

COMMUNITY PARTNER & SPONSORSHIP PACKAGE

Community Partner & Sponsorship Package



Building Thinking Classrooms Across the Curriculum Conference —
Calgary 2026

November 6–7, 2026 · TELUS Convention Centre · Calgary, Alberta

Thinking is not a Subject. It's a Skill.

Welcome

Thank you for considering a partnership with the Building Thinking Classrooms Across the Curriculum Conference — Calgary 2026. This is the inaugural large-scale Canadian conference dedicated to applying the *Building Thinking Classrooms* framework across every subject area, K–12.

By becoming a community partner, you'll connect your organisation with a highly engaged international community of educators and leaders, build meaningful visibility across the Canadian and global education sector, and contribute directly to the advancement of thinking-focused teaching and learning in Canadian schools.

We look forward to building something meaningful together.

About the Conference

What is Building Thinking Classrooms?

Building Thinking Classrooms (BTC) is a research-based instructional framework developed by Dr. Peter Liljedahl at Simon Fraser University. Grounded in 15 years of classroom research conducted here in Canada, BTC outlines 14 high-impact practices that help teachers create environments where genuine student thinking — not mere compliance or performance — becomes the norm.

The framework has since grown into a worldwide movement, adopted by hundreds of thousands of teachers across North America, Europe, Australia, and beyond. It is one of the most widely implemented instructional shifts in education in recent decades — and it began here.

A Different Kind of Thinking

When most people picture a productive classroom, they picture students who look busy: heads down, pencils moving, copying notes, completing worksheets, following steps. That's not thinking. That's mimicry — and most of us did a lot of it in school.

Building Thinking Classrooms is built on a different premise: that students are capable of genuine cognitive work, and that most classrooms — through no fault of the teachers in them — are unintentionally designed to prevent it. BTC asks what it would take to change that. Not with a new curriculum or a new technology, but with deliberate changes to how tasks are given, how rooms are arranged, how groups are formed, how questions are answered, and how learning is assessed.

The result is classrooms where students are visibly, genuinely thinking — puzzling through problems, building understanding together, and developing the habits of mind that transfer far beyond any single subject or grade level.

That, it turns out, is possible in every classroom. Not just math. That's what this conference is about.

The Gathering

This conference is the first major Canadian gathering dedicated to that idea: that BTC is not a math strategy. It is a way of teaching.

Over two days at the TELUS Convention Centre in downtown Calgary, we are bringing together with capacity for up to 1,000 participants — classroom teachers, school and district leaders, consultants, and researchers from across Canada and around the world — to explore what it looks like to build thinking classrooms in science, social studies, English, the arts, physical education, and beyond.

Delegates don't arrive as passive attendees. They arrive as practitioners — people already doing this work, hungry to go deeper, connect with colleagues, and bring something back to their schools. That shared commitment makes this one of the most purposeful and targeted professional learning gatherings in the Canadian education calendar.

Why Calgary, Why Now?

BTC was born in Canadian classrooms. Its research was conducted here, its earliest adopters were here, and the teachers who helped shape and stress-test the framework over fifteen years were here. It is only fitting that the first major Canadian conference celebrating its expansion beyond mathematics takes place on Canadian soil — and Calgary is the right city for it.

Calgary is a city that understands what it means to build things: industries, communities, futures. It is home to a business community with a genuine commitment to people and place, a school system that has embraced innovative pedagogy, and a geographic position that makes it genuinely accessible to educators from every corner of the country. For international delegates, it is a compelling destination in its own right.

The timing matters too. BTC is at an inflection point — moving from a mathematics-specific movement to a whole-school framework, from early adopters to mainstream practice. This conference marks that moment. The educators who attend will be the ones leading that shift in their schools and districts for years to come. Being part of this — as a community partner — means being part of what comes next.

Why Partner with Us?

Your Audience

The delegates who attend this conference are not casual participants. They are educators and leaders who have sought this out — who have read the research, implemented the practices, and are now hungry to go further and wider. They include:

- Classroom teachers across all subject areas and grade levels, K–12
- School and district administrators making resource and professional development decisions
- Curriculum consultants and instructional coaches
- Faculty of education instructors and researchers
- System and provincial leaders shaping policy and practice

This is an audience that influences purchasing decisions, professional development investments, and school-wide instructional direction. They are engaged, motivated, and they trust the community they are part of. A brand that shows up authentically in this space earns something advertising rarely can: genuine credibility with practitioners.

The Numbers



A highly targeted audience united by a shared instructional framework, and a self-selecting, committed professional cohort.

The Moment

BTC is not a trend. It is a research-backed movement that has been building for fifteen years and is now accelerating. This is the first major Canadian conference dedicated to its expansion across the curriculum. Partners who come in at the inaugural event establish themselves as foundational supporters of that story — not latecomers.

