

Earth Day

for event people

A Virtual event
April 22 2021
12 PM - 1 PM (EST)



SPONSORSHIP OPPORTUNITIES

what is *Earth Day* for event people

Earth Day for Event People is in its 2nd year and this year will feature a celebration of Canadian event destinations.

TSEF is based on 4 pillars around event sustainability - education, inspiration, collaboration and action. We also like to have fun - because climate action, like events, can be hard work!

Earth Day celebrates our planet, its beauty and diversity and reminds us to protect it.

Highly interactive, professionally produced and broadcast, this event is certain to become a yearly industry event.



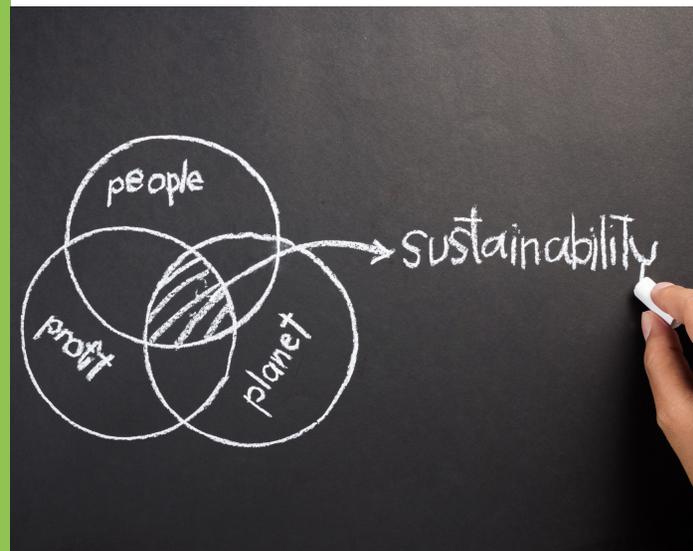
Overview

- 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



The Sustainable Events Forum offers

- A credible platform to promote your company as a partner in sustainability
- Engagement and collaboration with climate experts, industry leaders & clients
- Access to planner attendees interested in sustainable options for their meetings



Why Sponsor?

- In 2020 over 2300 companies pledged to go carbon neutral - this will affect their future events and buying patterns.
- Be recognized as a leader in event sustainability and gain a competitive edge.
- Reach your core audience - 96% of our audience are planners or studying to enter the industry!
- Engage staff and team members (they are concerned about their impact too!)
- Tell your story in your own words (podcast and newsletter)

Don't take our word for 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 TSEF Can!, Feb 2021

"Thank you for the opportunity. I look forward to any and all opportunities to collaborate with you"

-sponsor, TSEF Summit, October 2020

"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."

-student attendee, TSEF



SPONSORSHIP LEVELS

Friends- \$100 20 spots available

- free event registration
- Company logo on TSEF website and virtual event platform

Protectors- \$250 4 spots available

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

Supporters- \$500 2 spots available

- free event registration
- Dedicated social media posting (LinkedIn, Instagram, Facebook)
- Company logo on TSEF website and virtual event platform
- Introduce a category during the event

Only when the last tree has died and the last river been poisoned and the last fish been caught will we realise we cannot eat money. – Cree Indian Proverb



SPONSORSHIP LEVELS

Defenders- \$1000 2 spots available

- free event registrations
- Dedicated social media posting (LinkedIn, Instagram, Facebook)
- Company logo on TSEF website and virtual event platform
- Pre-event messaging on TSEF's bi-weekly newsletter
- Guest spot on Planners For The Planet Podcast

Carbon Offset Sponsor 1 spot available

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

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



**"Patagonia is in
business to save
the planet"**

Patagonia
mission
statement
circa 2018



COMPANIES & ASSOCIATIONS REPRESENTED AT OUR PAST EVENTS

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

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**Join us for the next TSEF.
For Earth's sake. For our sake.**



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