

Partnership Package

PATHWAYS

to Change

HORTICULTURE
& INVASIVE SPECIES
NATIONAL CONFERENCE

NOVEMBER 8-9, 2023



Canadian Council
on Invasive Species



ONTARIO
INVASIVE PLANT
COUNCIL

Who We Are and What We Do



The Canadian Council on Invasive Species (CCIS) stands at the forefront in the battle against invasive species in Canada. As a national non-profit charity, CCIS is committed to uniting individuals, organizations, and government agencies in a collective effort to tackle the challenges posed by invasive species.

Our mission includes increasing awareness of invasive species' impact on biodiversity, the economy, and human health. We facilitate collaboration, advocate best practices, offer training, and conduct research to inform policies. Through these efforts, we coordinate and support nationwide invasive species management, promoting a united "All-Hands on Deck" approach to addressing this critical issue in Canada.

Invitation to Partner

We cordially invite you to become a valuable partner in our upcoming virtual conference, "Pathways to Change: Horticulture and Invasive Species National Conference."

Scheduled for November 8-9th, 2023 this transformative event promises two days of unparalleled engagement and knowledge-sharing.

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Who We Are and What We Do



The Ontario Invasive Plant Council (OIPC) is an incorporated, non-profit, multi-agency organization leading the way in combating invasive species within the province. As a dedicated Chapter of CCIS, OIPC brings together stakeholders to address the challenges posed by invasive plants through education, collaboration, and action.

Working in partnership with the Canadian Council on Invasive Species (CCIS), OIPC and CCIS jointly deliver impactful invasive species management solutions. Their combined efforts harness expertise, resources, and a shared commitment to protect ecosystems and promote sustainable practices. This powerful collaboration ensures a comprehensive and united approach to tackling invasive species, making a significant difference in preserving Ontario's natural heritage.

Invitation to Partner

Join Us in Helping to Preserve Canada's Biodiversity at our "Pathways to Change" Horticulture and Invasive Species National Conference!

Scheduled for November 8-9th, 2023 this transformative virtual event promises two days of unparalleled engagement and knowledge-sharing.

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About The Conference

“Pathways to Change” is more than a conference; it’s a collaborative journey towards safeguarding Canada’s biodiversity. Our carefully curated program brings together leading experts, innovators, and professionals from all corners of the horticulture and invasive species landscape. Diverse perspectives converge to explore effective strategies, discover groundbreaking solutions, and forge meaningful connections.

Platform

This event will be offered virtually using Remo, an industry leading virtual outreach and networking software platform.



The Canadian Council on Invasive Species and the Ontario Invasive Plant Council, have successfully lead virtual meetings in the last year that have attracted 100 to over 300 attendees, from Canada, the United States and beyond.

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Why Partner with Us

As a partner, you'll align your brand with a conference that speaks to the heart of a crucial cause. With participation from municipal and federal agencies, NGOs, private industry, nursery growers, landscapers, and fruit and vegetable growers, our conference guarantees exposure to a wide and influential audience. Your sponsorship will position your organization as a leader dedicated to halting the spread of invasive species and preserving Canada's natural ecosystems.

Benefits of Sponsorship

Brand Exposure: Your name will grace our conference materials, reaching hundreds of potential clients and collaborators.

Thought Leadership: Showcase your expertise by engaging with attendees during panel discussions, workshops, and networking sessions.

Networking: Connect with professionals and decision-makers across various sectors, fostering opportunities for growth and collaboration.

Prominent Recognition: Your commitment will be highlighted throughout the conference, underlining your pivotal role in making this event a success.

