

# 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.



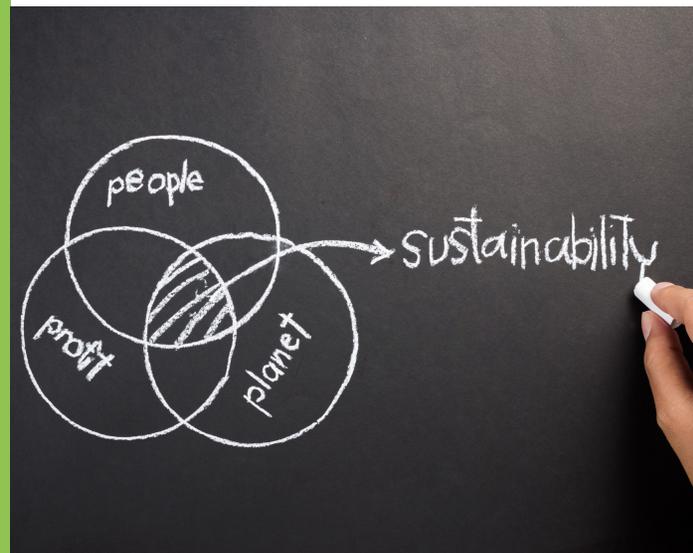
## Overview

- 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**



THE  
SUSTAINABLE  
EVENTS FORUM



# 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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