

ECO  2024  
IMPACT

LEARNING SERIES AND AWARDS GALA

# SPONSORSHIP OPPORTUNITIES

**February 8-9, 2024**

Calgary, Alberta • The Westin, downtown



# About ECO Canada

For more than 30 years, ECO Canada has been a strategic workforce solutions partner to employers, governments, and post-secondary institutions seeking to create a sustainable environmental workforce. From skills assessments to industry research and career guidance, we provide the tools necessary for environmental decision-making, and help strengthen Canada's environmental industry. While combining support for employers and workforce through employment programs & training, ECO Canada is committed to building a strong world-leading environmental sector in Canada.

# About ECO IMPACT

**LEARN. NETWORK. CELEBRATE.**

Since 2017, ECO IMPACT has been a highly anticipated learning series & awards gala that provides an engaging experience and offers sponsors the chance to engage with nation-wide professionals and businesses while gaining meaningful exposure.

As a sponsor, you get the opportunity to showcase your commitment to sustainability and corporate social responsibility with an audience of environmental professionals that is increasingly focused on supporting businesses with a purpose. Join us to make an ECO IMPACT today!

**Contact our Event Manager Danial Fisher: [dfisher@eco.ca](mailto:dfisher@eco.ca) for more information.**



# Why sponsor ECO IMPACT?

Are you looking for ways to unlock high-level brand exposure in the environmental sector? Then look no further. Set yourself apart from the competition, show your commitment to a sustainable future — become an ECO IMPACT sponsor.

Staying consistent with our values and missions, our conference theme is *Retrofitting the Workforce: Empowering Environmental Innovation* where we will focus on real-world solutions and discuss the following topics through 16 learning sessions and four workshops:

## Innovation and Future Trends

Gain invaluable insights into the latest breakthroughs and advancements in environmental technology, policy, and practice. From the adoption of clean energy sources to the integration of artificial intelligence and data analytics, we will delve into the transformative potential of emerging technologies and their impact on environmental sustainability.

## Sustainability in Governance and Policy

These sessions delve into the challenges, opportunities, and innovative solutions at the intersection of sustainability, governance, and policy.

## Human Resources and People Analytics

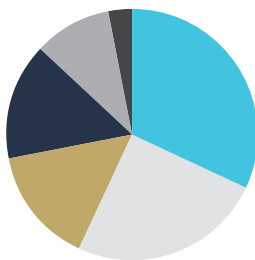
We will explore the transformative power of people analytics in driving sustainable workforce strategies. With a focus on leveraging data-driven insights, these sessions aim to equip HR professionals and sustainability leaders with the tools and knowledge to optimize their human capital practices.

# Who attends ECO IMPACT?



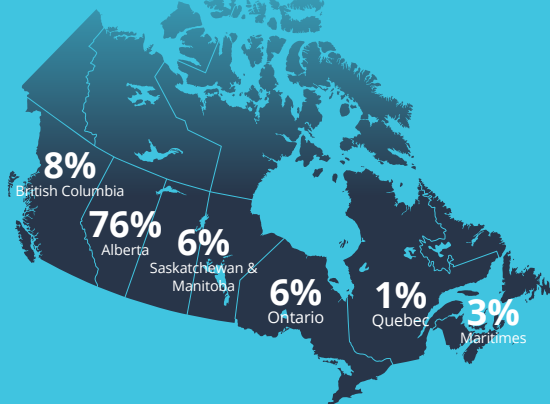
250+  
ATTENDEES

## Past attendee breakdown



- 32% Environmental industry
- 25% Other industrial sectors
- 15% Government
- 15% Consultant
- 10% Educational
- 3% Others

## A NATION-WIDE AUDIENCE



# How can we support your brand?

## OUR REACH

### Social media



**+72k**  
Followers



**4.5%**  
Average engagement rate



**4.3 Million**  
Impressions yearly

### ECO.ca visits



eco.ca website visits/year  
**+632K**



Page views/year  
**+2.8 million**



Average time on page  
**4.03 minutes**

### Email reach



**+112,000**  
Contacts



**62%**  
Opening rate



**7%**  
Click rate

## OPPORTUNITIES FOR YOUR BRAND

As an ECO IMPACT sponsor, you have access to a wide variety of branding opportunities as we promote the event. Here is a breakdown of our marketing activities that will include your brand:

- Website & electronic promotion (logos on event site & digital marketing material)
- E-blast campaign: logo included in a series of targeted emails
- Social media campaigns on our 4 platforms
- On-site integration of your brand (signage & digital presentation displays)
- Verbal recognition during sessions, assembly & awards
- Complimentary networking opportunities (free passes for your staff members)



