

# ECO IMPACT 2025

**Powering Green Careers**  
Through Innovation and Technology

# Sponsorship Opportunities



**ECO IMPACT 2025  
LEARNING SERIES  
& AWARDS GALA**

February 12-13, 2025  
Calgary, Alberta • The Westin, downtown

Funded in part by:  
Financé en partie par:

**Canada**

# ECO CANADA

## THE ENVIRONMENTAL CAREERS ORGANIZATION OF 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.



# ECO IMPACT

## LEARN. NETWORK. CELEBRATE.

Since 2017, ECO IMPACT has been a highly anticipated learning series and awards gala that offers an engaging experience, allowing sponsors to connect with professionals and businesses nationwide while gaining meaningful exposure. ECO IMPACT is also a prime venue for generating new business opportunities.

As a sponsor, you can showcase your commitment to sustainability and corporate social responsibility to an audience of environmental professionals dedicated to supporting purpose-driven businesses. Join us to make an ECO IMPACT today!

Contact us at [sales@eco.ca](mailto:sales@eco.ca) for more information.



# Why Sponsor ECO IMPACT?

Are you seeking high-level brand exposure in the environmental sector? Look no further. Distinguish yourself from the competition and demonstrate your dedication to a sustainable future by becoming an ECO IMPACT sponsor.

In line with our values and mission, our conference theme is **Powering Green Careers Through Innovation and Technology**. We will focus on real-world solutions and cover the following topics through two days of learning sessions and workshops:

## AI FOR ENVIRONMENTAL SUSTAINABILITY

Explore cutting-edge AI applications in areas such as climate modeling, resource and waste management and more. You will engage with leading experts, innovators, and industry practitioners as they showcase transformative solutions that leverage AI to combat environmental sustainability challenges.

## WORKFORCE AND PROFESSIONAL DEVELOPMENT

This conference track focuses on equipping current and future professionals with the skills and knowledge needed to excel in a rapidly evolving industry. Learn from top thought leaders and educators about emerging trends and essential competencies then strategize to foster a resilient workforce capable of addressing today's most pressing environmental challenges.

## EDUCATION AND AUDITING

Enhance your expertise in the environmental sector with our dedicated track on education, competency, and auditing. These sessions delve into the latest methodologies, competency frameworks, and auditing practices essential for maintaining high standards in environmental performance. Gain insights on best practices, regulatory compliance, and continuous improvement.

In addition to these workshops and sessions, attendees will benefit from addresses by government officials, providing insights into current policies and future directions. ECO IMPACT will also feature project dissemination sessions where groundbreaking research and initiatives will be shared.

ECO  
IMPACT  
2024  
SUCCESS



340  
Attendees from  
across Canada



22  
Live learning  
sessions



5  
Interactive  
workshops



8  
Esteemed  
awards

# How we Support your Brand

## SOCIAL MEDIA



**77K**

Followers



**3%**

Average engagement rate



**10+ MIL**

Yearly impressions

## ECO.CA VISITS



**110K**

Monthly website visits



**4.8 MIL**

Page views per year



**75%**

Of web traffic from Canadian Audiences

## EMAIL REACH



**175K**

Contacts



**30%**

Open rate



**6%**

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)
- 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

## EVENT PARTNER (1)

\$20,000

### Exclusive Thought Leadership Piece

Publish an exclusive thought leadership article or whitepaper on the event website and in pre-event communications, establishing your company as an industry expert.

- Ten delegate passes
- Press release to announce partnership
- Recognition in event programs with full page ad
- Press release in pre-conference social media promotion
- Corporate profile in pre-conference email blast
- 30-second video (pre-award, sponsor provided) presentation at Gala
- Opportunity to introduce and moderate a one-hour breakout session
- Opportunity to present a one-hour breakout session

### Sustainability Partner

Be recognized as the sustainability partner of the event, highlighting your commitment to environmental responsibility with exclusive branding opportunities related to sustainability initiatives at the conference.

- Leading recognition in slides for sponsors for Breakouts, Gala and recorded sessions
- Recognition in QR code & event programs
- Featured logo and link on event website
- Featured logo on event signage displayed in venue
- Opportunity to purchase discounted conference pass
- Right to use event name and logo in sponsor promotions
- Visual and verbal recognition during event opening and at every session

## PLATINUM SPONSOR (3)

\$10,000

### Breakfast Networking Sponsorship (one available)

- Six delegate passes
- Mention prior to breakfast being served
- 30-second video (pre-award, sponsor provided) presentation at Gala
- Opportunity to introduce and moderate a one-hour breakout session
- Leading recognition in slides for sponsors for Breakouts, Gala and recorded sessions
- Recognition in event programs

- Logo and link on event website
- Logo on event signage displayed in venue
- Opportunity to purchase discounted conference pass
- Right to use event name and logo in sponsor promotions
- Visual and verbal recognition during event opening
- Recognition in event programs
- Mentions in pre-conference social media promotion

### Lunch Networking Sponsorship (one available)

- Six delegate passes
- 30-second video (pre-award, sponsor provided) presentation at Gala
- Opportunity to introduce and moderate a one-hour breakout session
- Leading recognition in slides for sponsors for Breakouts, Gala and recorded sessions
- Recognition in event programs

