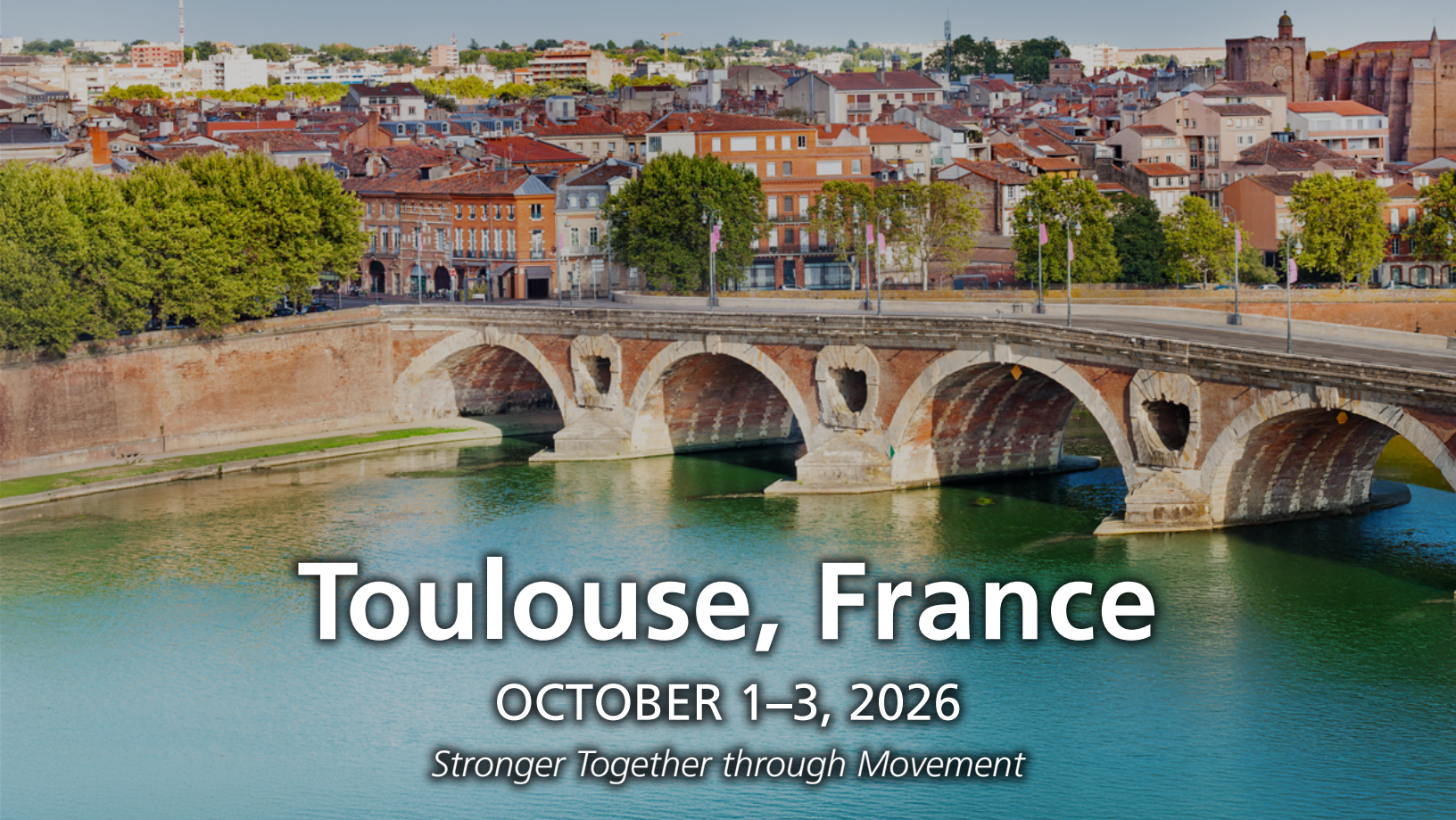




INTERNATIONAL
PHYSICAL LITERACY
CONFERENCE

physicalliteracy.ca/IPLC



Toulouse, France

OCTOBER 1–3, 2026

Stronger Together through Movement

SPONSORSHIP AND EXHIBITOR OPPORTUNITIES PACKAGE



Welcome

It is our pleasure to invite you to support the International Physical Literacy Conference – France 2026 (IPLC 2026), which will be held in Toulouse, France, October 1–3, 2026. Hosted by Sport for Life in partnership with Toulouse Université Club.

IPLC 2026 is designed to bring together sport, recreation, the arts, public health, education experts and practitioners, researchers, and policy makers. IPLC 2026 aims to mobilize knowledge that advances the worldwide movement of physical literacy, increasing motivation, confidence, physical competence, knowledge, and understanding to value and take responsibility for engagement in physical activities on a global scale.

