



# **SPONSORSHIP PACKAGE**

## **2023 RESOURCES AND EVENTS**

---



# TABLE OF CONTENTS

<u>About Us</u> .....	<u>1</u>
<u>Our Reach</u> .....	<u>2</u>
<u>Our Resources</u> .....	<u>2</u>
<u>Our Events</u> .....	<u>3</u>
<u>Become A Sponsor</u> .....	<u>5</u>
<u>Event Sponsorship Opportunities</u> .....	<u>5</u>
<u>Resource Sponsorship Opportunities</u> .....	<u>9</u>
<u>Other Ways to Support the OIPC</u> .....	<u>10</u>
<u>Appendix A: Documents Requiring Updating</u> .....	<u>11</u>
<u>Appendix B: New BMPs To Be Created</u> .....	<u>12</u>
<u>Appendix C: Other New Project Ideas</u> .....	<u>13</u>
<u>Appendix D: Services Summary</u> .....	<u>14</u>

## ABOUT US

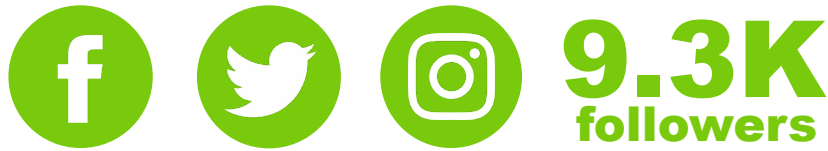
The Ontario Invasive Plant Council (OIPC) was founded in 2007 by a group of individuals and organizational representatives who saw the need for a coordinated provincial response to the growing threat of invasive plants. Today, the OIPC is a recognized authority on invasive plants in Ontario, providing 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](http://www.ontarioinvasiveplants.ca) or contact [Belinda@OnInvasives.ca](mailto:Belinda@OnInvasives.ca)**

## OUR REACH

We have a total of **9,316 followers** between our three social media accounts (Facebook, Twitter, and Instagram).



Our social media posts reach thousands of people across Ontario, Canada, and the U.S. each year. Our top post in 2022 promoted the Grow Me Instead guide and encouraged native planting, it reached 10,000 people and was shared 38 times.

In October 2022, our website was visited 11,000 times! Our most visited page on our website with 1175 visits in the last month is our Grow Me Instead guide resource, demonstrating the significant value of our information and network throughout the province.

## OUR RESOURCES

We have an extensive library of expert information on how to manage invasive plants, including Best Management Practices (BMP) guides for 33 invasive plants. These resources are used broadly throughout Ontario and are often considered the primary resource for professionals managing these plants. Our technical documents, including our “Clean Equipment Protocol” is used both across Canada and the US.

*“ [The Clean Equipment Protocol] has some really great diagrams and checklists for how to clean heavy equipment that are very useful to our contractors. ”*

*-Alex Florian, CISMA Coordinator, Michigan, USA*

However, the landscape of invasive plants is always changing. In order to keep our documents up to date and to provide the resources that Ontarians need the most, **we rely on the generous support of sponsors like you.**

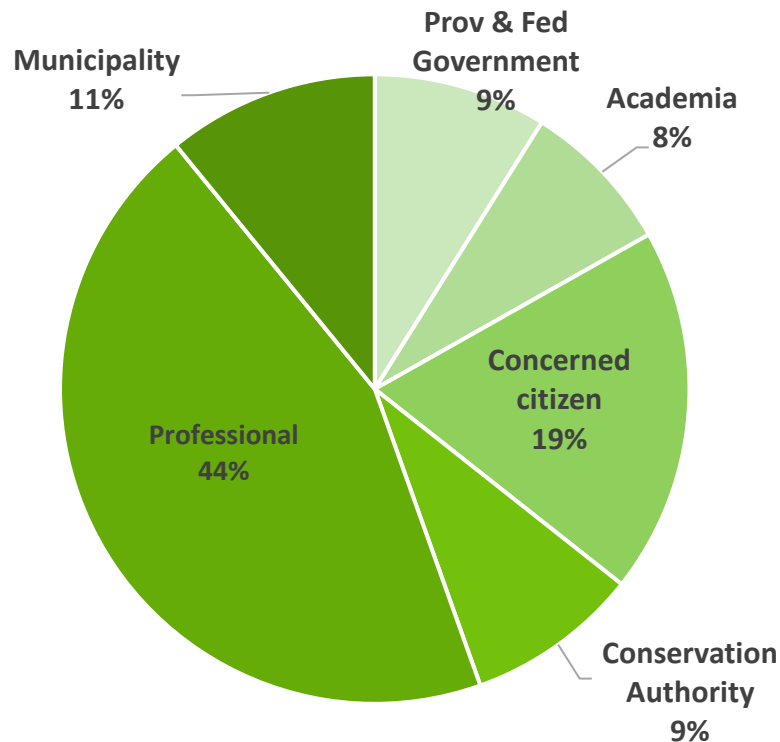
[VIEW OUR RESOURCES](#)

