



# SPONSORSHIP PACKAGE

**FINDING *a* BALANCE**  
**2024** OIPC & OPWG  
CONFERENCES



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## 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 Emily Mitchell Supervisor@OnInvasives.ca**

## OUR REACH

We have a total of **9,816 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 posts in 2023 promoted alternative plants based on our Grow Me Instead guide which reached between 1,500 - 9,000 people.

In October 2023, 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 26 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\*\*](#)

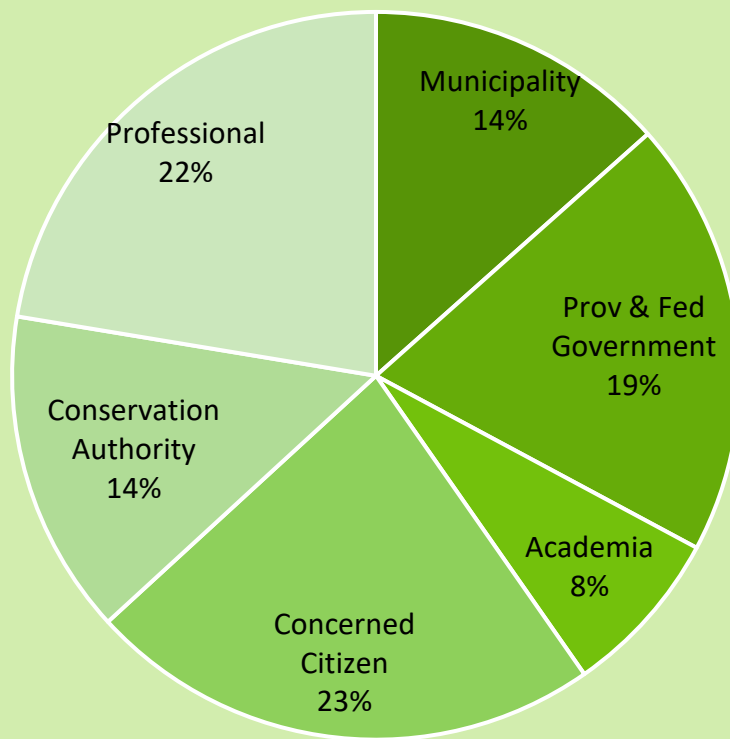


## OUR EVENTS

We regularly host a series of fantastic conferences 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 2023, 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 2024 event series will again be hosted virtually using Remo, our industry leading virtual outreach and networking software.

[LEARN MORE ABOUT OUR EVENTS](#)

## OUR EVENTS (CONTINUED)

Our 2024 conference event series includes:

# FINDING *a* BALANCE

## 2024

### OIPC & OPWG CONFERENCES

*Our conference will examine the importance of finding a balanced approach to invasive plant management*

### The Annual OIPC Conference

**January 18, 2024**

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, 2024**

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

*Last year this event attracted over 100 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.

## WHY SPONSOR US

- **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.

# OVERVIEW OF SPONSORSHIP BENEFITS

BENEFITS	PLATINUM \$20,000	GOLD \$5,000	SILVER \$2,500	BRONZE \$1,000	FRIEND \$500
Applies to ALL of our 2024 events!	✓				
<b>RECOGNITION</b>					
Logo placement in OIPC Annual Report	✓				
Logo placement on OIPC homepage (54K views per annum)	✓	✓			
Special recognition as a Platinum or Gold sponsor	✓	✓			
Logo placement on event portal header	✓	✓			
3 social media icons and links included on event webpage and banner	✓	✓	✓		
Virtual banner during event (includes bio and link to sponsor's website)	✓	✓	✓		
Logo placement in event emails and social media	✓	✓	✓	✓	
Name/ logo placement on event website	✓	✓	✓	✓	✓
Name/ logo on shared banner in event portal	✓	✓	✓	✓	✓
<b>OPPORTUNITIES TO INTERACT WITH ATTENDEES</b>					
10-minute presentation slot at the event	✓	✓	✓	✓	✓
Sponsor booth at event, including video or images and live chat	✓	✓			
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

## PLATINIUM SPONSORSHIP

**\$20,000**

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 2024. Platinum sponsors are key partners of the OIPC and receive the same benefits as gold sponsors for all our events!

### Platinum sponsorship includes:

- First-tier logo placement during the events, on our social media and email marketing, on main event webpage and in the OIPC annual report.
- Special recognition as a platinum sponsor 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 10 individuals to attend all presentations and network with attendees during networking sessions and breaks.

## GOLD SPONSORSHIP

**\$5,000**

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 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.



# EVENT SPONSORSHIP OPPORTUNITIES

## SILVER SPONSORSHIP

**\$2,500**

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.
- 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.

## BRONZE SPONSORSHIP

**\$1,000**

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.

## OTHER WAYS TO SUPPORT THE OIPC

- Purchase our services! Please see our sheet summary on the next page!
- 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:

Emily Mitchell

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



# 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!*