

People and the Planet:

Changing Values for a Sustainable Future

A conference for activists, academics, leaders & thinkers.



May 14-16, 2004

Calgary, Alberta

Sponsorship Opportunities Package

People and the Planet

Overview

On the 10th Anniversary of the Rio Earth Summit, the Sierra Club of Canada and the Kingston Chapter of the Society for Conservation Biology held a national environment conference to address the state of our natural and human environments.

Held in June 2002, at Queen's University in Kingston (Ontario), five days of plenary presentations and over fifty workshops were attended by approximately 500 delegates from across Canada and around the world. To view the proceedings online, please see <http://www.sierraclub.ca/national/>.

Building on that success, Sierra Club of Canada will host the second People and the Planet conference in Calgary, Alberta, from May 14-16, 2004.

Participants at the conference will include scientists, university professors, physicians, lawyers, native elders, authors, farmers and artists, as well as representatives from industry, all levels of government, and local, national and international citizen groups.

Our main purpose is to derive solutions to major environmental problems by examining their root causes: fundamentally, problems with western values. Topics examined will include climate change, water, biodiversity, food safety and sustainable agriculture, spirituality, social justice, and many more.

Invited speakers for the People and the Planet include:

- Maude Barlow – Chairperson, Council of Canadians, author (confirmed)
- Naomi Klein – Author and social activist (confirmed)
- David Korten - President, People-Centered Development Forum; author of "When Corporations Rule the World" (confirmed)
- Ken Wiwa - Author, journalist, broadcaster and human rights activist (confirmed)
- Ralph Torrie – Energy Policy Analyst and Author of "Power Shift" (confirmed)
- Andrew Nikiforuk – Journalist, author: "Saboteurs: Wiebo Ludwig's War Against Big Oil" (confirmed)
- Stuart Laidlaw – Journalist, author: "Secret Ingredients: The Brave New World of Industrial Farming" (confirmed)
- Elizabeth May - Executive Director, Sierra Club of Canada and author (confirmed)
- Jerry Mander - Director, International Forum on Globalization, author "In the Absence of the Sacred." (confirmed)
- Steven Shrybman – Lawyer, activist, and author of "A Citizen's Guide to the WTO"
- Lois Gibbs - Community leader in Love Canal NY; Executive Director and Founder of the Centre for Health, Environment and Justice
- Lori Wallach - Director, Public Citizen's Global Trade Watch

And many more!

People and the Planet has three major goals:

1. To enhance public awareness of the degree and speed of environmental degradation, and the need for rapid social change through education and media;
2. To bring together representatives of business, governments, social justice, faith, and environmental groups from across Canada to reinvigorate the movement for environmental and social sustainability and foster collaborative work for affecting change; and
3. To focus the expertise of representatives from a wide variety of backgrounds, experiences, and perspectives into generating a comprehensive agenda and concrete action recommendations for positive changes in policy and our values that reflect our collective vision.

The People and the Planet conference will feature:

- § A Kick-off Gala Evening on Friday, May 14th, with comedy, music and keynote speakers
- § Workshops focusing on "issue streams." A sampling of workshop topics includes conservation of biodiversity, land stewardship, industrial agriculture, health and the environment, nuclear energy, climate change, forests and biodiversity, trade and the environment, corporate responsibility, building a sustainable society, and nurturing cultural and spiritual values for the environment.
- § Plenary sessions will reflect a daily theme. Plenaries will take place each day (morning and evening) and will provide an opportunity for conference delegates to listen to guest speakers who will stimulate new ways of thinking about environmental issues.
- § "Kids and the Planet" Children's programme. Children will be engaged in environmental education throughout the conference. Children of the participants involved in the workshops and attending the evening plenary sessions will experience enhanced childcare.
- § Environmental Fair on Sunday, May 16th, will showcase Canadian non-governmental organizations, environmental businesses and equipment available to promote sustainable living (e.g. solar powered water pumps, energy conservation techniques, hybrid cars, etc.).

Sponsorship options

FULL CONFERENCE PATRON – PLATINUM LEVEL

ONE SPONSORSHIP AVAILABLE

ADOPT THE CONFERENCE AS A FULL SPONSOR, AND RECEIVE:

- CORPORATE NAME/LOGO ON CONFERENCE PROGRAMME, BANNER, WEB SITE
- CORPORATE PROMOTIONAL PIECE IN REGISTRATION KIT
- ACKNOWLEDGEMENT AT EACH PLENARY
- OPPORTUNITY TO MAKE CLOSING REMARKS
- OPPORTUNITY TO HOST A WORKSHOP
- HOST A WORKSHOP
- FOUR (4) FULL CONFERENCE REGISTRATIONS
- TEN (10) TICKETS TO ATTEND THE KICK-OFF EVENT
- VIP PASS TO MEDIA ROOM
- FREE EXHIBIT BOOTH AT ECOFAIR

\$15,000

KICK OFF EVENT - KEYNOTE SPEAKER PARTNER – GOLD LEVEL

ONE SPONSORSHIP AVAILABLE

SPONSOR THE KICK-OFF EVENT FOR DELEGATES AND RECEIVE:

- IDENTIFICATION AND SPONSORSHIP ACKNOWLEDGEMENT IN ALL CONFERENCE LITERATURE AND MARKETING MATERIAL (INCLUDING WEBSITE)
- OPPORTUNITY FOR COMPANY REPRESENTATIVE TO WELCOME ATTENDEES AND TO INTRODUCE THE KEYNOTE SPEAKER (5-10 MINUTES)
- CORPORATE SIGNAGE DISPLAYED AT THE KICK-OFF EVENT
- CORPORATE PROMOTIONAL PIECE IN REGISTRATION KIT
- FOUR (4) FULL CONFERENCE REGISTRATIONS
- TEN (10) TICKETS TO ATTEND THE KICK-OFF EVENT
- FREE EXHIBIT BOOTH AT ECOFAIR