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Overview of Partnership Benefits

| BENEFIT | GOLD \$ 4000 | SILVER \$ 2500 | BRONZE \$ 1000 | FRIEND \$ 500 |
|---|-----------------|-------------------|-------------------|------------------|
| RECOGNITION | | | | |
| Partners will have prominent logo visibility that aligns with their sponsorship commitment levels | ✓ | ✓ | ✓ | |
| 3 Meta Partnership Ads promoting conference involvement | ✓ | | | |
| Logo placement on event portal header | ✓ | | | |
| 3 social media icons and links included on event web page and banner | ✓ | ✓ | | |
| Expanded window on event web page (includes bio and link to website) | ✓ | ✓ | | |
| Virtual banner during event (includes bio and link to partner's website) | ✓ | ✓ | ✓ | |
| Tiered logo placement in event emails and social media | ✓ | ✓ | ✓ | |
| Name / logo placement on event website with links | ✓ | ✓ | ✓ | ✓ |
| Name / logo on shared banner in event portal | ✓ | ✓ | ✓ | ✓ |
| OPPORTUNITIES TO INTERACT WITH ATTENDEES | | | | |
| 10-minute presentation (speaking, video or both) at the event in a plenary session | ✓ | | | |
| Partner booth at the event, including video or images and live chat | ✓ | ✓ | | |
| Complimentary conference tickets for: | 6 People | 4 People | 2 People | 1 Person |

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GOLD Partnership Benefits

Gold partnerships are for organizations that are eager to present their content to our attendees and interact with them live during the event. Gold partnership includes:

- First-tier logo placement during the event, on our social media and email marketing, and on main event web page.
- Special recognition as a gold partner and expanded window on the event web page and virtual banner during the event that includes:
 - Custom photo or video
 - Company description
 - 3 Meta partnership ads promoting conference involvement
 - 3 social media icons and 1 website link
- 10-minute presentation (speaking, video or both) at the event in a plenary session
- Partner booth at the event, including video, images or live chat, which allows you to meaningfully engage and network with our members.
- Event access for up to 6 individuals to attend all presentations and network with attendees during networking sessions and breaks.

Partnership Levels

Partnership for the 2023 Pathways to Change Horticulture & Invasive Species National Conference is offered at the following levels:

| | |
|--------|---------|
| GOLD | \$ 4000 |
| SILVER | \$ 2500 |
| BRONZE | \$ 1000 |
| FRIEND | \$ 500 |

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SILVER Partnership Benefits

Silver partnerships are for organizations that want to have great presence at the event and put their logo in front of our membership. Silver partnership includes:

- Logo placement during the event, on our social media and email marketing, and on our event web page.
- Expanded window on the event web page and virtual banner during the event that includes:
 - Company description
 - 3 social media icons and 1 website link
- Partner booth at the event, including video, images or live chat, which allows you to meaningfully engage and network with our members.
- Event access for up to 4 individuals to attend all presentations and network with attendees during networking sessions and breaks.

Partnership Levels

Partnership for the 2023 Pathways to Change Horticulture & Invasive Species National Conference is offered at the following levels:

| | |
|---------------|----------------|
| GOLD | \$ 4000 |
| SILVER | \$ 2500 |
| BRONZE | \$ 1000 |
| FRIEND | \$ 500 |

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BRONZE Partnership Benefits

Bronze partnerships are for organizations that want to have a presence at the event but aren't ready to commit to a larger package. Bronze partnership includes:

- Logo placement during the event, on our social media and email marketing, and on our event web page.
- Virtual banner during the event that includes:
 - Company description
 - 3 social media icons and 1 website link
- Event access for up to 2 individuals to attend all presentations and network with attendees during networking sessions and breaks.

Partnership Levels

Partnership for the 2023 Pathways to Change Horticulture & Invasive Species National Conference is offered at the following levels:

| | |
|---------------|----------------|
| GOLD | \$ 4000 |
| SILVER | \$ 2500 |
| BRONZE | \$ 1000 |
| FRIEND | \$ 500 |

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FRIEND Partnership Benefits

Friends are those smaller organizations or individuals who want to support the event without committing to a larger package. Friend partnership includes:

- Logo placement during the event, on our social media and email marketing, and on our event webpage.
- Event access for 1 individual to attend the event.

Partnership Levels

Partnership for the 2023 Pathways to Change Horticulture & Invasive Species National Conference is offered at the following levels:

| | |
|--------|---------|
| GOLD | \$ 4000 |
| SILVER | \$ 2500 |
| BRONZE | \$ 1000 |
| FRIEND | \$ 500 |

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THANK YOU

We look forward to welcoming you as a partner of the Pathways to Change Horticulture & Invasive Species National Conference.

For more information, please contact:

Gabby Nichols

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