IPLC 2026 provides an excellent opportunity for companies and organizations to extend their marketing activities and support the conference through sponsorship and exhibition programs. Advertise in the conference app, be an exhibitor and display your product or service, or sponsor and be showcased throughout the event to over 300 health, education, and physical activity enthusiasts worldwide! Full details are available in this package.

We look forward to welcoming you to France in October 2026.

Sincerely,

Sport for Life & Toulouse Université Club



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Event Theme & Streams

Stronger Together through Movement

Physical literacy builds healthier, more confident, and more competent people and stronger societies. IPLC France 2026 brings together leaders, policymakers, practitioners, educators, researchers, environmental planners, and changemakers from across the education, health, physical activity, and sport sectors. Under the theme *Stronger Together through Movement*, we'll explore what physical literacy looks like across the lifespan, how we integrate it from participation through to policy, and how we turn cutting-edge research into practical tools for those on the front lines. This is where solutions are shared, ideas are sparked, and physical literacy is brought to life in practice.

Format: The program is organized around four streams, each featuring research presentations, case studies, innovative practices, practical tools, and interactive workshops. Content will be relevant to all levels of knowledge and experience in physical literacy.

Streams:

- 1. Physical Literacy for Everyone** – Advancing equitable access through inclusive and adapted programming for lifelong development of physical literacy
- 2. Health and Prevention** – Addressing inactivity and supporting well-being through physical literacy
- 3. Research and Innovation** – Advancing evidence, evaluation, and emerging practices
- 4. Quality Environments** – Creating safe, meaningful, and developmentally appropriate experiences



Why Sponsor IPLC?

The International Physical Literacy Conference France 2026 will bring together over 300 engaged delegates from around the world, leaders and changemakers from health, research, sport, physical activity, recreation, and education sectors. This event is part of the international movement to advance physical literacy and build a more active world.

As a sponsor, you'll have the opportunity to:

- **Align your brand with a movement that matters.** Show your commitment to the global physical literacy movement. Be a part of building more inclusive and equitable physical literacy opportunities.
- **Reach decision-makers and frontline professionals** who are actively shaping the physical literacy movement worldwide. From health sectors, to grassroots organizations, to governmental agencies.
- **Promote your brand, products, and services** to a highly targeted, values-driven audience through speaking opportunities, delegate communications, and on-site activations.

In addition to exposure through the IPLC's communications and digital platforms, you'll gain access to:

- Dynamic networking opportunities through IPLC sessions, activity breaks, and social events.
- A community of sport, recreation, health, government, and education professionals actively seeking solutions, partnerships, and tools to drive impact.
- Visibility and brand alignment through Sport for Life and Toulouse Université Club's extensive connections.

Who Attends the Conference?

IPLC draws leaders from across the globe in the fields of sport, recreation, the arts, public health, and education, as well as coaches, teachers and educators, health care practitioners, researchers and policy-makers.

Sponsorship Opportunities

Choose a package that fits, or let's build one that does. If you're looking for a custom sponsorship tailored to your organization's goals, we'd love to connect.

FEATURES	PLATINUM SPONSOR €20,000	DIAMOND SPONSOR €15,000	GOLD SPONSOR €10,000	SILVER SPONSOR €7,500	BRONZE SPONSOR €5,000
Association with the International Physical Literacy Conference – France 2026	The right to use the designated <i>Platinum Sponsor</i> and the IPLC France 2026 branding in advertising and promotions.	The right to use the designated <i>Diamond Sponsor</i> and the IPLC France 2026 branding in advertising and promotions.	The right to use the designated <i>Gold Sponsor</i> and the IPLC France 2026 branding in advertising and promotions.	The right to use the designated <i>Silver Sponsor</i> and the IPLC France 2026 branding in advertising and promotions.	The right to use the designated <i>Bronze Sponsor</i> and the IPLC France 2026 branding in advertising and promotions.
Complimentary Registration	10	7	5	3	2
Additional Registration Discount	25% (up to 5)	15% (up to 5)	10% (up to 5)	10% (up to 5)	—
Opportunity for a Plenary Address	✓	✓	—	—	—
Handouts/Swag	✓	✓	✓	✓	✓
Conference App	4 posts	3 posts	2 posts	2 posts	1 post
Slides and Signage	Prominent logo placement on main screen during plenaries and breaks, and highest-visibility placement on on-site banners and signage throughout the venue.	Logo on main screen during plenary sessions and high-visibility placement on on-site banners and signage throughout the venue.	Logo on main screen during plenary sessions and on-site banners and signage throughout the venue.	Logo on main screen during breaks and included on on-site banners and signage where applicable.	Logo on main screen during breaks and included on shared on-site signage where applicable.
On-Site Promotion	1 booth in a prime location	1 booth in a prime location	1 booth	1 booth	1 booth
Website Exposure	Logo and text	Logo and text	Logo and text	Logo	Logo
Social media and newsletter promotion (to Sport for Life, IPLC, and TUC audiences as applicable)	5 social media posts and 1 newsletter block	4 social media posts and 1 newsletter block	3 social media posts	2 social media posts	2 social media posts

