

2022

Sponsorship
OPPORTUNITIES

**EARTH
DAY**

FOR EVENT PEOPLE

APRIL 22

1:00P.M. TO 3:00P.M. (EST)



WWW.TSEF.CA



WHAT IS EARTH DAY FOR EVENT PEOPLE

Earth Day celebrates our planet, its beauty and diversity and reminds us to protect it. At TSEF we host Earth Day For Event People to showcase how we as event professionals can be part of the positive change we need for the planet!

Highly interactive, professionally produced and broadcast, this event is now in its 3rd year of celebrations.

DID YOU KNOW

- 96% of Canadians believe in climate change
- 88% of Canadians believe we need to stop climate change and adapt to its effects
- Despite the pandemic, Canadians list climate change as their #1 long term concern



WHY PARTNER WITH TSEF

- A credible platform to promote your company as a partner in sustainability to clients interested in sustainable events.
- Engagement with climate experts & industry leaders.
- Position your company as a leader in sustainable options for their meetings

WHY SPONSOR

- Lead in event sustainability and gain a competitive edge.
- Reach your core audience - 96% of our audience are planners or studying to enter the industry!
- Over 450 people tuned in for Earth Day for Event People in 2021
- Engage staff and potential team members (they are concerned about their impact too!)



DON'T TAKE OUR WORD OF IT....

"What an AMAZING event. So well done, all around. Thank you for continuing to do what you do. Educate, empower, & delight. Every. Single. Time"

-supplier attendee, 2021

"I was recently introduced to The Sustainable Events Forum and I am so happy I have been. I learned so much and this has inspired me to learn more and become as passionate about sustainability as this talented group. Thanks so much for all your work!"

-planner attendee, TSEF

"The Sustainable Events Forum is truly a gift! Providing a safe space to learn, grow, collaborate and take action for a better tomorrow"

*-planner attendee,
Earth Day For Event People*



SUSTAINABILITY

SPONSOR LEVELS

FRIEND \$200

- Company logo on TSEF website and virtual event platform

PROTECTOR \$500

- Dedicated social media posting (LinkedIn, Instagram, Facebook)
- Company logo on TSEF website and virtual event platform and all event communications

SUPPORTER \$1000

- Dedicated social media posting (LinkedIn, Instagram, Facebook)
- Company logo on TSEF website and virtual event platform and all event communications
- Introduce a category during the event (opportunity to showcase your company via a short video pre event)



OUR SOCIAL NUMBERS:

Social media platforms

LinkedIn- 680 followers

Instagram- 630 followers

Facebook- 220 followers

Twitter- 172 followers

Average Podcast downloads a month- 800

Email subscribers- 400



CHAMPION \$1500

- Dedicated social media posting (LinkedIn, Instagram, Facebook)
- Company logo on TSEF website and virtual event platform and all event communications
- Special feature on TSEF's monthly newsletter
- Guest spot on TSEF's podcast- Planners For The Planet Podcast



CLIMATE OFFSET SPONSOR

Compensate for event-related carbon emission by supporting green projects through this sponsorship

- Promote your company in front of relevant & targeted group of event participants
- Showcase your engagement in the fight against climate change
- Company logo on TSEF website and virtual event platform and all event communications

Please contact us regarding this opportunity. Cost can be estimated but final cost is determined once the emissions are calculated after the event



COMPANIES & ASSOCIATIONS REPRESENTED AT OUR PAST EVENTS

| | |
|------------------------------|---|
| ERDI | Canadian Businesses for Social Responsibility |
| Iberostar | Ryerson University |
| AV Canada | Steamwhistle Brewery |
| PHI Centre | Fanshawe College |
| Cheekbone Beauty | Humber College |
| Explore Edmonton | ILEA |
| Second Harvest | InFocus Events |
| WWF - Canada | Patagonia |
| Venture Launch | Earth Suds |
| Creative Twist | Food Creatives |
| Wicked Ideas | CanSPEP |
| Inn at Laurel Point | Tabl'eau Filtered Water |
| Elastic Events | Experiential Experts |
| TD Wealth | TIAC |
| Tourism Saskatoon | Nickel Concepts |
| Tourism Fredericton | Planner Protect |
| Tourism Victoria | MCI |
| Steamwhistle Brewing | Encore Global |
| Up Front Communication | BCorp |
| Sustainable Events Caribbean | Canada Life |
| Road Ahead Meetings & Events | Agendum |
| Carol Priest Entertainment | Bright Ideas Events |



We are happy to customize solutions that work best for your marketing plans

Earth Day for event people



Connect with Candice Tulsieram

info@tsef.ca

