

SPONSORSHIP PACKAGE

The Leading Edge of
INVASION
2025 OIPC and OPWG
Conferences

**Virtual
Events**



About Us

The Ontario Invasive Plant Council (OIPC) is a registered not-for-profit organization that 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.

The OIPC relies on fundraising, donations and sponsorships to support our important work in addressing the growing threat of invasive plants across Ontario!

To learn more about the OIPC please visit our website at www.ontarioinvasiveplants.ca or contact the OIPC Team at info@oninvasives.ca



@oninvasives

About the Conferences

VIRTUAL EVENTS

The Leading Edge of **INVASION**

2025

Ontario Invasive Plant
Council Conference



January 16

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

The Leading Edge of **INVASION**

2025

Ontario Phragmites
Working Group Meeting



January 23

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

Each year, these two virtual events bring together over 200 attendees from across Ontario and beyond! Our events attract a wide range of interested parties, from professionals to concerned citizens.

This year our conferences will address how we can stay ahead of the "invasion curve" through adopting a leading-edge perspective to invasive species management.

Benefits of Sponsorship

As a sponsor, you'll align your brand with our conferences that tackle emerging issues and guarantee exposure to a wide and influential audience. Our sponsors receive excellent brand recognition opportunities through our website, social media, and the documents or events themselves. Benefits of sponsorship include:

Brand Exposure: Your name will appear on 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, and OIPC, a success.

BENEFIT	FRIEND UP TO \$250	BRONZE \$500	SILVER \$1,000	GOLD \$2,000 AND UP
MEMBERSHIP				
Complementary Organizational OIPC Membership (1 year)				✓
Complementary tickets to attend the event (# of tickets)	1	2	4	6
PROMOTIONS				
Social media partnership ads promoting conference involvement (# of ads)			3	6
Prominent logo visibility aligning with sponsorship level during the event			✓	✓
Logo, three social media links and website included on the event landing page		✓	✓	✓
Tiered placements of logo in event emails and social media	✓	✓	✓	✓
Logo placement on shared banner in event portal	✓	✓	✓	✓
CONFERENCE VISABILITY AND ENGAGEMENT OPPORTUNITIES				
5-minute presentation slot (speaking or video) at the event during plenary session				✓
Exhibitor booth during the virtual conference		✓	✓	✓
Special mention at each session		✓	✓	✓
Special mention at plenary session	✓	✓	✓	✓

EVENT SPONSORSHIP OPPORTUNITIES

GOLD SPONSORSHIP \$2,000+

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 landing page.
- 6 social media partnership ads promoting conference involvement.
- 3 social media links and link to webpage including on the event landing page.
- Special recognition at the plenary and each session.
- A 5-minute presentation slot at the plenary session.
- Gold Sponsor booth at the event, including 1 video, 5 images and 5 downloadable resources, up to 6 representatives and live chat, which allows you to meaningfully engage and network with our attendees.
- Event access for up to 6 individuals to attend all presentations and network with attendees during networking sessions and breaks.
- Complementary organizational OIPC membership for 1 year.

SILVER SPONSORSHIP \$1,000

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:

- Second-tier logo placement during the event, on our social media and email marketing, and on our event landing page.
- 3 social media partnership ads promoting conference involvement.
- 3 social media links and link to webpage on the event landing page.
- Special recognition at the plenary and each session.
- Silver Sponsor booth at the event including 1 video, 5 images and 5 downloadable PDF resources, up to 4 representatives and live chat, which allows you to meaningfully engage and network with our attendees.
- Event access for up to 4 individuals to attend all presentations and network with attendees during networking sessions and breaks.

EVENT SPONSORSHIP OPPORTUNITIES

BRONZE SPONSORSHIP \$500

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

Bronze sponsorship includes:

- Third-tiered logo placement during the event, on our social media and email marketing, and on our event landing page.
- Special recognition at the plenary and each session.
- 3 social media links and link to webpage on the event landing page.
- Bronze Sponsor booth at the event including logo placement and description with no representatives.
- Event access for up to 2 individuals to attend all presentations and network with attendees during networking sessions and breaks.

FRIEND SPONSORSHIP \$250

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

Friend sponsorship includes:

- Logo placement during the event, on our social media, email marketing, and on our event webpage.
- Special recognition at plenary session.
- Event access for 1 individual to attend all presentations and network with attendees during networking sessions and breaks.

THANK YOU

We look forward to welcoming you as a sponsor of the 2025 Ontario Invasive Plant Council Conference and Ontario Phragmites Working Group Annual Meeting!

For more details and to customize your package, please contact:

The OIPC Team
info@oninvasives.ca

