



Dear Potential Sponsor

Our team at the Ontario Invasive Plant Council is excited to announce plans for the 2022 iteration of our annual conference days! Our 2022 conference will once again be held virtually on Remo, our industry leading virtual outreach and networking software. The OIPC Conference Day will be held on Thursday, January 13th, and will be followed by the Ontario Phragmites Working Group Meeting on Tuesday, January 18th, 2022. This year, our theme is *Community of Knowledge*, which reflects the value of various “ways of knowing” and ways of sharing knowledge. Whether referring to the experiences of practitioners or community groups on the ground, to the findings of researchers, or to the traditional ecological knowledge of Indigenous peoples and land stewards, this year's theme will focus on showcasing the diverse community of knowledge within the Ontario invasive plant community.

Each year, this unique, two-day event brings together professionals and passionate citizens from across Ontario and beyond. Last year, these meetings attracted over 300 attendees representing municipalities, government agencies, NGO's, academics, and others working in the field of invasive plant management. Our meetings are an excellent opportunity for networking with stakeholders within the invasive plant community.

Each year, these fantastic days of knowledge sharing are made possible by many businesses and agencies that sponsor our events and the activities associated with our meeting. Sponsorships are critical to our ability to deliver a successful event. To that end, we have prioritized the visibility of our sponsors within our choice of the virtual platform. Like in face-to-face conferences, our sponsors will be clearly visible throughout the event and will have opportunities to engage with attendees. Sponsorship features vary by level and may include the ability to host pre-recorded videos and the ability to meet directly with attendees in a virtual booth. This year, all the features in our sponsor packages will carry over the full two days of our event, giving you increased access to a wide variety of attendees. You can learn more about these opportunities in the attached sponsorship package.

Please consider sponsorship of the Ontario Invasive Plant Council and the Ontario Phragmites Working Group conference. We look forward to speaking with you to discuss your sponsorship and participation.

Thank you for your time and consideration.

Best regards,

A handwritten signature in black ink, appearing to read "Bailey Bingham".

Bailey Bingham
Outreach and Communications
Communication@OnInvasives.ca

A handwritten signature in black ink, appearing to read "Belinda Junkin".

Belinda Junkin
Executive Director
Belinda@OnInvasives.ca



SPONSORSHIP PACKAGE

EVENT SERIES 2022

ABOUT US

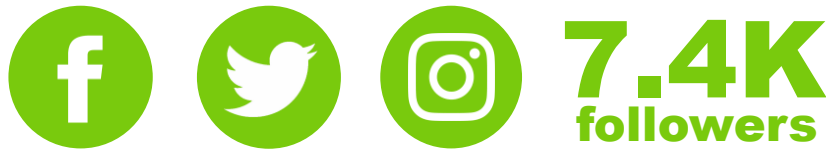
The Ontario Invasive Plant Council (OIPC) was founded in 2007 by a group of individuals and organizational representatives who saw the need for a coordinated provincial response to the growing threat of invasive plants. Today, the OIPC is the recognized authority on invasive plants in Ontario, providing resources and training that assist with the identification and management of invasive plants which pose a substantial threat to Ontario's environment, economy, and society.

Our membership and contacts include representatives from federal and provincial government agencies, municipalities, First Nations, conservation authorities, agriculture, industry, various non-government organizations, horticulturalists, as well as members of the public such as farmers, and home gardeners. This network provides a valuable forum for knowledge sharing and enables coordinated action towards managing invasive plants.

**To learn more about the OIPC please visit our website
at www.OntarioInvasivePlants.ca**

OUR REACH

We have a total of **7419 followers** between our three major social media accounts (Facebook, Twitter, and Instagram).



