

Resiliency and Regeneration: The Next Stage in Business Sustainability



Partners in Project Green

A Program of Toronto and Region Conservation Authority

Sponsorship
Package
Fall 2022



Partners in Project Green Welcomes You

Partners in Project Green (PPG) welcomes you to our 2022 interdisciplinary forum discussing resiliency and regeneration, and what that means for the next stage in business sustainability

The pandemic dramatically affected the way we do business, interact with each other, and operate as a society. It gave us a taste of what global disruptions can do to local economies and provided lessons we can apply to future challenges, such as the climate crisis. Impacts from climate change are increasingly making themselves felt, affecting supply chains, human health and infrastructure. This leaves us with a pressing question:

How can businesses prepare themselves to thrive in the coming years?

On November 10, 2022, we will be discussing resiliency and regeneration, and what that means for the next stage in business sustainability.

Along with thought provoking keynote speakers, action-oriented breakout sessions will provide roadmaps to resiliency.

- **Financing Net Zero** – committing to reducing your impact is a start, but how do you pay for it?
- **Building a Climate Resilient Business** – how do you know what your climate risks are, and how to mitigate them?
- **Leading the Way through Social Impact** – how do we support employees and communities in the transition to a clean and just economy?

Being back in person provides opportunities to connect with like minded professionals on these important topics. Attendees will have the opportunity to interact with innovative technology & service providers and network with other participants.

Partners in Project Green, a program of the Toronto and Region Conservation Authority (TRCA) in partnership with Toronto Pearson, is a non-profit member-based community of leaders advancing environmental action and economic prosperity across the GTA. Comprised of businesses, government, institutions and utilities, PPG helps businesses lower operational costs while integrating environmental and social responsibility into their business models.



Resiliency and Regeneration: The Next Stage in Business Sustainability

Date: November 10, 2022

Time: 8:00 AM – 4:30 PM

Location: Pearson Convention Centre

Details: This event will consist of 2 keynote addresses, 3 breakout sessions, Pecha Kucha and vendor showcase, and Networking.

Morning Keynote:

- Combining Indigenous Knowledge and Western Science to Advance Action on Climate Change
- **Gary Pritchard, 4 Directions of Conservation Consulting**



Breakout Session Panels:

- **Roadmap to Resilience: Financing Net Zero**
- **Roadmap to Resilience: Building a Climate Resilient Business**
- **Roadmap to Regeneration: Leading the way through Social Impact**



Afternoon Keynote:

- The Role of Economics in Social Wellbeing and Solving the Climate Crisis
- **Tom Rand, ArcTern Ventures**



About the Event



Connect

Create brand awareness, build your company profile, and participate in a timely and relevant discourse around resiliency and regeneration. Reach and inform an audience of over 150 professionals from across the GTA. Position your brand as a leader and supporter of sustainability and connect with 69 active PPG Member organizations.



Interact

Meet with other members, panelists and speakers. Participate in the Vendor Showcase and Pecha Kucha. Build the personal relationship and networks you need during the afternoon Networking session.



Impact

Harness a target market of highly diverse climate and business professionals leading up to, during and after the Fall Forum. Partner in Project Green uses the reach of our website, newsletter and the Toronto and Region Conservation Authority social channel to reach our Membership and beyond.

- 3,900 Newsletter Contacts with average open rate of 23.5%
- PPG website with 7.3K new users in 2022
- 10.6K Twitter followers
- 18.2K LinkedIn followers



Sponsorship Overview

Sponsorship for this event is broken out into four levels and two categories, Vendor and Corporate.

Vendor Sponsorships

Sponsorship	Investment	
	Member	Future Member
 Silver Partner	\$2,500	\$3,000
 Bronze Partner	\$1,500	\$2,000



Sponsorship Overview

Sponsorship for this event is broken out into four levels and two categories, Vendor and Corporate.

Corporate Sponsorships

Sponsorship	Investment	
	Member	Future Member
 Platinum Partner	\$7,500	\$10,000
 Gold Partner	\$5,000	\$7,000



Corporate Sponsorship Levels

PLATINUM PARTNER – Members \$7,500, Future Members \$10,000

Estimated Value \$12,000

This is a Premium Partner opportunity for PPG's Resiliency and Regeneration 2022. As a Platinum Partner, your organization will be a leading supporter in the implementation of this event and be so named on all event related materials. This is a "brought to you in part by" opportunity.