Additional Sponsorship Opportunities

Increase your visibility and enrich the delegate experience through à la carte sponsorship opportunities. *Opportunities can be combined with a main sponsorship tier.*

- **Conference Dinner (€15,000)** – Host the signature evening of IPLC 2026 and become the name behind a memorable off-site experience for delegates. Includes: exclusive naming rights (“Conference Dinner, hosted by [Sponsor]”); branded signage throughout the venue; welcome remarks opportunity; one pre-event and one post-event social media post featuring the sponsor; recognition in the post-event report.
- **Welcome Reception (€8,000)** – Set the tone for IPLC 2026 by sponsoring opening drinks and a networking reception on Day 1. *Includes:* exclusive naming rights for the reception; branded signage at the welcome area; welcome remarks opportunity (2–3 minutes); logo on reception materials; one social media post featuring the reception.
- **Keynote Session Sponsor (€6,000)** – Put your name beside a powerful message by sponsoring one of IPLC 2026’s keynote speakers. *Includes:* logo on the keynote intro slide; verbal acknowledgment by the MC introducing the speaker; logo in the pre-event email promoting the keynote; photo opportunity with the speaker (subject to speaker agreement); mention in the post-event article covering the keynote.
- **Stream Sponsor (€4,000)** – Connect your brand to one of the four IPLC 2026 streams and become the title presenter for the stream. *Includes:* recognition in the naming of the stream, logo on all stream session signage, logo in the program, verbal acknowledgment at the start of each session connected to the stream, and one social media post featuring the stream.

How to become a sponsor:

Should you wish to discuss opportunities, please contact:

Shelley Roddie
Manager of Major Events and Social Media
Sport for Life
shelley@sportforlife.ca



Exhibitor Opportunities

Tabletop display – €1,000 plus VAT

Tabletop display includes:

- One table with two chairs
- 50% of IPLC registration (up to 2 staff)
- Acknowledgement and exhibitor profile on the event website and app
- Complimentary refreshment service during conference hours
- Logo included in digital plenary slide deck throughout the event

How to become an exhibitor:

Should you wish to discuss opportunities, please contact:

Shelley Roddie
Manager of Major Events and Social Media
Sport for Life
shelley@sportforlife.ca

Space is limited – book early! Exhibit spaces are booked on a first-come, first-served basis.

Important: Electrical outlet will be an additional charge.



Terms & Conditions

These terms and conditions are the contractual agreement between Sport for Life and the Sponsor/Exhibiting Firm (hereinafter referred to as 'the Exhibitor').

PURPOSE: The International Physical Literacy Conference – France 2026 (hereinafter referred to as 'Event' or 'IPLC 2026') is conducted by Sport for Life (hereinafter referred to as 'Sport for Life'). The purpose of IPLC 2026 is to bring together leaders in quality sport and physical activity from around the world to foster connection, advance best practices, and identify opportunities for innovation.

ELIGIBILITY: Sport for Life, in its sole discretion, determines whether a prospective Exhibitor is eligible to participate in the Event. Sport for Life reserves the right to reject an application for exhibit space, including, without limitation, those submitted by applicants whose product or service would not be in the best interest of Sport for Life or the Event.

ATTENDANCE & BOOTH REPRESENTATIVES: The Event is not open to the public. Exhibitor name badges are to be worn by exhibitors at all times. Exhibitors without name badges may be asked to leave at the discretion of Sport for Life. Booths must be staffed during the stated exhibit hall hours by qualified employees of the Exhibitor.

PAYMENT: Payment is due in full within 30 days of receiving the invoice from Sport for Life. Exhibitors without payment will not be considered complete and will not be processed.

CANCELLATION BY EXHIBITOR: All notices of cancellation must be received in writing by September 1, 2026. There will be a 25% administration charge of the exhibit fee for all cancellations. If written notice is received by September 1, 2026, Sport for Life will refund 75% of the total fee. No refunds will be issued for cancellation notices received after September 1, 2026.