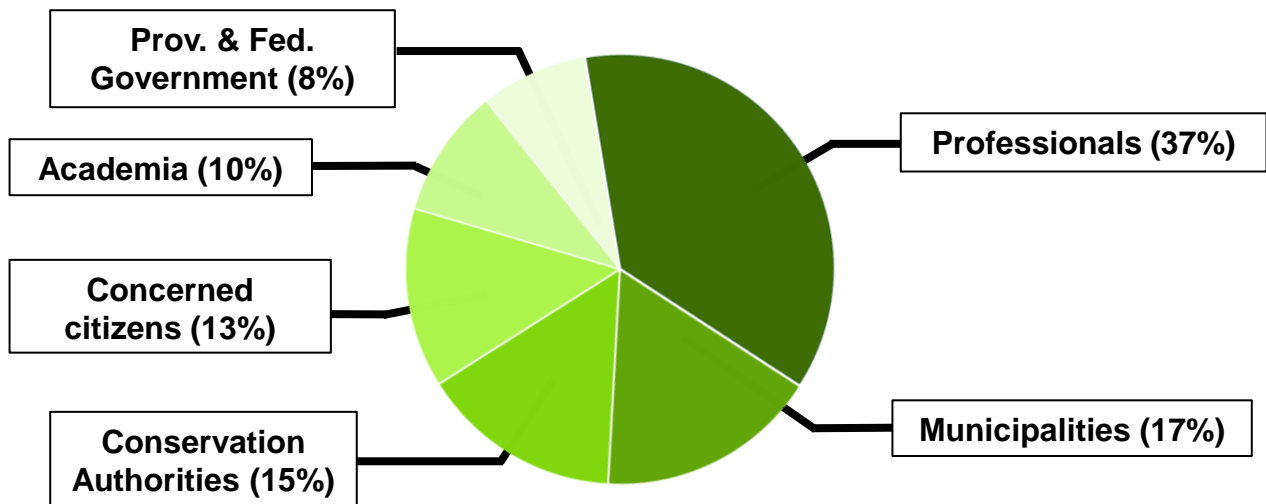
In the **last month** alone, our social media posts have reached **over 27,000** people across Ontario, Canada, and even the U.S. Our top post, educating the public on the recent changes to the Ontario Invasive Species Act reached 10,900 people and was shared 72 times.

In the last month, our website has been visited 10,000 times (**over 54,000 viewers annually**), and 2500 people have downloaded one of our technical documents or resources, demonstrating the significant value of our information and network throughout the province.

OUR EVENTS EMPOWER ONTARIANS TO TAKE ACTION ON INVASIVE PLANTS.

OUR ATTENDEES

Each year, the Ontario Invasive Plant Council Conference days bring together hundreds of people from professionals to concerned citizens. Last year, our OIPC and OPWG conferences included the following:



OUR EVENTS

All our events are offered virtually, using our industry leading virtual outreach and networking software, Remo. Last year, our OIPC conference and Ontario Phragmites Working Group (OPWG) meeting attracted over 300 attendees from across Ontario and beyond! This year we are introducing **two new conferences**, including our national *Phragmites* conference, which we anticipate will increase our reach to an even greater audience from across Canada.

Our 2022 event schedule includes:

The Annual OIPC Conference and OPWG Meeting – Jan 13th and 18th, 2022

A two-day event showcasing the latest research, offering education, community-based strategic planning, and opportunities to network.

Last year this conference attracted over 300 attendees.

[Learn more about OIPC day](#)

[Learn more about OPWG day](#)

NEW! Horticultural Conference – TBD 2022

A one-day event offering education on Invasive Plants targeting horticulture trade, practitioners, and the public. *We are anticipating 150 -200 attendees.*

NEW! National *Phragmites* Conference – Jan 20th, 2022

Offered in partnership with the Canadian Council on Invasive Species. The **first** national conference to present a national perspective on Canada's worst invasive plant. *We are anticipating 300-500 attendees.*

Invasive Plant Workshop Series– TBD 2022

A series of workshops (up to 10 separate events) on invasive plant management based on our newly developed Best Management Practice guides. *Since March 2021 our presentations and workshops have reached over **1300 people**, most of which are professionals actively engaged in invasive plant management.*

YOUR OPPORTUNITY

Sponsorship is offered per event at the following levels (see next page for details):

	OIPC CONFERENCE & OPWG MEETING DAYS	NATIONAL PHRAGMITES CONFERENCE	HORTICULTURE CONFERENCE	INVASIVE PLANT WORKSHOP SERIES
GOLD	\$4000	\$5000	To be determined.	To be determined.
SILVER	\$2500	\$3000		
BRONZE	\$1000	\$1500		
FRIEND	\$500	\$750		

OR BECOME A PLATINUM SPONSOR AND SPONSOR OUR ENTIRE EVENT SERIES FOR ALL OF 2022!