This premier level of sponsorship is replete with event and marketing benefits.

Event Benefits

- Introductory remarks by a senior representative at a session as selected by your organization
- Partners in Project Green speaking opportunity
- Photos with participants of the sponsored session
- Eight complimentary PPG Resiliency and Regeneration event registrations
- Priority seating at the front and center of the event space
- Prominent logo placement on the event main hall stage
- Increased branding at the event including printed signage and digital representation
- Sponsorship acknowledgement in event program
- Prominent logo placement on event signage

Marketing Benefits

- Brand exposure on all event marketing where logos are placed, including:
 - Your organization logo and title designation to be featured prominently on all promotional materials for Resiliency and Regeneration
 - Prominent logo placement on event communications (e-blasts)
 - Prominent logo placement on the PPG website with link
- Three Featured Spotlight Organization articles in PPG Monthly Newsletter
- Three Featured Spotlight news stories on PPG website with link
- Speaker interview in PPG Monthly Newsletter
- Recognition in all PPG Forum media press releases

Social Media Benefits

- Partners in Project Green, as a program of the Toronto and Region Conservation Authority (TRCA), will amplify this event on the TRCA LinkedIn, Facebook and Twitter pages. This includes:
 - A personal Sponsor Acknowledgement
 - Additional acknowledgment in social outreach as per the social media calendar
 - LinkedIn, Facebook and Twitter tagging with Title sponsorship designation



Corporate Sponsorship Levels

GOLD PARTNER – Members \$5,000, Future Members \$7,000

Estimated Value \$9,000

This is a Program Partner opportunity for PPG's Resiliency and Regeneration 2022. As a Gold Partner, your organization will be supporting the elements of the event and be so named on all event related materials. These elements include sponsorship of the keynote addresses, breakout sessions, meals and breaks and the networking portion of event.

Benefits for this level include:

Event Benefits

- Introductory remarks by a senior representative for one of the breakout sessions
- Partners in Project Green panelist opportunity
- Photos with participants of the sponsored session
- Six complimentary PPG Resiliency and Regeneration event registrations
- Priority seating at the front of the event space
- Prominent logo placement in the event main hall
- Increased branding at the event including printed signage and digital representation
- Sponsorship acknowledgement in event program
- "Special Thanks" during event and on all printed and web related materials
- Logo and title placement on supported elements such as meals and breakout sessions
- Prominent logo placement on event signage

Marketing Benefits

- Brand exposure on all event marketing where logos are placed, including:
 - Your organization logo and title designation to be featured prominently on all promotional materials for Resiliency and Regeneration
 - Prominent logo placement on event communications (e-blasts)
 - Prominent logo placement on the PPG website with link
- Two Featured Spotlight organization articles in PPG Monthly Newsletter
- Two Featured Spotlight news stories on PPG website with link
- Speaker interview in PPG Monthly Newsletter
- Recognition in all PPG Forum media press releases

Social Media Benefits

- Partners in Project Green, as a program of the Toronto and Region Conservation Authority (TRCA), will amplify this event on the TRCA LinkedIn, Facebook and Twitter pages. This includes:
 - A personal Sponsor Acknowledgement
 - Additional acknowledgment in social outreach as per the social media calendar
 - LinkedIn, Facebook and Twitter tagging with Title sponsorship designation



Vendor Sponsorship Levels

SILVER PARTNER – Members \$2,500, Future Members \$3,000

Estimated Value \$5,000

This is a top tier Vendor Partner opportunity for PPG's Resiliency and Regeneration 2022. As a Silver Partner, your organization will be supporting some elements of the event while also participating in Vendor opportunities such as the Vendor Showcase and Pecha Kucha. Silver Partners are so named on all event related materials. Supported elements include sponsorship of breaks, media, the cocktail hour, amenities, speakers and panelists and the networking portion of event.

