

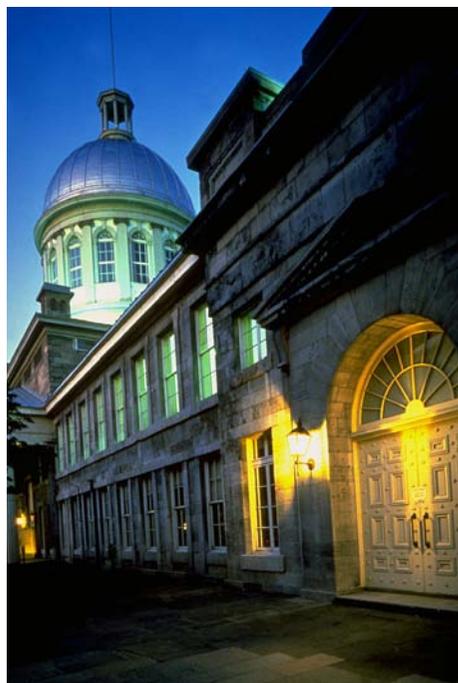


SUSTAINABLE  
FORESTRY  
INITIATIVE  
SFI-00001

# sponsorship prospectus

2014 SFI Annual Conference | Montréal, Quebec, Canada

M  ntréal



SFI Annual Conference sponsorship is a unique opportunity to demonstrate your organization's commitment to responsible forest management and procurement. It's your chance to send a strong statement about your values and your support for forest certification and the SFI program. Sponsorship ensures the Annual Conference continues to deliver key speakers, panelists, and sessions offering engaging discussions and valuable networking opportunities. Now is your time to stand for future forests and get involved.

**Questions?**

**Contact Amy Doty | [amy.doty@sfiprogram.org](mailto:amy.doty@sfiprogram.org) | 202-596-3458**

# platinum level

\$10,000



## GO ZERO

**Make the SFI Annual Conference a carbon neutral event. The Go Zero sponsorship reduces the carbon footprint of the conference through The Conservation Fund's Go Zero program.**

- Sponsor receives prominent event signage and a framed certificate from The Conservation Fund.
- Two complimentary conference registrations
- Full page 4-colour ad in the Program
- 1 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 on site conference materials and on site signage, including: Logo on Conference Website, Collateral Materials and SFI in Brief
- Organization write-up in conference materials
- On Site Signage
- Pre- and post-conference participant roster and email addresses

## ANNUAL CONFERENCE GALA

**The main social event at the SFI Annual Conference which is always well attended, entertaining and fun.**

- Sponsor receives prominent event signage and verbal recognition
- Two complimentary conference registrations
- Full page 4-colour ad in the Program
- 1 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 on site conference materials and on site signage, including: Logo on Conference Website, Collateral Materials and SFI in Brief
- Organization write-up in conference materials
- On Site Signage
- Pre- and post-conference participant roster and email addresses

## PRESIDENT'S RECEPTION

**Kick-off the SFI Conference at the premier networking reception in the Exhibit Hall.**

- Sponsor receives prominent event signage and verbal recognition
- Two complimentary conference registrations
- Full page 4-colour ad in the Program
- 1 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 on site conference materials and on site signage, including: Logo on Conference Website, Collateral Materials and SFI in Brief
- Organization write-up in conference materials
- On Site Signage
- Pre- and post-conference participant roster and email addresses

## FRENCH TRANSLATION SERVICES

**SFI conference materials and collateral will be translated into French for our French Canadian participants. Simultaneous French translation will also be offered.**

- Sponsor receives prominent event signage and verbal recognition
- Two complimentary conference registrations
- Full page 4-colour ad in the Program
- 1 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 on site conference materials and on site signage, including: Logo on Conference Website, Collateral Materials and SFI in Brief
- Organization write-up in conference materials
- On Site Signage
- Pre- and post-conference participant roster and email addresses

# gold level

\$7,000

## AWARDS LUNCHEON

SFI Award Winners will be announced.