\$8,000

CONFERENCE MEMENTOS PARTNER – GOLD LEVEL

THREE SPONSORSHIPS AVAILABLE

PROVIDE GIVE-AWAY CONFERENCE BAGS, MUGS OR NAPKINS FOR PARTICIPANTS AND RECEIVE:

- CORPORATE IDENTIFICATION AND SPONSORSHIP ACKNOWLEDGEMENT IN ALL CONFERENCE LITERATURE AND EVENT MARKETING MATERIAL (INCLUDING WEB)
- CORPORATE LOGO PRINTED ON TAKE-AWAY ITEM
- INTRODUCTION/ACKNOWLEDGEMENT AND THANKS OF COMPANY REPRESENTATIVE DURING CONFERENCE
- CORPORATE PROMOTIONAL PIECE IN REGISTRATION KIT
- TWO (2) FULL CONFERENCE REGISTRATIONS
- FREE EXHIBIT BOOTH

\$8,000(depending on value of item)

o

LUNCH PARTNERS – SILVER LEVEL

LUNCH 1 - ONE SPONSORSHIP AVAILABLE

LUNCH 2 - ONE SPONSORSHIP AVAILABLE

SPONSOR A LUNCH FOR CONFERENCE DELEGATES AND RECEIVE:

- o CORPORATE IDENTIFICATION AND SPONSORSHIP ACKNOWLEDGEMENT IN ALL CONFERENCE LITERATURE AND EVENT MARKETING MATERIAL (INCLUDING WEB)
- o ACKNOWLEDGEMENT OF LUNCH SPONSORSHIP DURING FULL PLENARY SESSION
- o WELCOME TO DELEGATES AT LUNCH
- o PROMINENT SIGNAGE DISPLAYED DURING MEAL
- o CORPORATE PROMOTIONAL PIECE IN REGISTRATION KIT
- o TWO (2) FULL CONFERENCE REGISTRATIONS
- o FREE EXHIBIT BOOTH

\$5,000

“ADOPT A SPEAKER” – SILVER LEVEL

10 available

CONTRIBUTE TO TRAVEL, HONORARIUM, AND ACCOMMODATION COSTS FOR A SPEAKER AND RECEIVE:

- o CORPORATE IDENTIFICATION AND SPONSORSHIP ACKNOWLEDGEMENT IN ALL CONFERENCE LITERATURE AND EVENT MARKETING MATERIAL (INCLUDING WEB)
- o ACKNOWLEDGEMENT OF SPONSORSHIP DURING SESSION
- o CORPORATE PROMOTIONAL PIECE IN REGISTRATION KIT
- o TWO (2) FULL CONFERENCE REGISTRATIONS
- o FREE EXHIBIT BOOTH

\$5,000

BREAKFAST PARTNERS –BRONZE LEVEL

Breakfast 1 One sponsorship available

Breakfast 2 One sponsorship available

SPONSOR A BREAKFAST FOR CONFERENCE DELEGATES AND RECEIVE:

- o CORPORATE IDENTIFICATION AND SPONSORSHIP ACKNOWLEDGEMENT IN ALL CONFERENCE LITERATURE AND EVENT MARKETING MATERIAL (INCLUDING WEB)
- o ACKNOWLEDGEMENT OF BREAKFAST SPONSORSHIP DURING FULL PLENARY SESSION
- o PROMINENT COMPANY SIGNAGE DISPLAYED DURING MEAL
- o CORPORATE PROMOTIONAL PIECE IN REGISTRATION KIT
- o TWO (2) FULL CONFERENCE REGISTRATIONS
- o FREE EXHIBIT BOOTH

\$3,000

NETWORKING/REFRESHMENT BREAK PARTNERS

Refreshment Break AM One sponsorship available

Refreshment Break PM One sponsorship available

Refreshment Break AM One sponsorship available

SPONSOR A REFRESHMENT BREAK FOR DELEGATES AND RECEIVE:

- CORPORATE IDENTIFICATION AND SPONSORSHIP ACKNOWLEDGEMENT IN ALL CONFERENCE LITERATURE AND EVENT MARKETING MATERIAL (INCLUDING WEB)
- CORPORATE SIGNAGE DISPLAYED DURING NETWORKING/REFRESHMENT BREAKS
- ONE (1) FULL CONFERENCE REGISTRATION
- OPPORTUNITY TO SET UP AN EXHIBIT BOOTH AT A REDUCED COST OF \$300 (WILL INCLUDE A SECOND CONFERENCE REGISTRATION)

\$2,000

WORKSHOP PARTNER:

10 Available

BECOME A WORKSHOP PARTNER AND RECEIVE:

- CORPORATE IDENTIFICATION AND SPONSORSHIP ACKNOWLEDGEMENT IN ALL CONFERENCE LITERATURE AND EVENT MARKETING MATERIAL (INCLUDING WEB)
- ONE (1) FULL CONFERENCE REGISTRATION
- OPPORTUNITY TO SET UP AN EXHIBIT BOOTH AT A REDUCED COST OF \$300 (WILL INCLUDE A SECOND CONFERENCE REGISTRATION)

\$2,000

FRIEND OF THE CONFERENCE:

BECOME A FRIEND OF THE CONFERENCE AND RECEIVE:

- CORPORATE IDENTIFICATION AND SPONSORSHIP ACKNOWLEDGEMENT IN ALL CONFERENCE LITERATURE AND EVENT MARKETING MATERIAL (INCLUDING WEB)

\$Your donation

