

# SFI CONFERENCE



## PEFC WEEK

# FOREST + PEOPLE + NATURE



May 14-18, 2023 | Westin Bayshore Vancouver, Canada

**Advancing  
sustainability  
through  
forest-focused  
collaborations**



## SPONSORSHIP PROSPECTUS

The Sustainable Forestry Initiative (SFI) is teaming up with PEFC International to bring you the 2023 SFI Annual Conference in collaboration with PEFC Week in beautiful Vancouver, British Columbia, Canada, May 14-18, 2023.

With the theme “Forest+People+Nature Positive,” we invite you to learn about and discuss opportunities on the most pressing issues and challenges facing people and the planet, both locally and globally. The 2023 SFI Annual Conference in collaboration with PEFC Week will offer a unique opportunity to network with a global community of interested stakeholders—from SFI-certified and PEFC-certified organizations to community and conservation organizations, Indigenous representatives, government officials, forest owners and managers, university faculty and students, and more.

Conference participants will leave the event with:

- Increased knowledge of Indigenous relations best practices, relationship building tips, and Indigenous-led forest and conservation efforts.
- A deeper awareness of the global forestry context and how organizations are using data, science, and impactful collaborations to advance sustainability and nature-based solutions.
- Tools and strategies that leverage forest certification to demonstrate supply chain sustainability and Environmental, Social, and Governance (ESG) impacts.
- Increased opportunities to advance workforce development through forest-focused collaborations.

Your sponsorship ensures the 2023 SFI Annual Conference in collaboration with PEFC Week delivers 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!

**QUESTIONS? EMAIL**  
[events@forests.org](mailto:events@forests.org)

# DIAMOND LEVEL

**\$20,000**

CANADIAN DOLLARS

## THIS LEVEL INCLUDES THE FOLLOWING BENEFITS:

- Prominent event signage and verbal recognition
- Four complimentary conference registrations
- The option of a 5-minute promotional video aligned with the conference theme and session topics shared live and posted to the conference website. Videos are subject to SFI approval and shared at a timeslot determined by SFI
- One piece of literature in conference delegate materials packet
- Six-foot table-top exhibit with the 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

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

**SFI IS  
ENDORSED  
BY PEFC TO  
SUPPORT  
GLOBAL  
REACH**



**AND  
40% OF PEFC  
CERTIFICATIONS  
WORLDWIDE**



# PLATINUM LEVEL

**\$15,000**

CANADIAN DOLLARS

## THIS LEVEL INCLUDES THE FOLLOWING BENEFITS:

- Prominent event signage and verbal recognition
- Three complimentary conference registrations
- 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

|                          |  |
|--------------------------|--|
| <b>CARBON OFFSETTING</b> | This sponsorship makes the conference a carbon neutral event.  |
| <b>HOTEL KEY CARDS</b>   | Your logo will be on a specially designed hotel key card each registrant will receive upon check-in. |
| <b>PROGRAM MATERIALS</b> | 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

## THIS LEVEL INCLUDES THE FOLLOWING BENEFITS:

- Prominent event signage and verbal recognition
- Two complimentary conference registrations
- 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

# \$10,000

CANADIAN DOLLARS

|   |   |
|---|---|
| <b>STUDENTS AND YOUNG PROFESSIONALS</b> | Sponsor young professionals or university students to attend the conference.                    |
| <b>INDIGENOUS REPRESENTATIVES</b>       | Sponsor Indigenous representatives to attend the conference.                                    |
| <b>CONFERENCE SWAG</b>                  | Sponsor a gift for all conference participants.   |
| <b>OPENING SESSION SPONSOR</b>          | Sponsor our opening session welcoming participants.   |
| <b>FUN RUN/WALK (THURS)</b>             | Sponsor our 5K fun run/walk and morning wellness activities.                                    |
| <b>WED BREAKFAST</b>                    | A buffet breakfast for all participants.  |
| <b>WED LUNCHEON</b>                     | Mid-day luncheon, providing opportunity for all conference participants to network and connect. |
| <b>THURS BREAKFAST</b>                  | A buffet breakfast for all participants.  |
| <b>THURS LUNCHEON</b>                   | A casual lunch at the close of the conference.  |