- Logo and link on event website
- Logo on event signage displayed in venue
- Opportunity to purchase discounted conference pass
- Right to use event name and logo in sponsor promotions
- Visual and verbal recognition during event opening
- Recognition in event programs
- Mentions in pre-conference social media promotion

### **Drink Ticket Sponsorship (one available)**

- Six delegate passes
- 30-second video (pre-award, sponsor provided) presentation at Gala
- Opportunity to introduce and moderate a one-hour breakout session
- Leading recognition in slides for sponsors for Breakouts, Gala and recorded sessions
- Recognition in event programs
- Logo and link on event website
- Logo on event signage displayed in venue
- Opportunity to purchase discounted conference pass
- Right to use event name and logo in sponsor promotions
- Visual and verbal recognition during event opening
- Recognition in event programs
- Mentions in pre-conference social media promotion

## **GOLD SPONSOR (6)**

**\$7,500**

### **Coffee Networking Sponsorship (two available)**

- Four Delegate passes
- Company signage at coffee stations
- Logo included in event emails
- Access to registered attendees who'd like to receive sponsor promotions
- Recognition in sponsor slides for Breakouts, Gala and recorded sessions
- Recognition in event programs
- Logo and link on event website
- Logo on event signage displayed in venue
- Opportunity to purchase discounted conference pass
- Right to use event name and logo in sponsor promotions
- Visual and verbal recognition during event opening
- Recognition in event programs
- Mentions in pre-conference social media promotion

### **AI Learning Series Sponsor (one available)**

- Four Delegate passes
- Mention prior to Learning Series kick-off
- Logo included in event emails
- Access to registered attendees who'd like to receive sponsor promotions
- Recognition in sponsor slides for Breakouts, Gala and recorded sessions
- Recognition in event programs
- Logo and link on event website
- Logo on event signage displayed in venue
- Opportunity to purchase discounted conference pass
- Right to use event name and logo in sponsor promotions
- Visual and verbal recognition during event opening
- Recognition in event programs
- Mentions in pre-conference social media promotion

### **Auditing Learning Series Sponsor (one available)**

- Four Delegate passes
- Mention prior to Learning Series kick-off
- Logo included in event emails
- Access to registered attendees who'd like to receive sponsor promotions
- Recognition in sponsor slides for Breakouts, Gala and recorded sessions
- Recognition in QR code & event programs
- Logo and link on event website
- Logo on event signage displayed in venue
- Opportunity to purchase discounted conference pass
- Right to use event name and logo in sponsor promotions
- Visual and verbal recognition during event opening
- Recognition in event programs
- Mentions in pre-conference social media promotion

### **Environmental workforce Learning Series Sponsor (one available)**

- Four Delegate passes
- Mention prior to Learning Series kick-off
- Logo included in event emails
- Access to registered attendees who'd like to receive sponsor promotions
- Recognition in sponsor slides for Breakouts, Gala and recorded sessions
- Recognition in event programs
- Logo and link on event website
- Logo on event signage displayed in venue
- Opportunity to purchase discounted conference pass
- Right to use event name and logo in sponsor promotions
- Visual and verbal recognition during event opening
- Recognition in event programs
- Mentions in pre-conference social media promotion

### **Education Learning Series Sponsor (one available)**

- Four Delegate passes
- Mention prior to Learning Series kick-off
- Logo included in event emails
- Access to registered attendees who'd like to receive sponsor promotions
- Recognition in sponsor slides for Breakouts, Gala and recorded sessions
- Recognition in event programs
- Logo and link on event website
- Logo on event signage displayed in venue
- Opportunity to purchase discounted conference pass
- Right to use event name and logo in sponsor promotions
- Visual and verbal recognition during event opening
- Recognition in event programs
- Mentions in pre-conference social media promotion

## **SILVER SPONSOR (10)**

**\$5,000**

### **Pre-Gala Reception (one available)**

- Three delegate passes
- Company signage in networking areas during pre-gala reception
- Recognition in slides for Breakouts, Gala and recorded sessions
- Recognition in event programs
- Logo and link on event website
- Logo on event signage displayed in venue
- Opportunity to purchase discounted conference pass
- Right to use event name and logo in sponsor promotions
- Visual and verbal recognition during event opening
- Recognition in event programs
- Logo with link on ECO Canada's website
- Mentions in pre-conference social media promotion

### **Session Moderator Sponsorship (nine available)**

- Three delegate passes
- Intro to company and involvement with session topic
- Recognition in sponsor slides for Breakouts, Gala and recorded sessions
- Recognition in event programs
- Logo and link on event website
- Logo on event signage displayed in venue
- Opportunity to purchase discounted conference pass
- Right to use event name and logo in sponsor promotions
- Visual and verbal recognition during event opening
- Recognition in event programs
- Logo with link on ECO Canada's website
- Mentions in pre-conference social media promotion

## **BRONZE SPONSOR (20)**

**\$2,500**

- Two delegate passes
- Logo and link on event website
- Logo on event signage displayed in venue
- Opportunity to purchase discounted conference pass
- Right to use event name and logo in sponsor promotions
- Visual recognition during event opening
- Recognition in event programs
- Logo with link on ECO Canada's website

# Thank you to our previous sponsors

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



## BECOME A SPONSOR

For more information about sponsoring the ECO IMPACT Learning Series and Awards Gala, please contact:

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



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