



SUSTAINABLE
FORESTRY
INITIATIVE
SFI-00001



PROJECT
LEARNING
TREE™

PLT is an initiative of SFI 



2022 SFI/PLT ANNUAL CONFERENCE

COLLABORATING FOR COMMUNITIES AND FORESTS

JUNE 14-17, 2022 MADISON, WISCONSIN



SPONSORSHIP PROSPECTUS

In 2022, the SFI Annual Conference will join forces with the Project Learning Tree (PLT) Coordinators' Conference, convening thought leaders from across the SFI and PLT networks. We'll provide learning and discussion opportunities on the most-pressing issues and challenges facing the planet and people, illustrating impact of solutions. The conference will offer a unique opportunity to network with the entire SFI community – from SFI-certified organizations to PLT Coordinators, community and conservation organizations, Indigenous representatives, government officials, forest owners and managers to university faculty and students, and more.

Conference participants will come away from the event with:

- Best practices on climate smart forestry and fire resiliency
- Knowledge and tools to meet and report on Environmental, Social, and Governance (ESG) targets
- Key initiatives for your organization to be a forest sector leader on Diversity, Equity, and Inclusion (DEI)
- Pathways to grow your organization's commitment to the next generation of forest sector leaders through Project Learning Tree (PLT)
- Increased opportunities to advance sustainability through forest-focused collaborations

Your sponsorship ensures the 2022 SFI/PLT Annual Conference will deliver these important objectives along with dynamic speakers, invaluable networking opportunities, and sessions offering engaging discussions around collaborating for forests and communities.

Thank you in advance for your support.

**Advancing
sustainability
through
forest-focused
collaborations**



**QUESTIONS? CONTACT AMY DOTY
at AmyDoty@meetingsandsuch.com**

DIAMOND LEVEL

\$15,000

THIS LEVEL INCLUDES THE FOLLOWING BENEFITS:

- Prominent event signage and verbal recognition
- Four complimentary conference registrations
- Full page 4-color ad in the conference program
- The option of either a 5-minute “lightning talk” during the conference or a 5-minute promotional video shared live during the conference and posted on the conference website. The presentation or video must be aligned with the conference theme and session topics, is subject to approval by SFI, and will be shared at a timeslot determined by SFI.
- One piece of literature in conference delegate materials packet
- Six-foot table-top exhibit with option to substitute the table-top exhibit with a free-standing exhibit
- Sponsorship designation in pre- and onsite-conference materials and onsite signage, including: Logo on conference website, collateral materials and SFI in Brief
- Organization write-up on conference website
- 50 free copies of PLT’s “Seeds to Trees” booklet

OFFSITE SOCIAL EVENT (WED)	Help us celebrate at the conference’s main social event, which is always well attended, entertaining and fun.
WELCOME RECEPTION (TUES)	Kick-off the conference at the premier networking reception.
KEYNOTE ADDRESS	Sponsor a high-level keynote speaker at this year’s conference.
VIRTUAL PLATFORM AND MOBILE APP	Be the marquee sponsor on the conference virtual platform and mobile app, opening the conference up to a wider audience.

1 BILLION
TREES PLANTED

BY SFI-CERTIFIED
ORGANIZATIONS IN 2020

PLATINUM LEVEL

\$10,000

THIS LEVEL INCLUDES THE FOLLOWING BENEFITS:

- Prominent event signage and verbal recognition
- Three complimentary conference registrations
- Full page 4-color ad in the conference program
- 2-minute promotional video posted on the conference website. Video must be relevant to the conference theme and is subject to approval by SFI.
- One piece of literature in conference delegate materials packet
- Six-foot table-top exhibit
- Sponsorship designation in pre- and onsite-conference materials and onsite signage, including: Logo on conference website, collateral materials and SFI in Brief
- Organization write-up on conference website
- 25 free copies of PLT's "Seeds to Trees" booklet

PLT OFFSITE SOCIAL EVENT (THURS)	Help us celebrate the PLT network with an evening social event.
CARBON OFFSETTING	Make the conference a carbon neutral event. This sponsorship reduces the carbon footprint of the conference.
HOTEL KEY CARDS	A specially designed hotel key card each registrant will receive upon check-in.
PROGRAM MATERIALS	Support the production of printed conference materials for all conference participants.