CANCELLATION BY SPORT FOR LIFE: If the Exhibitor fails to make a payment required by this contract in a timely manner, Sport for Life may terminate this contract (and the Exhibitor's participation in the Event) without further notice and without obligation to refund any monies previously paid. Sport for Life reserves the right to refuse the Exhibitor permission to move in and set up an exhibit if the Exhibitor owes any payment to Sport for Life. Sport for Life may also terminate this contract effective upon written notice of termination if the Exhibitor breaches any of its obligations under this contract or any other contract or arrangement with Sport for Life, without any obligation on Sport for Life's part to refund any payments previously made and without releasing any Exhibitor from any liability arising as a result of or in connection with such breach. If Sport for Life removes or restricts an exhibit it considers objectionable or inappropriate, no refund will be due to the Exhibitor.

CANCELLATION OF THE EVENT: In the event that the premise where the Event is to be held shall, in the sole opinion of Sport for Life, become unfit or unavailable for occupancy, or shall be substantially interfered with, by any reason of picketing, strike, embargo, injunction, act of war, act of God, fire or national or local government authority or by reason of any other occurrence beyond the control of Sport for Life, Sport for Life may cancel or terminate the exhibition. In the event of such cancellation or termination, the Exhibitor waives any and all claims the Exhibitor may have against Sport for Life for damages and expenses and agrees to accept in complete settlement and discharge of all claims against Sport for Life the Exhibitor's pro-rated share of the total amount paid by all Exhibitors less all costs and expenses incurred by Sport for Life in connection with the Event including a reserve for future claims and expenses in connection therewith.



SUBLETTING OR TRANSFERABILITY: The Exhibitor may NOT assign, sublet or apportion to any other entity or individual all or part of the exhibit space allowed and may not advertise or display goods or services other than those produced and sold by said Exhibitor in the regular course of business. No person, firm, or organization not having contracted with Sport for Life for the occupancy of space at the exhibit will be permitted to display or demonstrate their products, processes or services, nor may this agreement be transferred or assigned without the written consent of Sport for Life.

INSURANCE: The Exhibitor acknowledges that Sport for Life and the facility do not maintain insurance covering the Exhibitor's property and that it is the sole responsibility of the Exhibitor to obtain business interruption and property damage insurance covering such losses by the Exhibitor. It is mandatory for exhibitors to carry special insurance to cover exhibit material against damage and loss, and public liability insurance against injury to the persons and property of others.

LIMITATION OF LIABILITY: Sport for Life is not responsible for any loss, theft or damage to the property of the Exhibitor, their employees or representatives. Further, Sport for Life will not be liable for damage or injury to persons or property from any cause whatsoever by reason of the use or occupancy of the booth space or the participation in the Event by the Exhibitor. The Exhibitor assumes entire responsibility for and hereby agrees to protect, indemnify, defend and save Sport for Life and their employees and agents, harmless against all claims, losses, and damages to personal property, governmental changes or fines and attorneys' fees arising out of or caused by the Exhibitor or Exhibitor's installation, removal, maintenance, occupancy or use of the exhibition premises or a part thereof, excluding any such liability caused by the sole negligence of Sport for Life, its employees or agents.

EXHIBITOR LOSS: Sport for Life shall not be in any way liable or responsible for the loss or disappearance, by theft or otherwise of any object, items, goods or materials whether personal or commercial property, from the Exhibitor's booth space or from the exhibit hall; except for such loss or disappearance due to intentional and tortuous theft committed by the employees of Sport for Life. Sport for Life may provide certain security services as a convenience to Exhibitors; however, neither the providing of nor the failure to provide such services, nor the failure of security guards to prevent theft or loss of property, shall be grounds for holding Sport for Life or the facility liable for any related loss, damage, or claim. Responsibility for the security of an Exhibitor's area, product and property rests solely with the Exhibitor.

LISTINGS AND PROMOTIONAL MATERIALS: By exhibiting at the Event, the Exhibitor grants Sport for Life for a fully paid, perpetual non-exclusive license to use, display and reproduce the name, trade names, product names of the Exhibitor in any directory (print, electronic or other media) listing the companies exhibiting at the Event and to use such names in event promotional materials. Sport for Life shall not be liable for any error in any listing or descriptions or for omitting the Exhibitor or any other Exhibitor from any directory or other lists or materials. Sport for Life may also take photographs of the Exhibitor's booth space, exhibit, guests, and personnel during, before, or after the open hours of the Event and use those photographs for any promotional purpose.

AGREEMENT: Through written acceptance from Sport for Life and incorporation of these terms by reference, the Exhibitor agrees to abide by these rules and regulations, those of the facility, and the decisions of Sport for Life. This agreement will become binding to both the Exhibitor and Sport for Life upon its acceptance by Sport for Life.



Connect

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 CanadianSportforLife

 SportForLife_

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