## OUR EVENTS

We regularly host a series of fantastic conferences, workshops and events, including our annual Ontario Invasive Plant Conference and our Ontario Phragmites Working Group (OPWG) meeting.

## OUR EVENTS EMPOWER ONTARIANS TO TAKE ACTION ON INVASIVE PLANTS.

In 2022, these two events attracted over 200 attendees from across Ontario and beyond! Our events attract a wide range of interested parties, from professionals to concerned citizens.



Our 2023 event series will again be hosted virtually using Remo, our industry leading virtual outreach and networking software.

**This year we are introducing a NEW horticulture conference**, which we anticipate will increase our reach to an even greater audience from across Canada.

[LEARN MORE ABOUT OUR EVENTS](#)



## **OUR EVENTS (CONTINUED)**

**Our 2023 conference event series includes:**

### **Building Resilient Communities**

*People working together towards healthy ecosystems and biodiversity in a changing climate.*

### **The Annual OIPC Conference**

**January 18, 2023**

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

*Last year this conference attracted over 150 attendees.*

### **The Annual OPWG Conference**

**January 25, 2023**

A one-day event showcasing the latest research on *Phragmites* control.

*Last year this event attracted over 100 attendees across Canada.*

### **NEW! Horticultural Conference**

**Spring, 2023**

An event offering education on invasive plants targeting horticulture trade, practitioners, and the public.

*We are anticipating 150-200 attendees.*

## BECOME A SPONSOR

Sponsorships are critical to our ability to deliver successful events and to provide the resources that you need! We offer opportunities to sponsor both our events and the creation or updating of our resources and technical bulletins. Our sponsors receive excellent brand recognition opportunities through our website, social media, and the documents or events themselves. Specific opportunities to sponsor the OIPC are outlined below.

## EVENT SPONSORSHIP OPPORTUNITIES

Sponsorship is offered per event at the following levels:

	OIPC and OPWG CONFERENCE DAYS	HORTICULTURE CONFERENCE	WORKSHOP SERIES	ALL EVENTS
GOLD	\$4,000	\$4,000	Available	\$10,000
SILVER	\$2,500	\$2,500	Sponsor 1 or the entire series of events. Contact us to discuss.	\$6,000
BRONZE	\$1,000	\$1,000		\$2,500
FRIEND	\$500	\$500		\$1,250

**OR BECOME A PLATINUM SPONSOR AND SPONSOR OUR ENTIRE EVENT SERIES FOR ALL OF 2023!**

## PLATINUM SPONSORSHIP

**\$20,000 for the year!**

Platinum sponsors are those who love the OIPC and want to get in front of and interact with our membership throughout our messaging, events, and materials that the OIPC offers in 2023. Platinum sponsors are key partners of the OIPC and receive the same benefits as gold sponsors for **all our events and are featured prominently on our website and annual report.**

# OVERVIEW OF SPONSORSHIP BENEFITS

BENEFITS	PLATINUM	GOLD	SILVER	BRONZE	FRIEND
Applies to ALL of our 2022 events!	X				
<b>RECOGNITION</b>					
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	X	X	X	X
<b>OPPORTUNITIES TO INTERACT WITH ATTENDEES</b>					
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:	<b>10</b> PEOPLE	<b>6</b> PEOPLE	<b>4</b> PEOPLE	<b>2</b> PEOPLE	<b>1</b> PERSON

# EVENT SPONSORSHIP OPPORTUNITIES (CONT.)

## **GOLD SPONSORSHIP**

**\$4000**

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**

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.



