEO of Callia

Catherine Metrycki is the founder and CEO of Callia, a tech-enabled startup transforming flower and gift-giving. Since launching in 2016, she has grown Callia into a leading nationwide service in Canada and select U.S. states, earning recognition for her innovation in entrepreneurship.



**Nermin Sa'd**

Director of Programming and Global Initiatives, North Forge

Nermin Sa'd is a senior mechanical engineer and entrepreneur. Nermin founded the first virtual engineering company for women in the Middle East. Recognized for her innovative contributions, Nermin was featured in Forbes for her development of the Smart Detection Bra, a device aimed at early breast cancer detection.



## The numbers



**\$0**

Cost for participants  
to register



**17K**

North Forge  
social media  
audience



**250+**

2025 registrants  
anticipated



**52**

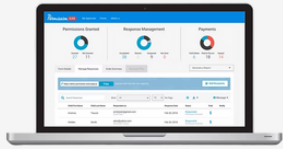
number of hours  
participants have to  
create their business



**25+**

Mentors & Coaches

# Past Winners include



*Permission* **CLICK**

## RampUp Winner 2014

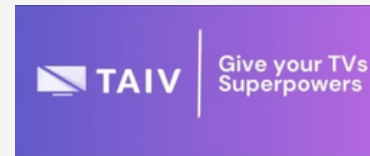
Permission click is software that creates digital permission slips and facilitates payment collection for kindergarten to grade 12. It was acquired by Intrado Corporation for its innovative product.



**GO OIL**

## RampUp Winner 2017

Go Oil is a mobile oil change company, has sold over 40+ franchises in Canada and the United States!



**TAIV**

## RampUp Winner 2018

Taiv is a TV box that allows restaurants and bars to play content that is better targeted to their audiences







## Why Sponsor RampUp Weekend?

Sponsoring **RampUp Weekend** is a powerful way to showcase your commitment to innovation and entrepreneurship in Manitoba while gaining exposure among startups, industry leaders, and investors. Your support fuels new ventures, drives economic growth, and strengthens the local startup ecosystem.

Partnering with North Forge places your organization at the heart of Manitoba's innovation ecosystem, reinforcing your leadership in supporting the next wave of entrepreneurs.



### Brand Alignment with Innovation & Entrepreneurship

- Position your organization as a leader in Manitoba's startup and tech ecosystem.
- Demonstrate your commitment to fostering business growth and innovation.
- Gain exposure among startups, industry leaders, investors, and tech enthusiasts.



### Direct Access to Emerging Talent & Business Ventures

- Connect with high-potential entrepreneurs and disruptive startups.
- Engage with future business leaders and potential partners.
- Networking and thought leadership opportunities.



### Community & Economic Impact

- Support the creation of new businesses and job growth in Manitoba.
- Strengthen local innovation by investing in the next generation of entrepreneurs.
- Enhance corporate social responsibility by contributing to economic development.

Sponsoring RampUp Weekend is more than just a sponsorship—it's an investment in Manitoba's future, positioning your brand at the forefront of innovation and entrepreneurship.

**RAMPUP**

# Sponsorship packages

**RAMPUP**

SPONSORSHIP LEVEL				
	GOLD SPONSOR	SILVER SPONSOR	BRONZE SPONSOR	FRIEND OF NORTH FORGE
	\$5,000	\$2,500	\$1,500	\$500
	2 available	5 available	10 available	Unlimited
Logo placement on event materials	✓	✓	✓	✓
Logo and link on North Forge website	✓	✓	✓	✓
Social Media recognition	✓	✓	✓	
Priority VIP seating at opening and closing events	✓	✓	✓	
Emcee recognition at opening and closing events	✓	✓		
Opportunity for sponsor signage at event	✓	✓		
Prominent recognition in event press releases and media outreach	✓			
Opportunity for featured sponsor booth at event	✓			

**We can also tailor a sponsorship package that aligns with your goals and maximizes your impact!**





## **GOLD SPONSOR**

**\$5,000**

2 Available

- ✓ Premium logo placement on all event materials
  - ✓ Prominent recognition in event press releases and media outreach
  - ✓ Opportunity for featured sponsor booth and signage at the event
  - ✓ Emcee recognition at opening and closing events
  - ✓ Priority VIP seating at opening and closing events
  - ✓ Website logo and link on northforge.ca (1-year)
  - ✓ Dedicated sponsor highlight post on social media
- 

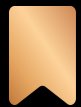


## **SILVER SPONSOR**

**\$2,500**

5 Available

- ✓ Logo placement on event materials
  - ✓ Opportunity for signage at the event
  - ✓ Sponsor mention on social media
  - ✓ Priority VIP seating at opening and closing events
  - ✓ Website logo and link on northforge.ca (1-year)
  - ✓ Emcee recognition at opening and closing events
- 



## **BRONZE SPONSOR**

**\$1,500**

10 Available

- ✓ Logo placement on select event materials
- ✓ Website logo and link on northforge.ca (1-year)
- ✓ Priority VIP seating at opening and closing events
- ✓ Sponsor mention on social media



## **FRIEND OF NORTH FORGE \$500**

- ✓ Logo placement on select event materials
- ✓ Website logo and link on northforge.ca (1-year)
- ✓ Social media mention as supporter

# Exclusive Opportunities

## 1ST PLACE AWARD SPONSOR - \$10,000

1 Available

- ✓ Dedicated sponsor highlight post on social media
- ✓ Exclusive mentor or judge position for company representative
- ✓ Feature in post-event Winnipeg Sun article highlighting sponsorship
- ✓ Logo prominently featured on physical award
- ✓ Opportunity for featured sponsor booth and signage at the event
- ✓ Opportunity to present the award to the winning team
- ✓ Opportunity to provide opening or closing remarks
- ✓ Premium logo placement on all event materials and website
- ✓ Priority VIP seating at opening and closing events
- ✓ Prominent recognition in event press releases and media outreach
- ✓ Website logo and link on northforge.ca (1-year)

## 2ND PLACE AWARD SPONSOR - CLAIMED



## 'FAN FAVOURITE' AWARD SPONSOR - CLAIMED



# THANK YOU

**READY TO GET STARTED?**

Contact [Devon Shewchuk, Partnerships & Marketing Manager](#)

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