PRODUCTS CERTIFIED TO SFI  
ARE SOLD IN MORE THAN

# 120 COUNTRIES



# SILVER LEVEL

\$5,000

CANADIAN DOLLARS

**THIS LEVEL INCLUDES THE FOLLOWING BENEFITS:**

- Prominent event signage and verbal recognition
- 50% discount on one (1) conference registration
- 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

|                                   |   |
|-----------------------------------|---|
| STUDENTS AND YOUNG PROFESSIONALS  | Sponsor young professionals or university students to attend the conference |
| INDIGENOUS REPRESENTATIVES        | Sponsor Indigenous representatives to attend the conference                 |
| GENERAL SESSION SPONSOR           | Multiple general sessions available for sponsorship from Tuesday-Thursday   |
| NAME BADGE LANYARDS               | Your company's logo or name on each participants name badge lanyard         |
| NETWORKING BREAK<br>(4 AVAILABLE) | Sponsor networking nutritional breaks available throughout the conference   |

COMMUNITIES  
DEPEND ON

URBAN  
FORESTS





# BRONZE LEVEL

\$3,500

CANADIAN DOLLARS

## THIS LEVEL INCLUDES THE FOLLOWING BENEFITS:

- Prominent event signage and verbal recognition
- 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

|  |   |
|--|---|
| <b>STUDENTS AND YOUNG PROFESSIONALS</b>      | Sponsor young professionals or university students to attend the conference.                      |
| <b>INDIGENOUS REPRESENTATIVES</b>            | Sponsor Indigenous representatives to attend the conference                                       |
| <b>CONSERVATION, COMMUNITY AND EDUCATION</b> | This sponsorship is available for non-profit conservation, community and education organizations. |
| <b>CONCURRENT SESSION SPONSOR</b>            | Support in-conference concurrent sessions for participants.                                       |



# APPLICATION FOR SPONSORSHIP

I/We would like to become a sponsor of the 2023 SFI Conference in collaboration with PEFC Week

Contact Name: .....

Title: .....

Organization: .....

Address: .....

Phone: .....

Email: .....

The sponsorship opportunity we would like is:

## DIAMOND LEVEL

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

## PLATINUM LEVEL

Carbon Offsetting  
Hotel Key Cards  
Program Materials

## GOLD LEVEL

Opening Session Sponsor  
Students and Young Professionals  
Indigenous Representatives  
Conference Swag  
Fun Run/Walk (Thurs)  
Wed Breakfast  
Wed Luncheon  
Thurs Breakfast  
Thurs Luncheon

## SILVER LEVEL

Students and Young Professionals  
Indigenous Representatives  
General Session  
Name Badge Lanyards  
Networking Break (4 available)

## BRONZE LEVEL

Students and Young Professionals  
Indigenous Representatives  
Conservation, Community and Education  
Concurrent Session Sponsor

Please fill out and email completed application form to:  
**events@forests.org**

# SPONSORSHIP BENEFITS

| SPONSOR BENEFIT   | DIAMOND<br>\$20,000 (CAD)<br>(\$15,000 USD) | PLATINUM<br>\$15,000 (CAD)<br>(\$11,000 USD) | GOLD<br>\$10,000 (CAD)<br>(\$7,300 USD) | SILVER<br>\$5,000 (CAD)<br>(\$3,700 USD) | BRONZE<br>\$3,500 (CAD)<br>(\$2,600 USD) |
|---|---|--|---|--|--|
| Complimentary conference registrations                          | 4   | 3  | 2                                       | 50% off 1                                | -  |
| 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 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"/>      |

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