PLATINUM SPONSORSHIP **\$20,000 for all our events!**

Platinum sponsors are those who love the OIPC and want to get in front of and interact with our membership throughout every event that the OIPC offers in 2022.

Platinum sponsorship includes:

- Special recognition as a platinum sponsor and logo placement on our website homepage which receives 54,000 views annually.
- First-tier logo placement during all the events, on our social media and email marketing, and on the main event webpages.
- Special recognition as a platinum sponsor and expanded window on the sponsor webpage and virtual banner during the events that includes:
 - Custom photo or video,
 - Company description,
 - 3 social media icons and 3 additional website links.
- A 10-minute presentation slot at each of the events.
- Customizable sponsor booth at each event, including video, images or live chat, allowing you to meaningfully engage with our members.
- Event access for up to 10 individuals to attend all presentations and network with attendees during networking sessions and breaks.

For any and ALL events offered by the OIPC in 2022.

YOUR OPPORTUNITY (CONTINUED)

For specific sponsorship prices per event, please see the previous page.

GOLD SPONSORSHIP

\$4000-\$5000 depending on the event

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

Gold sponsorship includes:

- First-tier logo placement during the event, on our social media and email marketing, and on main event webpage.
- Special recognition as a gold sponsor and expanded window on the event webpage and virtual banner during the event that includes:
 - Custom photo or video,
 - Company description,
 - 3 social media icons and 1 website link
- A 10-minute presentation slot at the event.
- Sponsor 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.

SILVER SPONSORSHIP

\$2500-\$3000 depending on the event

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

Silver sponsorship includes:

- Logo placement during the event, on our social media and email marketing, and on our event webpage.
- Expanded window on the event webpage and virtual banner during the event that includes:
 - Company description
 - 1 website link
- Sponsor 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.

YOUR OPPORTUNITY (CONTINUED)

BRONZE SPONSORSHIP

\$1000-\$1500 depending on the event

Bronze sponsorships are for organizations that want to have great presence at the event but aren't ready to commit to a larger package.

Bronze sponsorship includes:

- Logo placement during the event, on our social media and email marketing, and on our event webpage.
- 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.

BECOME A FRIEND OF AN EVENT

\$500-\$750 depending on the event

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

Friends receive:

- Logo or name recognition during the event and on our event webpage.
- Event access for 1 individual to attend the event.

OTHER WAYS TO SUPPORT THE OIPC

- Become a member! Click [HERE](#) to learn more.
- Attend our events.

THANK YOU

We look forward to welcoming you as a sponsor of the
OIPC's 2022 events.

FOR MORE INFORMATION, PLEASE CONTACT:

Belinda Junkin

Email: Belinda@OnInvasives.ca

OVERVIEW OF SPONSORSHIP BENEFITS

BENEFITS	PLATINUM	GOLD	SILVER	BRONZE	FRIEND
Applies to ALL of our 2022 events!	X				
RECOGNITION					
Logo placement in OIPC Annual Report	X				
Logo placement on OIPC homepage (54K views per annum)	X				
Special recognition as a Platinum or Gold sponsor	X	X			
Logo placement on event portal header	X	X			
3 social media icons and links included on event webpage and banner	X	X	X		
Expanded window on event webpage (includes bio and link to website)	X	X	X		
Virtual banner during event (includes bio and link to sponsor's website)	X	X	X	X	
Logo placement in event emails and social media	X	X	X	X	
Name/ logo placement on event website	X	X	X	X	X
Name/ logo on shared banner in event portal					X
OPPORTUNITIES TO INTERACT WITH ATTENDEES					
10-minute presentation slot at the event	X	X			
Sponsor booth at event, including video or images and live chat	X	X	X		
Complimentary conference tickets for:	10 PEOPLE	6 PEOPLE	4 PEOPLE	2 PEOPLE	1 PERSON