- One complimentary conference registration
- 1/4 page 4 colour ad in the program
- Six-foot table top exhibit
- Sponsorship designation in pre and on site conference materials and on site signage, including: Logo on Conference Website, Collateral Materials and SFI in Brief
- On Site Signage and verbal recognition
- Organization write-up in conference materials
- Pre- and post-conference participant roster and email addresses



## CONFERENCE GIVEAWAY

Each recipient receives a giveaway with SFI logo

- One complimentary conference registration
- 1/4 page 4 colour ad in the program
- Six-foot table top exhibit
- Sponsorship designation in pre and on site conference materials and on site signage, including: Logo on Conference Website, Collateral Materials and SFI in Brief
- On Site Signage and verbal recognition
- Organization write-up in conference materials
- Pre- and post-conference participant roster and email addresses



## HOSPITALITY SUITE

Sponsorship includes a stocked Hospitality suite for conference attendees on Tuesday and Wednesday night. Get your Party On!

- One complimentary conference registration
- 1/4 page 4 colour ad in the program
- Six-foot table top exhibit
- Sponsorship designation in pre and on site conference materials and on site signage, including: Logo on Conference Website, Collateral Materials and SFI in Brief
- On Site Signage and verbal recognition
- Organization write-up in conference materials
- Pre- and post-conference participant roster and email addresses

## HOTEL KEY CARDS

A specially designed hotel key card each registrant will receive upon check-in.

- One complimentary conference registration
- 1/4 page 4 colour ad in the program
- Six-foot table top exhibit
- Sponsorship designation in pre and on site conference materials and on site signage, including: Logo on Conference Website, Collateral Materials and SFI in Brief
- Organization write-up in conference materials
- On Site Signage and verbal recognition
- Pre- and post-conference participant roster and email addresses

## PROGRAM MATERIALS

Your company's logo on SFI Annual Conference collateral materials.

- One complimentary conference registration
- 1/4 page 4 colour ad in the program
- Six-foot table top exhibit
- Sponsorship designation in pre and on site conference materials and on site signage, including: Logo on Conference Website, Materials and SFI in Brief
- Organization write-up in conference materials
- Pre- and post-conference participant roster and email addresses

# silver level

\$4,500

## WEDNESDAY CONTINENTAL BREAKFAST

A hot buffet breakfast for all registrants in the Exhibit Hall

- One conference registration at 50%
- 1/4 page 4 colour ad in the program
- Six-foot table top exhibit
- Sponsorship designation in pre and on site conference materials and on site signage, including: Logo on Conference Website, Collateral Materials and SFI in Brief
- Organization write-up in conference materials
- On Site Signage and verbal recognition
- Pre- and post-conference participant roster and email addresses

## TUESDAY BUSINESS MEETINGS LUNCHEON

A buffet luncheon for all business meeting attendees in the Exhibit Hall.

- One conference registration at 50%
- 1/4 page 4 colour ad in the program
- Six-foot table top exhibit
- Sponsorship designation in pre and on site conference materials and on site signage, including: Logo on Conference Website, Collateral Materials and SFI in Brief
- Organization write-up in conference materials
- On Site Signage and verbal recognition
- Pre- and post-conference participant roster and email addresses

## THURSDAY LUNCHEON

A casual lunch at the close of the conference

- Sponsor receives the option to provide a piece of literature on event tables.
- One conference registration at 50%
- 1/4 page 4 colour ad in the program
- Six-foot table top exhibit
- Sponsorship designation in pre and on site conference materials and on site signage, including: Logo on Conference Website, Collateral Materials and SFI in Brief
- Organization write-up in conference materials
- On Site Signage and verbal recognition
- Pre- and post-conference participant roster and email addresses

## THURSDAY NETWORKING BREAKFAST

A hot buffet breakfast for all registrants

- Sponsor receives the option to provide a piece of literature on event tables.
- One conference registration at 50%
- 1/4 page 4 colour ad in the program
- Six-foot table top exhibit
- Sponsorship designation in pre and on site conference materials and on site signage, including: Logo on Conference Website, Collateral Materials and SFI in Brief
- Organization write-up in conference materials
- On Site Signage and verbal recognition
- Pre- and post-conference participant roster and email addresses