For Community and Corporate Partners

Calgary is where this conference begins — and for good reason. BTC was built in Canadian classrooms, and it is only fitting that its first major national celebration takes place in one of Canada's most dynamic and ambitious cities. For Calgary-based organisations, this is an opportunity to be visibly and meaningfully connected to a world-class educational event happening in your own backyard — one that will bring hundreds of educators from across the country and beyond directly into your city.

But the case for partnership extends well beyond Calgary. BTC is a Canadian success story with a global footprint — research conducted here, practices refined here, now shaping classrooms in dozens of countries. For national organisations that care about education, innovation, and the development of young Canadians, this conference represents a rare opportunity: to support something homegrown that has already proven itself on the world stage, at the moment it is reaching its broadest audience yet.

Your investment directly enables world-class professional learning for the educators who are teaching the next generation of Canadian engineers, leaders, problem-solvers, and innovators. That is a legacy worth putting your name on.

Community Partner Opportunities

Community partnerships are designed for organisations that want to make a meaningful investment in Canadian education and be recognised for it — without necessarily having a physical presence at the conference. These opportunities are particularly well-suited to corporate, energy sector, financial, and philanthropic partners whose commitment to community and education aligns with what this conference represents.

Community Partners are recognised prominently throughout the conference — on stage, in print, on screen, and online — in a way that reflects the significance of their contribution.

Note: organisations interested in having a physical exhibitor presence at the conference are welcome to explore our Exhibitor & Vendor Package alongside or instead of these opportunities. Contact us to discuss.

PRESENTING PARTNER

\$15,000 CAD

1 available

The Presenting Partner is woven into the identity of the conference itself. This is not a banner on a wall — it is a genuine co-branding relationship for the duration of the event.

- ✓ Named in conference branding as Presenting Partner — “Building Thinking Classrooms Across the Curriculum Conference — Calgary 2026, presented in partnership with [Organization]”
- ✓ Logo featured prominently on all digital and print materials, including the conference website, program, signage, and email communications
- ✓ Logo displayed on the main screen at all keynote sessions
- ✓ Verbal acknowledgement at the opening and closing of both conference days
- ✓ Two (2) VIP keynote passes for organisational representatives
- ✓ Dedicated sponsor recognition post on conference social media channels
- ✓ Full-page recognition in the conference program
- ✓ Post-conference audience report
- ✓ Invitation to be recognised on stage at the opening keynote

GOLD PARTNER

\$8,000 CAD

- ✓ Logo on all digital and print conference materials
- ✓ Logo displayed on the main screen at keynote sessions
- ✓ Two (2) VIP keynote passes for organisational representatives
- ✓ Dedicated sponsor recognition post on conference social media channels
- ✓ Half-page recognition in the conference program
- ✓ Post-conference audience report

SILVER PARTNER

\$4,000 CAD

- ✓ Logo on conference website and program
- ✓ Logo displayed on the main screen at keynote sessions
- ✓ One (1) VIP keynote pass for an organisational representative
- ✓ General sponsor acknowledgement on conference social media
- ✓ Quarter-page recognition in the conference program
- ✓ Post-conference audience report

COMMUNITY SUPPORTER

\$1,500 CAD

For organisations that want to express support for the movement and be recognised for it.

- ✓ Logo on the conference website
- ✓ Name and listing in the conference program
- ✓ General sponsor acknowledgement on conference social media

A Note on VIP Keynote Passes

VIP keynote passes provide access to all keynote sessions at the TELUS Convention Centre, including reserved seating and recognition in the program. They are designed for organisational representatives who want to experience the conference and be present for the moments where their partnership is acknowledged — without requiring a full two-day commitment.

Additional Sponsorship Opportunities

Beyond the partnership tiers above, a range of à la carte sponsorship opportunities are available — from sponsoring the welcome reception or daily coffee stations, to lanyards, delegate bags, and more. These can be taken as standalone investments or layered on top of an existing partnership commitment.

If you have a specific element of the conference you'd like to be associated with, we'd love to hear from you. Reach out to discuss what's possible.

Important Details

Invoicing & Tax

All partnership investments are invoiced by The Consortium (Calgary Office). GST will be applied where applicable. Please contact sponsors@btccalgary.com for invoicing inquiries.

Cancellation Policy

Cancellation notifications must be submitted in writing to sponsors@btccalgary.com. The following refund schedule applies:

CANCELLATION WINDOW	REFUND
Before August 1, 2026	Full refund less \$150 admin fee
August 1 – October 1, 2026	50% refund
After October 1, 2026	No refund

CONTACT

Ready to support the conference, or want more information?

Email our conference sponsorship committee at sponsors@btccalgary.com.

We'd love to have you with us.

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