



Sponsorship Opportunity Package

2025 Minds in Motion Conference:
Redefining Performance: Inclusive
Innovation in Kinesiology and Physical
Education Research

March 14-15, 2025

Hosted by the Department of Kinesiology and Physical Activity
McGill University
Montreal, QC

Photo credit: Elodie Drew
(elod.photography)

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Dear collaborators and industry partners,

I am happy to invite you to be a part of our upcoming **Minds In Motion (MIM) conference**, hosted in **Montreal, Quebec in March 2025**. This year's conference will be held on the McGill University campus and will include insightful research presentations from graduate and undergraduate students, panel talks from experienced professionals, and intriguing keynote addresses from leading academics in the field. **This year's theme titled, "Redefining Performance: Inclusive Innovation in Kinesiology and Physical Education Research"**, is an exciting and relevant topic that will surely foster inspiring presentation and discussions.

Sponsoring the Minds in Motion conference will **provide an opportunity for your company to gain brand exposure through various promotional activities for the conference, witness groundbreaking research in multiple sporting, exercise and health domains, and interact with accomplished student researchers.**

Thank you for your consideration, and I hope to welcome you and/or your company to Montreal in March.

Emily Van Berkel
2025 Minds in Motion Chair

Our Model

The Kinesiology and Physical Education (KPE) Department at McGill University oversees the planning of our conference, although ultimately the event is **entirely graduate student-run**. This means that the graduate student organizing committee is responsible for marketing, venue booking, abstract review, conference organization, and **fundraising** outside of our degree requirements.

All funds raised through sponsorships and fundraising will go towards the Minds in Motion Conference. Any remaining funds that are not used will be kept in the Kinesiology and Physical Education Graduate Association (KPEG) account and will be used towards a) academic events such as workshops, networking events, guest lectures and panel talks, or b) saved contribute to the next year's conference.



Photo credit: Elodie Drew (elod.photography)

Meet Our Team



Gabby Bedard
KPEG President



Emily Van Berkel
Vice President
Research Day



Sophie Guilmette
Vice President
Finance



Claudia Zeppetelli
Vice President
Communications



Sara Perfetto
Vice President
Academic



Natalie Schwartz
Vice President
Social



About The Event

Photo credit: Elodie Drew (elod.photography)

Minds in Motion is a student-led conference for **student researchers** and is an opportunity for graduate and undergraduate students to gain experience in conveying their research (i.e., project proposal, dissertation, preliminary findings, etc.) to the public. Topics include, but are not limited to: Biomechanics, Cardiorespiratory Physiology, Exercise and Health, Metabolism, Molecular Biology, Muscle Physiology, Neuroscience, Nutrition, Pedagogy, Rehabilitation, Sports and Exercise Psychology, and Sports Sociology and Cultural Studies. This conference presents students a unique opportunity to sharpen their presentation skills and get involved in the collaborative KPE environment while also fostering networking opportunities with fellow students, leading academics, and researchers in their field.

The 2025 Minds in Motion will be the 4th annual event. The Minds in Motion conference has experienced exponential growth since its inception, both in terms of attendance and revenue. While the conference started as a small, interdepartmental event, in 2024, we welcomed registrants from across the country. We are excited to continue this upward trajectory and look forward to an even more successful event this year.



Event Highlights

Opportunity for undergraduate students to first present original research

Network with students and researchers from across Canada

Learn from key researchers in the field

Explore diverse research in Kinesiology and Physical Education

Sponsorship Benefit: What's in it for you?

We are excited to offer your company the exclusive opportunity to enhance your presence at our Minds in Motion Conference in March 2025.

Send a speaker/booth

As a sponsor, you will have the unique chance to bring an academic speaker, guest panelist, or host a workshop that highlights your company's expertise or features a prominent figure in the field.

Engagement

You will have the opportunity to engage with hundreds of passionate student researchers. These same students are likely to become experienced researchers one day, who can continue to support you and your brand.

Brand Exposure

Sponsoring the Minds in Motion conference is an opportunity for your brand to not only gain presence within the Kinesiology and Physical Education department at McGill University, but also reach students at institutions across the country.

Sponsorship Package(s)



Bronze Sponsor

Opportunity to provide 1 award for one of the following categories in the form of gift card or money prize:

- Undergraduate student presentation winner
- Graduate student presentation winner
- 3 Minute-Thesis (3MT) presentation winner
- Poster award

\$250



Silver Sponsor

Logo placement on conference website and social media

Mention and thank you in conference opening and closing remarks

Opportunity to include promotional materials in attendee welcome packages

Right to use Minds in Motion logo and advertise your organization as a sponsor of this growing national conference

\$500



Gold Sponsor

All benefits of Silver Sponsorship

Logo placement on the conference banner

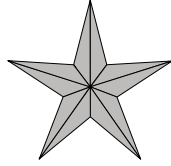
Complimentary access for company representative to all conference sessions

50-word company bio on sponsorship page of conference website

Opportunity to give away an award in their field (value of \$250/award)

\$1 000

Sponsorship Package (s)



Platinum Sponsor

All benefits of Gold Sponsorship

Exclusive top-tier logo placement on conference materials and website and extensive feature and thank you in conference opening and closing remarks

Priority logo placement on the conference banner

Exhibitor booth space in conference foyer for demonstration

Exclusive speaking opportunity at the conference

\$2 000

Other sponsorship opportunities:

Our team looks forward to working with you to discussing a sponsorship unique to the options listed above, including but not limited to:

- Catering/food donations (i.e., breakfast, lunch, hors d'oeuvres, etc.)
- In kind donations (i.e., merchandise, services, etc.)
- Annual Minds in Motion award sponsorship (i.e., undergraduate/graduate investigator award)



Thank you! We look forward to working with you!



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