# EVENT SPONSORSHIP OPPORTUNITIES (CONT.)

## **BRONZE SPONSORSHIP**

**\$1000**

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**

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.

## RESOURCE SPONSORSHIP OPPORTUNITIES

We are seeking sponsors to provide any of the projects listed below. Do you have a document or project that you need? We can provide custom services for your organization. Please contact [Belinda@OnInvasives.ca](mailto:Belinda@OnInvasives.ca) to learn more.

### Current resources seeking sponsorship include:

- **Update Existing Best Management Practices (BMP) and Technical Bulletins ([Appendix A](#)).**
- **Create New Best Management Practices documents and Technical Bulletins ([Appendix B](#)).**
- **Northern Ontario Grow Me Instead Guide** – update.
- **Create one document that all BMPs can reference containing legislation and permitting information.** (Easier and less costly to update regulatory amendments) – New.
- **Phragmites management training** based on the new BMP and including the new permitting and application of herbicide over water.
- **Training programs** for each BMP to provide training to support professionals. Build on the recent success of training programs.
- **Giant Hogweed removal and disposal training program.** A How to Guide or video that can be provided to employees and/or volunteers.
- **A Guide to Tall Grasses;** in the style of our current Grow Me Instead Guide
- **Disposal of invasive plant waste,** a best practices guide for municipalities and contractors.
- **Municipal Employee training** including invasive plant ID, reporting, control and safety for full time staff and/or for temporary summer employees, customized for you or the development of a generic training program that could be used by municipalities throughout the province.
- **Translation of Documents** into French.
- *And more! ([See Appendix C](#))*

**For more information, price estimates, or to further discuss how you can support the OIPC, contact Belinda Junkin at [belinda@OnInvasives.ca](mailto:belinda@OnInvasives.ca)**

## OTHER WAYS TO SUPPORT THE OIPC

- Purchase our services! Please see our sales sheet, available in [Appendix D](#)
- Become a member! Click [HERE](#) to learn more.
- Attend our events! Click [HERE](#) to learn more.

# THANK YOU

We look forward to welcoming you as a sponsor of the Ontario Invasive Plant Council.

## FOR MORE INFORMATION, PLEASE CONTACT:

Belinda Junkin

Email: [Belinda@OnInvasives.ca](mailto:Belinda@OnInvasives.ca)



## Appendix A: Documents Requiring Updating

The following species require updating to our Best Management Practice Guides and/ or Technical Documents. Costs to update will be determined by the amount of work required (\$1000-\$15,000).

Contact [Belinda@OnInvasives.ca](mailto:Belinda@OnInvasives.ca) to inquire about sponsorship.

### BMP Species and Date of last publication.

- Knotweed to include 4 species, Japanese (*Reynoutria japonica*) published 2017, Bohemian (*Reynoutria x bohemica*), Giant (*Reynoutria sachalinensis*) and Himalayan knotweed (*Koenigia polystachya*)
- Autumn Olive – 2018
- Black Locust – 2016
- Buckthorn – 2012
- Dog-strangling Vine – 2012
- European Black Alder – 2013
- Garlic Mustard – 2012
- Giant Hogweed – 2012
- Honeysuckles – 2014
- Japanese Knotweed – 2012
- Multiflora Rose – 2018
- Purple Loosestrife – 2016
- Reed Canary Grass – 2012
- Scots Pine – 2017
- Spotted Knapweed – 2017
- White Sweet Clover – 2013
- Wild Parsnip – 2014

### Technical Bulletins and Date of last publication.

- Black Locust – 2017
- Buckthorn – 2017
- Dog-strangling Vine – 2017
- Garlic Mustard – 2017
- Giant Hogweed – 2017
- European Black Alder – 2017
- Invasive Honeysuckles – 2017
- Purple Loosestrife – 2017
- Reed Canary Grass – 2017
- White Sweet Clover – 2017
- Wild Parsnip – 2017

### Other Documents and Date of last publication.

- The Landowner's Guide to Controlling Invasive Woodland Plants (2009)
- The Landowner's Guide to Managing and Controlling Invasive Plants in Ontario (2013)
- Creating an Invasive Plant Management Strategy: A Framework for Ontario Municipalities (2015)
- Invasive Phragmites Site Prioritization Tool (2016)
- Clean Equipment Protocol (2016)
- Black Locust – 2017

## Appendix B: New BMPs to be created

The following species need BMPs or Technical Guides to be created. OIPC has received requests for information about the following invasive plants. Do you have a species of concern that you would like to sponsor? Contact [Belinda@OnInvasives.ca](mailto:Belinda@OnInvasives.ca) to learn more.