## ALL CONFERENCE COFFEE BREAKS

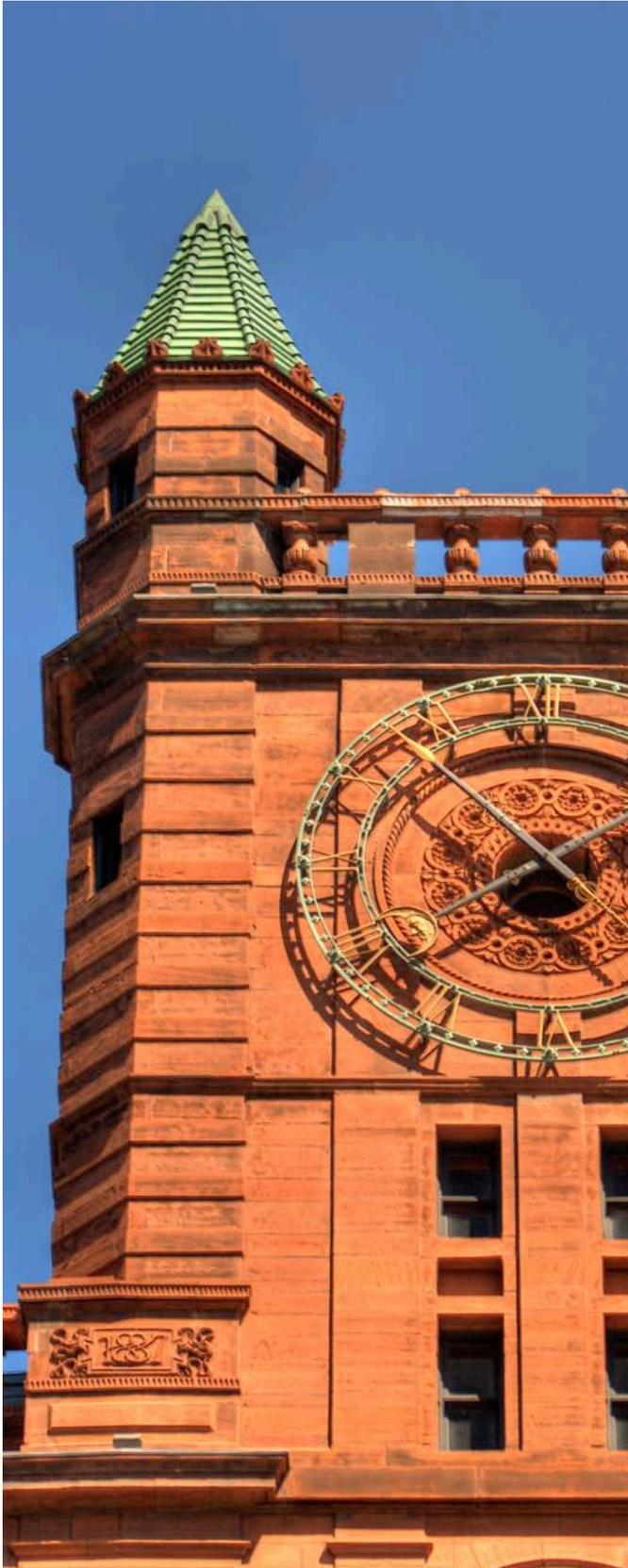
Coffee breaks each day, served in the Exhibit Hall

- One conference registration at 50%
- 1/4 page 4 colour ad in the program
- Six-foot table top exhibit
- Sponsorship designation in pre and on site conference materials and on site signage, including: Logo on Conference Website, Collateral Materials and SFI in Brief
- Organization write-up in conference materials
- On Site Signage and verbal recognition
- Pre- and post-conference participant roster and email addresses



# silver level

\$4,500



## GENERAL SESSION SPONSOR

Multiple general sessions available for sponsorship

- One conference registration at 50%
- 1/4 page 4 colour ad in the program
- Six-foot table top exhibit
- Sponsorship designation in pre and on site conference materials and on site signage, including: Logo on Conference Website, Collateral Materials and SFI in Brief
- Organization write-up in conference materials
- On Site Signage and verbal recognition
- Pre- and post-conference participant roster and email addresses

## NAME BADGE LANYARDS

Your company's logo or name on each registrants name badge lanyard

- One conference registration at 50%
- 1/4 page 4 colour ad in the program
- Six-foot table top exhibit
- Sponsorship designation in pre and on site conference materials and on site signage, including: Logo on Conference Website, Collateral Materials and SFI in Brief
- Organization write-up in conference materials
- On Site Signage and verbal recognition
- Pre- and post-conference participant roster and email addresses



## FREE WI-FI

Get Connected and support free Wi-Fi access for all conference attendees

- Internet homepage redirection to your site
- One conference registration at 50%
- 1/4 page 4 colour ad in the program
- Six-foot table top exhibit
- Sponsorship designation in pre and on site conference materials and on site signage, including: Logo on Conference Website, Collateral Materials and SFI in Brief
- Organization write-up in conference materials
- On Site Signage and verbal recognition
- Pre- and post-conference participant roster and email addresses

# bronze level

\$1,500

## SPONSOR STUDENT PARTICIPATION \*

Support conference attendance for local undergraduate and graduate students' enrolled in forestry or natural resource programs.

