

NIAGARA

SUSTAINABILITY INITIATIVE



Sponsorship Package



Dear Prospective Sponsor,

Niagara Sustainability Initiative is a non-profit social enterprise focused on improving environmental and economic sustainability in the Region of Niagara. The main vehicle in achieving this goal is our flagship program, the Carbon Project. Members of the Carbon Project are provided with the tools, resources, network and expertise to support sustainability strategies with public recognition and progress reported throughout. Through NSI's proven approach at engaging organizations in setting and achieving carbon reduction targets, members are able to minimize their environmental impact while improving their financial bottom line: a two-fold accomplishment.

NSI further supports this process by hosting a comprehensive and educational season of events. The events season is comprised of approximately seven breakfast meetings - which take the form of either an educational forum or a technical workshop. Our events bring together member organizations, experts, and engaged community members in a collaborative setting to share best practices in sustainability while providing valuable networking opportunities. Attendance varies between 50 and 80 attendees depending on the event topic. To wrap-up our events season, we host an Annual Evening of Recognition, bringing in over 250 registrants, to celebrate the success and progress of Carbon Project members. This annual event features the release of our Annual Report, a short speaking portion, an awards ceremony and refreshments.

NSI's Event Season would not be possible without the financial support of local organizations. We've revised our sponsorship package to include five simple levels, each with the potential to be customized. Sponsorship ranges between \$500 and \$10 000 annually with incremental recognition at each level. We hope that you see this opportunity as a way to invest in the Niagara community and support the shaping of a sustainable future.

Included are details on how your organization can get involved as a sponsor. You are encouraged to take a moment to review the details of this package and consider how your organization could benefit from sponsoring Niagara Sustainability Initiative.

Kind Regards,

Tikvah Mindorff, Executive Director

Featured Events



Livable and Sustainable Cities

In September, President of World Wildlife Fund and former Mayor of Toronto David Miller spoke at our first event of the season, "Livable and Sustainable Cities". Under his leadership, Toronto became widely admired internationally for its environmental leadership, economic strength and social integration. He is a leading advocate for the creation of sustainable urban economies, and a strong and forceful champion for the next generation of jobs through sustainability. David spoke to the importance of transportation in livable cities and this trendsetting theme continued throughout the year at a number of other public events in Niagara.



The Niagara Energy Summit

The Niagara Energy Summit debuted this year at the Niagara Casinos. With over 250 attendees, 11 speakers, 25 booths and more than three media groups at the event, it promises to bring Niagara together year after year to get hands-on experience about reducing your environmental footprint. Notable sustainability expert Bob Willard, the Independent Electricity Systems Operator, Walker Environmental and Horizon Utilities showed their support in more ways than one as both a sponsor, speaker and participant.

NSI'S STORY

Founded in **2010**  **23** Carbon Project MEMBERS public and private sector
9 Board of Directors  Brock University
Niagara College
Fallsview Casino
Quartek Group
9 Ambassadors  + more 

100+ VOLUNTEERS 

Event Season Breakdown

AMOUNT: Approx. 7 breakfast events from September-May

TYPE: Combination of educational forums and technical workshops

ATTENDANCE: 50-80 (regular event season)
250+ (Annual Evening of Recognition in May)

ATTENDEES: Members, interested groups, community partners, and expert speakers.

Sponsorship Levels

Bronze \$500

Recognition in Annual Report (print and online)
 2 complimentary event passes to each event (\$640 value)
 Recognition at monthly events on slide deck and sponsor board (logo only)
 Website recognition (1 year)
 Recognition in monthly e-newsletter

Silver \$1500

Recognition in Annual Report (print and online)
 4 complimentary event passes to each event (\$1280 value)
 Recognition at monthly events on slide deck and sponsor board (logo only)
 Website recognition (1 year)
 Recognition in monthly e-newsletter and special thank-you note upon sponsorship contract
 Personalized letter of thanks

Gold \$3000

Recognition in Annual Report (print and online)
 6 complimentary event passes to each event (\$1920 value)
 Recognition at monthly events on slide deck and sponsor board
 Website recognition (1 year)
 Recognition in monthly e-newsletter and special thank-you note upon sponsorship contract
 Personalized letter of thanks
 Certificate of Recognition

Diamond \$5000

Recognition in Annual Report (print and online)
 8 complimentary event passes to each event (\$2560 value)
 Recognition at monthly events on slide deck and sponsor board
 Website recognition (1 year)
 Recognition in monthly e-newsletter and special thank-you note upon sponsorship contract
 Personalized letter of thanks on NSI letterhead
 Certificate of Recognition
 Speaking opportunity at event of your choosing (ie. introduce guest speakers; awards ceremony; moderate speaking panel)
 Personalized in-office workshop

Platinum \$10 000

Recognition in Annual Report (print and online)
 8 complimentary event passes to each event (\$2560 value)
 Recognition at monthly events as presenting sponsor on slide deck and sponsor board
 Website recognition as presenting sponsor(1 year)
 Recognition in monthly e-newsletter as presenting sponsor and special thank-you note upon sponsorship contract
 Personalized letter of thanks on NSI letterhead
 Certificate of Recognition as presenting sponsor
 3 Speaking opportunity at event of your choosing (ie. introduce guest speakers; awards ceremony; moderate speaking panel)
 Personalized in-office workshop
 Corporate Presentation of Annual Report on Sponsorship Impact

Sponsorship Level	Personal Workshop	Speaking Opportunity	Certificate of Recognition	Letter of Thanks	Annual Report (1 year)	Event Pass	Recognition at Monthly Events	Web Recognition (1 year)	Recognition on Monthly E-Newsletter
Platinum	X	X (3)	X	X	X	8	X Presenting Sponsor	X Presenting Sponsor	X Presenting Sponsor
Diamond	X	X	X	X	X	8	X	X	X
Gold			X	X	X	6	X	X	X
Silver				X	X	4	X (logo only)	X (logo only)	X (logo only)
Bronze					X	2	X (logo only)	X (logo only)	X (logo only)