### **BMPs to be developed:**

- Brazilian elodea (Brazilian waterweed) (*Egeria densa*)
- Carolina fanwort (*Cabomba caroliniana*)
- Curly-leaved pondweed (*Potamogeton crispus*)
- Dame's rocket (*Hesperis matronalis*)
- English Ivy (*Hedera helix*)
- European water chestnut (*Trapa natans*)
- European frogbit (*Hydrocharis morsus-ranae*) – Technical Bulletin
- Canada fleabane (*Conyza canadensis* (L.) Cronq.)
- Himalayan balsam (*Impatiens grandulifera*) - BMP
- Hydrilla (*Hydrilla verticillata*)
- Japanese stilt grass (*Microstegium vimineum*)
- Periwinkle (*Vinca minor*)
- Purple loosestrife (*Lythrum salicaria*)
- Siberian elm (*Ulmus pumila*)
- Silver grass (multiple varieties)
- Spindle tree (*Euonymus europaeus*)
- Starry stonewort (*Nitellopsis obtusa*)
- Tree of heaven (*Ailanthus altissima*)
- Waterhemp (*Amaranthus rudis* L.)
- Water soldier (*Stratiotes aloides*)
- Winter creeper (*Euonymus fortunei* 'Emerald Gaiety')



## Appendix C: Other New Project Ideas – seeking sponsors

We are seeking sponsors to provide any of the projects listed below or to provide custom services for your organization. Please contact [Belinda@OnInvasives.ca](mailto:Belinda@OnInvasives.ca) to learn more.

### New Project Ideas continued,

- **Industry specific best management practices and a training** programs to prevent the spread of invasive plants, including Clean Equipment Protocol for roads, mines, utility, gas, forestry, parks, etc.
- **Ornamental horticulture industry education** program to raise awareness, prevent the sale and spread of invasive plants, leveraging the success of the Grow Me Instead program.
- **“Wiki” like BMP platform** that would document and share the most recent research and experiences, resulting in “live” documents that can be easily updated and are always current. This would create one central, public repository for all information related to a species, including Indigenous knowledge/sharing.
- **Behaviour change programs** for invasive species prevention, education and awareness, targeting pathways of spread through behaviour change programs leveraging national messaging programs developed by the Canadian Council on Invasive Species (i.e. Don’t Let It Loose) targeting pond and aquarium owners.
- **Compendium of Invasive Plant Management Activities in Ontario** (last produced in 2013, prior 2007) listing invasive species related work taking place in Ontario, identify organizations and contact information.

# ONTARIO INVASIVE PLANT COUNCIL SERVICES SUMMARY

## WHO WE ARE

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 a 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 SERVICES

Some of the services we offer include:

- **Consulting services, expertise**
  - Produce and update rigorous invasive species best management practices and associated technical guides.
  - Create industry/ministry specific best practices guides (ex. roads, forestry, mining), pertaining to clean equipment protocols for the prevention of the spread of invasive species.
  - Deliver high quality, interactive training on invasive plants, management practices, control measures, health & safety, Species at Risk impacts, etc.
  - Leverage our existing event hosting systems and expertise to host your event.
  - Editing/proofing of material, leveraging our invasive species expertise.
- **Technical research and report writing** (BMP, Technical Reports, Guides, etc.)
- **Development of custom municipal Invasive Plant Management Strategies**, or consultation to develop.
- **Training**, customized to a specific plant, region/city, industry, health & safety
- **Presentations & workshops**, Grow Me Instead, *Phragmites*, or customized to your needs.
- **Ecological risk assessments, economic impacts** and value of a species, socioeconomic summaries.
- **Industry Specific Best Management Practices guides** for industry sectors such as the building development industry, aggregate, energy, and parks etc.
- **Organizational support** – apply our skills, experience and systems to assist you! Surveys, meeting facilitation, if you need help, lets chat!
- *And more!*