Benefits for this level include:

Event Benefits

- Complimentary 10X10 exhibitor space including table, tablecloth, and two chairs
- Complimentary Pecha Kucha spot
- Four complimentary PPG Resiliency and Regeneration event registrations
- Prominent logo placement in the event main hall
- Increased branding at the event including printed signage and digital representation
- Logo and title placement on supported elements such as breaks and cocktail hour
- Sponsorship acknowledgement in event program
- "Special Thanks" during event and on all printed and web related materials
- Prominent logo placement on event signage

Marketing Benefits

- Brand exposure on all event marketing where logos are placed, including:
 - Your organization logo and title designation to be featured prominently on all promotional materials for Resiliency and Regeneration
 - Prominent logo placement on event communications (e-blasts)
 - Prominent logo placement on the PPG website with link
- Featured Spotlight organization article in PPG Monthly Newsletter
- Featured Spotlight news story on PPG website with link
- Recognition in all PPG Forum media press releases

Social Media Benefits

- Partners in Project Green, as a program of the Toronto and Region Conservation Authority (TRCA), will amplify this event on the TRCA LinkedIn, Facebook and Twitter pages. This includes:
 - Acknowledgement in social outreach as per the social media calendar
 - LinkedIn, Facebook and Twitter tagging with Title sponsorship designation



Vendor Sponsorship Levels

BRONZE PARTNER – Members \$1,500, Future Members \$2,000

Estimated Value \$3,000

This is an elevated Vendor Partner opportunity for PPG's Resiliency and Regeneration 2022. As a Bronze Partner, your organization will be supporting the event while also participating in Vendor opportunities such as the Vendor Showcase and Pecha Kucha. Silver Partners are so named on all event related materials. Supported elements include sponsorship of breaks, media, the cocktail hour, amenities, speakers and panelists and the networking portion of event.

Benefits for this level include.

Event Benefits

- Complimentary 10X10 exhibitor space including table, tablecloth, and two chairs
- Complimentary Pecha Kucha spot
- Two complimentary PPG Resiliency and Regeneration event registrations
- Increased branding at the event including printed signage and digital representation
- Sponsorship acknowledgement in event program
- "Special Thanks" during event and on all printed and web related materials
- Prominent logo placement on event signage

Marketing Benefits

- Brand exposure on all event marketing where logos are placed, including:
 - Your organization logo and title designation to be featured prominently on all promotional materials for Resiliency and Regeneration
 - Logo placement on event communications (e-blasts)
 - Logo placement on the PPG website with link
- Featured Spotlight organization article in PPG Monthly Newsletter
- Featured Spotlight news story on PPG website with link

Social Media Benefits

- Partners in Project Green, as a program of the Toronto and Region Conservation Authority (TRCA), will amplify this event on the TRCA LinkedIn, Facebook and Twitter pages. This includes:
 - Acknowledgement in social outreach as per the social media calendar

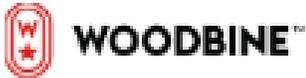


Sponsorship Opportunities

	Platinum	Gold	Silver	Bronze	Exhibitor Only
Event Registrations	8	6	4	2	
Company Name on Conference Materials	Y	Y	Y	Y	Y
Exhibit Space			Y	Y	Y
Pecha Kucha			Y	Y	
Company Logo on Signage	Y	Y	Y	Y	
Individual Logo Signage	2	1	1		
Featured Program Recognition	Y	Y	Y	Y	
Verbal Recognition at Event	Y	Y	Y	Y	
Session Introduction	Y	Y			
Company Logo in TRCA Social Media Outreach	Y	Y			
Acknowledgement on Social Media	3	2	1	1	
Company Spotlight in PPG Newsletter and website	3	2	1	1	
Featured Interview in PPG Newsletter and website	Y	Y			
Logo Display during breaks and meals	Y	Y	Y	Y	
Reserved Seating	Centre Front	Front			
Speaking Opportunity	Y				
Acknowledgement in media releases	4	3	2	1	
Logo placement and acknowledgement on supported event elements	Event	2	1		



Potential Attendees





Partners in Project Green

A Program of Toronto and Region Conservation Authority

For more information on the opportunities within this proposal or other collaborations with PPG, please contact:

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www.partnersinprojectgreen.com/fall-forum