- Dinner on Tuesday for sponsor representatives and students
- Option to be seated with students at the Award Luncheon
- Logo in an ad in the Conference program
- Sponsorship designation in pre and on site conference materials and on site signage, including: Logo on Conference Website, Collateral Materials and SFI in Brief
- Organization write-up in conference materials
- On Site Signage and verbal recognition
- Pre- and post-conference participant roster and email addresses

\* 1,500 per student or support 4 students for \$5,000

## CONSERVATION AND COMMUNITY

This discounted sponsorship is intended for non-profit organizations to promote their presence at the SFI Conference

- One complimentary conference registration
- Logo in an ad in the Conference program
- Six-foot table top exhibit
- Sponsorship designation in pre and on site conference materials and on site signage, including: Logo on Conference Website, Collateral Materials and SFI in Brief
- Organization write-up in conference materials
- On Site Signage and verbal recognition
- Pre- and post-conference participant roster and email addresses

## REGISTRATION LITERATURE DROP

- Place a single piece of your organization's promotional material in conference delegate materials packet.

## PROGRAM AD

- 1/4 page 4 colour ad in the program



# sponsor benefits overview

\*\*SFI Program Participants (includes all SFI certificate holders, program participants, External Review Panel, SICs, SFI Inc. Board of Directors) receive a 10% discount on any sponsorship.

Sponsorship Opportunities	Cost**	Conference Registration	Prominent Signage and Recognition	Exhibit	Logo and Write-up on Website and Conference Materials	Colour Ad	Literature in Registration Materials
Go Zero	\$10,000	2 Free	✓	Table Top or Free Standing	✓	Full Page	✓
Annual Conference Gala	\$10,000	2 Free	✓	Table Top or Free Standing	✓	Full Page	✓
French Translation Services	\$10,000	2 Free	✓	Table Top or Free Standing	✓	Full Page	✓
President's Reception	\$10,000	2 Free	✓	Table Top or Free Standing	✓	Full Page	✓
<del>Awards Luncheon</del>	<del>\$7,000</del>	<del>1 Free</del>	<del>✓</del>	<del>Table Top</del>	<del>✓</del>	<del>1/4 Page</del>	
Program Materials	\$7,000	1 Free	✓	Table Top	✓	1/4 Page	
Conference Giveaway	\$7,000	1 Free	✓	Table Top	✓	1/4 Page	
Hotel Key Cards	\$7,000	1 Free	✓	Table Top	✓	1/4 Page	
Hospitality Suite	\$7,000	1 Free	✓	Table Top	✓	1/4 Page	
<del>Thursday Networking Breakfast</del>	<del>\$4,500</del>	<del>50% off</del>	<del>✓</del>	<del>Table Top</del>	<del>✓</del>	<del>1/4 Page</del>	<del>on event table</del>
Tuesday Business Meetings Luncheon	\$4,500	50% off	✓	Table Top	✓	1/4 Page	on event table
Wednesday Continental Breakfast	\$4,500	50% off	✓	Table Top	✓	1/4 Page	
<del>All Conference Coffee Breaks</del>	<del>\$4,500</del>	<del>50% off</del>	<del>✓</del>	<del>Table Top</del>	<del>✓</del>	<del>1/4 Page</del>	
General Session Topic	\$4,500	50% off	✓	Table Top	✓	1/4 Page	
<del>Name Badge Lanyards</del>	<del>\$4,500</del>	<del>50% off</del>	<del>✓</del>	<del>Table Top</del>	<del>✓</del>	<del>1/4 Page</del>	
Free WiFi	\$4,500	50% off	✓	Table Top	✓	1/4 Page	
Thursday Lunch	\$4,500	50% off	✓	Table Top	✓	1/4 Page	on event table
Sponsor Student Participation	\$1,500*	—	✓	—	✓	1/4 Page	
Conservation and Community	\$1,500	1 Free	✓	Table Top	✓	1/4 Page	
Registration Literature Drop	\$1,500	—	✓	—	—	1/4 Page	✓
Program Ad	\$1,500	—	✓	—	—	1/4 Page	
Other/General Support	\$250*	—	✓	—	✓	1/4 Page	

\*minimum support level

# application for sponsorship

**I/We would like to become a sponsor of the 2014 SFI Annual Conference**

Contact Name:.....