# Sponsorship opportunities

<b>BENEFITS</b>	<b>Bronze \$1,250</b>	<b>Silver \$2,500</b>	<b>Gold \$5,000</b>	<b>Platinum \$7,500</b>
Maximum numbers allowed	<b>Unlimited</b>	<b>10</b>	<b>7</b>	<b>1</b>
Logo and link on event website	✓	✓	✓	✓
Logo on event signage displayed in venue	✓	✓	✓	✓
Logo on presentation screens during event	✓	✓	✓	<b>Isolated</b>
Opportunity to purchase discounted conference pass	✓	✓	✓	✓
Right to use event name and logo in sponsor promotions	✓	✓	✓	✓
Verbal recognition during event		✓	✓	✓
Opportunity to donate door prize			✓	✓
Complimentary full delegate passes	<b>1</b>	<b>2</b>	<b>3</b>	<b>8</b>
Recognition in QR code & event programs	✓	✓	✓	✓
Logo with link on the ECO IMPACT website	✓	✓	✓	✓
Mentions in pre-conference social media promotion (LinkedIn, Instagram, Facebook, Twitter X, and ECO Blog, excluding YouTube)	✓	✓	✓	<b>4 mentions on social platforms</b>
Logo in all pre-and-post event advertising				✓
Corporate profile in pre-conference email blast				<b>1</b>
Opportunity to present a one-hour breakout session				✓
Complimentary Display Booth at ECO's National Virtual Career Fair on September 21, 2023		✓	✓	✓
Opportunity to host your own webinar (post-event) to ECO's audience (we will advertise, moderate and host this webinar on your behalf)			✓	✓

# Sponsorship assets

## PLATINUM LEVEL

Platinum Level Sponsor would receive the **PACKAGE** listed below, plus items checked off in the Sponsorship Opportunities list:

### Gala Sponsorship (One Available)

- Branded lanyards
- 30-second video (pre-award, sponsor provided) presentation at Gala
- Workshop sponsor/participant
- Opportunity to introduce and moderate a one-hour breakout session
- Social media promotion
- Full-page ad in the event program
- Leading recognition in slides for sponsors for Breakouts, Gala and recorded sessions
- 8 free delegate passes (full table) + 50% off additional passes
- Opportunity to conduct a door prize during a sponsored event

## GOLD LEVEL

Gold Level Sponsors would receive **ONE OF THE FOLLOWING** packages below, plus the items checked off in the Sponsorship Opportunities list

### Breakfast Networking Sponsorship (One Available)

- Mention prior to breakfast being served
- Recognition in sponsor slides for Breakouts, Gala and recorded sessions
- Recognition in QR code & event programs
- Social media promotion
- 3 Full Delegate Pass + 50% off additional passes
- Opportunity to conduct a door prize during a sponsored event

### Lunch Networking Sponsorship (One Available)

- Mention prior to lunch being served
- Signage at lunch
- Recognition in sponsor slides for Breakouts, Gala and recorded sessions
- Recognition in QR code & event programs
- Social media promotion
- 3 Full Delegate pass + 50% off additional passes
- Opportunity to conduct door prize during a sponsored event

### Drink Ticket Sponsorship (One Available)

- Logo on drink tickets
- Recognition in slides for Breakouts, Gala and recorded sessions
- Recognition in QR code & event programs
- Social media promotion
- 3 full delegate passes + 50% off additional passes
- Opportunity to conduct door prize during a sponsored event

### Learning Series Sponsorship (Four Available)

- 30-second video (pre-award, sponsor provided)
- Mention prior to Learning Series kick-off
- Recognition in QR code & event programs
- Social media promotion
- 3 full delegate passes + 50% off additional passes
- Opportunity to conduct door prize during a sponsored event

# Sponsorship assets

## SILVER LEVEL

Silver Level Sponsors would receive **ONE OF THE FOLLOWING** packages below, plus the items checked off in the Sponsorship Opportunities list:

### Reception (Pre-Gala) Sponsorship (One Available)

- Company signage in networking areas
- Recognition in slides for Breakouts, Gala and recorded sessions
- Recognition in QR code & event programs
- Social media promotion
- 2 Full Delegate pass + 50% off additional passes

### Coffee Networking Sponsorship (Two Available)

- Company signage at coffee stations
- Recognition in sponsor slides for Breakouts, Gala and recorded sessions
- Recognition in QR code & event programs
- Social media promotion
- 2 Full Delegate pass + 50% off additional passes

### Session Moderator Sponsorship (Six Available)

- Intro to company and involvement with session topic
- Recognition in sponsor slides for Breakouts, Gala and recorded sessions
- Recognition in QR code & event programs
- Social media promotion
- 2 Full Delegate pass + 50% off additional passes

## BRONZE LEVEL

- Logo and link on event website
- Logo on event signage displayed in venue
- Logo on PowerPoint screens during event
- Opportunity to purchase discounted conference pass
- Right to use event name and logo in sponsor promotions
- Verbal recognition during event
- Complimentary full delegate pass
- Recognition in QR code & event programs
- Logo with link on ECO Canada's website
- Mentions in pre-conference social media promotion
- Logo in all pre-and-post event advertising

# Thank you to our previous years sponsors

We are proud to partner with these great organizations who are helping to drive the sector forward.



## BECOME A SPONSOR

To become a sponsor or for more information about sponsoring the ECO IMPACT Learning Series and Awards Gala, please contact:

Danial Fisher, Event Manager at: [events@eco.ca](mailto:events@eco.ca)  
Direct line: (403) 233-0748.

 [events@eco.ca](mailto:events@eco.ca)