MORE THAN 70% OF
CONSUMERS SAY THAT

PAPER OR
CARDBOARD

FROM A SUSTAINABLY MANAGED FOREST IS
A GOOD WAY TO **COMBAT CLIMATE CHANGE**

GOLD LEVEL

\$7,500

THIS LEVEL INCLUDES THE FOLLOWING BENEFITS:

- Prominent event signage and verbal recognition
- Two complimentary conference registrations
- ½ page 4-color ad in the conference program
- Six-foot table-top exhibit
- Sponsorship designation in pre- and onsite-conference materials and onsite signage, including: Logo on conference website, collateral materials and SFI in Brief
- Organization write-up on conference website
- 15 free copies of PLT's "Seeds to Trees" booklet

YOUNG PROFESSIONALS PARTICIPATION AND PLT GREEN MENTOR PROGRAM	Sponsor young professionals or university students to attend the conference. Sponsorship includes support of PLT Green Mentor Program for young professionals.
CONFERENCE SWAG	Sponsor a gift for all conference participants.
PLT FIELD TRIP (TUES)	Sponsor the field trip for PLT Coordinators that demonstrates successful environmental education programming and supports knowledge sharing.
FUN RUN/WALK (THURS)	Sponsor our 5K fun run/walk and morning wellness activities
WED BREAKFAST	A buffet breakfast for all participants.
SFI NETWORKING LUNCHEON (WED)	Sponsor mid-day luncheon, providing opportunity for all conference participants to network and connect.
OPENING SESSION SPONSOR (TUES)	Sponsor our opening session welcoming participants to the first in-person conference since 2019.
THURS BREAKFAST	A hot buffet breakfast for all participants.
THURS LUNCHEON	A casual lunch at the close of the conference.



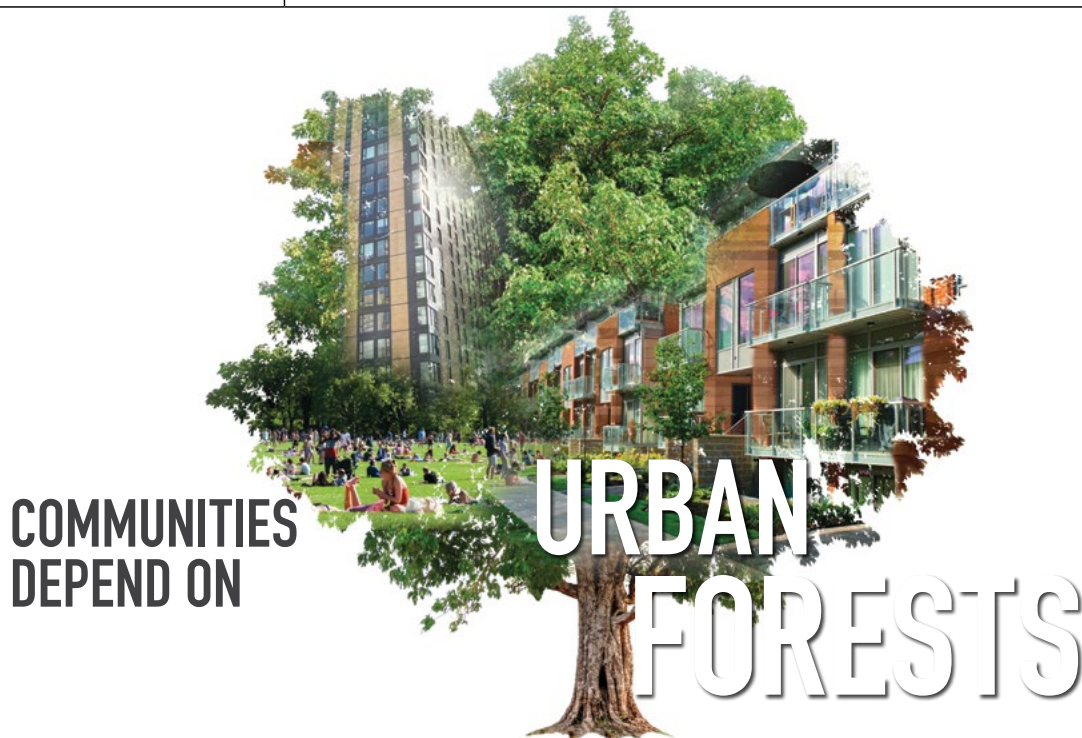
SILVER LEVEL

\$5,000

THIS LEVEL INCLUDES THE FOLLOWING BENEFITS:

- Prominent event signage and verbal recognition
- One complimentary conference registration
- 1/4 page 4-color ad in the conference program
- Six-foot table-top exhibit
- Sponsorship designation in pre- and onsite-conference materials and onsite signage, including: Logo on conference website, collateral materials and SFI in Brief
- Organization write-up on conference website
- 10 free copies of PLT's "Seeds to Trees" booklet

YOUNG PROFESSIONALS PARTICIPATION AND PLT GREEN MENTOR PROGRAM	Sponsor young professionals or university students to attend the conference. Sponsorship includes support of PLT Green Mentor Program for young professionals.
PLT COORDINATOR'S WELCOME LUNCHEON (WED)	Welcome PLT Coordinators to Madison, to share a meal and network with colleagues.
PLT AWARDS LUNCHEON (FRI)	Help us celebrate recipients of the PLT Gold Star Award and Leadership in Education Award.
GENERAL SESSION SPONSOR	Multiple general sessions available for sponsorship from Tuesday-Friday.
NAME BADGE LANYARDS	Your company's logo or name on each participants name badge lanyard.
PLT CONF BREAKFAST (FRI)	Start the day right with a nourishing breakfast for all PLT conference participants.
NETWORKING BREAK (6 AVAILABLE)	Sponsor networking nutritional breaks available throughout the conference.



BRONZE LEVEL

\$2,500

THIS LEVEL INCLUDES THE FOLLOWING BENEFITS:

- Prominent event signage and verbal recognition
- 50% discount on one (1) conference registration.
- Logo in a 1/2 page color ad in the conference program.
- Sponsorship designation in pre- and onsite-conference materials and onsite signage, including: Logo on conference website, collateral materials and SFI in Brief
- Organization write-up on conference website
- 5 free copies of PLT's "Seeds to Trees" booklet

YOUNG PROFESSIONALS PARTICIPATION AND PLT GREEN MENTOR PROGRAM	Sponsor young professionals or university students to attend the conference. Sponsorship includes support of PLT Green Mentor Program for young professionals.
CONSERVATION, COMMUNITY AND EDUCATION	This sponsorship is for non-profit conservation, community and education organizations, who will benefit from networking with the SFI and PLT Networks.
CONCURRENT SESSION SPONSOR	Support in-conference concurrent sessions for participants.





APPLICATION FOR SPONSORSHIP

I/We would like to become a sponsor of the 2022 SFI/PLT Annual Conference

Contact Name:

Title:

Organization:

Address:

Phone:

Email:

The sponsorship opportunity we would like is:

DIAMOND LEVEL

Offsite Social Event (Wed)
Welcome Reception (Tues)
Keynote Address
Virtual Platform and Mobile App

PLATINUM LEVEL

PLT Offsite Social Event (Thurs)
Carbon Offsetting
Hotel Key Cards
Program Materials

GOLD LEVEL

Opening Session Sponsor (Tues)
Young Professionals Participation
and PLT Green Mentor Program
Conference Swag
PLT Field Trip (Tues)
Fun Run/Walk (Thurs)
Wed Breakfast
SFI Networking Luncheon (Wed)
Thurs Breakfast
Thurs Luncheon

SILVER LEVEL

PLT Coordinator's Welcome
Luncheon (Wed)
Young Professionals Participation
and PLT Green Mentor Program
PLT Awards Luncheon (Fri)
General Session Sponsor
Name Badge Lanyards
PLT Conf Breakfast (Fri)
Networking Break (6 available)

BRONZE LEVEL

Young Professionals Participation
and PLT Green Mentor Program
Conservation, Community and
Education
Concurrent Session Sponsor

Please fill out and email Completed Application Form to:

Contact: AmyDoty@meetingsandsuch.com

Phone: 703-727-8006





SPONSORSHIP BENEFITS

SPONSOR BENEFIT	DIAMOND \$15,000 (USD)	PLATINUM \$10,000 (USD)	GOLD \$7,500 (USD)	SILVER \$5,000 (USD)	BRONZE \$2,500 (USD)
Complimentary conference Registrations	4	3	2	1	50% off
Program Ad	Full-page	Full-page	½-page	¼-page	Logo in ½ ad
Literature (one-piece) in conference delegate materials packets	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	-	-	-
Exhibit Booth	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	-
5-minute lightning talk or promotional video during the conference	<input checked="" type="checkbox"/>	-	-	-	-
2-minute promotional video posted on conference website	-	<input checked="" type="checkbox"/>	-	-	-
Verbal and written recognition during event	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Logo on conference website	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Organizational write up on conference website	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Free copies of PLT's "Seeds to Trees" Booklet	50	25	15	10	5

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