Title:.....

Organization:.....

Address:.....

Phone:.....

Fax:.....

Email:.....

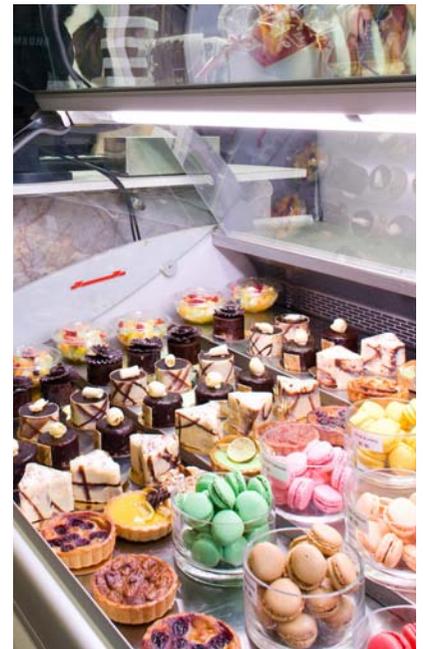
## The sponsorship opportunity we would like is:

- |  |                    |
|--|--------------------|
| <input type="checkbox"/> Go Zero.....  | \$10,000           |
| <input type="checkbox"/> Annual Conference Gala.....   | \$10,000           |
| <input type="checkbox"/> French Translation Services.....  | \$10,000           |
| <input type="checkbox"/> President's Reception.....  | \$10,000           |
| <input type="checkbox"/> Program Materials.....  | \$7,000            |
| <del><input type="checkbox"/> Awards Luncheon.....</del>   | <del>\$7,000</del> |
| <input type="checkbox"/> Conference Giveaway.....  | \$7,000            |
| <input type="checkbox"/> Hospitality Suite.....  | \$7,000            |
| <input type="checkbox"/> Hotel Key Cards.....  | \$7,000            |
| <del><input type="checkbox"/> Thursday Networking Breakfast.....</del>                               | <del>\$4,500</del> |
| <input type="checkbox"/> Tuesday Business Meetings Luncheon.....                                     | \$4,500            |
| <input type="checkbox"/> Wednesday Continental Breakfast.....  | \$4,500            |
| <del><input type="checkbox"/> All Conference Coffee Breaks.....</del>                                | <del>\$4,500</del> |
| <input type="checkbox"/> Thursday Lunch.....   | \$4,500            |
| <input type="checkbox"/> General Session Sponsor.....  | \$4,500            |
| <input type="checkbox"/> Free Wi-Fi.....   | \$4,500            |
| <del><input type="checkbox"/> Name Badge Lanyards.....</del>   | <del>\$4,500</del> |
| <input type="checkbox"/> Sponsor Student Participation ( <i>min \$1,500, or 4 for \$5,000</i> )..... | \$1,500            |
| <input type="checkbox"/> Conservation and Community.....   | \$1,500            |
| <input type="checkbox"/> Registration Literature Drop.....   | \$1,500            |
| <input type="checkbox"/> Program Ad.....   | \$1,500            |
| <input type="checkbox"/> Other/General Support (Min \$250).....                                      | \$250              |

SFI Program Participants (includes all SFI certificate holders, program participants, External Review Panel, SICs, SFI Inc. Board of Directors) receive a 10% discount on any sponsorship.

Please Scan and Email Completed application form to:

**Amy Doty - SFI Conference Leader**  
**Email: [amy.doty@sfiprogram.org](mailto:amy.doty@sfiprogram.org)**  
**Phone: 202-596-3458**





**See you there!**



SUSTAINABLE FORESTRY INITIATIVE

SFI-00001

[www.sfiprogram.org](http://www.sfiprogram.org)