



POLLUTION PROBE
CONFERENCE
& GALA

2022
SPONSORSHIP
OPPORTUNITIES



DON'T STOP THINKING ABOUT TOMORROW: Greening Canada In An Uncertain World

Pollution Probe's annual gala is a prominent networking event for environmental professionals. While the COVID-19 pandemic continues to evolve, we are excited to welcome everyone back to this in-person event, where health and safety measures will be in place to ensure a safe gathering.

Canada is an international leader in research, technology, and environmental sustainability. As the country moves towards a net-zero, circular economy, exciting progress has been made to transition to a green future. Innovative partnerships and diverse perspectives are critical to furthering this progress in a rapidly-changing world. How can we position ourselves for continued success in building resilient, equitable systems for Canada in the global green economy? As a country, we must take this opportunity to build upon our environmental successes by prioritizing adaptive strategies and supporting collaborative, multi-sectoral conversations to ensure a resilient, greener tomorrow.

Join us for an evening of reflection on environmental achievements, ongoing challenges, and what needs to be done to keep environmental issues at the forefront of everyone's agendas.

2022 Conference & Gala at a Glance

When	Tuesday, November 22, 2022
Where	Bram & Bluma Appel Salon, Toronto Reference Library
2:00 p.m.	Conference
5:00 p.m.	Networking
7:00 p.m.	Dinner, Keynote & Award Presentation

Contact Us:

Email	gala@pollutionprobe.org
Phone	416-926-1907



PROGRAMMING

I. Conference

In Canada and abroad there are numerous examples of progress being made on issues such as climate change, clean energy, transportation decarbonization, and plastic pollution. Governments around the world are setting and supporting aggressive greenhouse gas reduction targets, electric vehicle adoption is growing at a rapid pace, and plastic pollution is starting to be meaningfully addressed.

Despite this progress, significant challenges remain. Additionally, we live in a period of disruption and rapid change. We need to be responsive to these changes to ensure sustained momentum. For example, at the onset of the global pandemic, transportation emissions initially plummeted due to lockdowns. However, subsequent trends, such as the avoidance of public transit and increases in car ownership in Canadian cities, began to erode those early environmental gains. Some authorities harnessed opportunities presented by the pandemic to lock-in positive outcomes such as the increased use of active transportation and teleworking. To appropriately respond in today's rapidly changing world we need to continually assess our environmental strategies and approaches to decision-making in the context of emerging challenges and opportunities.

The purpose of Pollution Probe's 2022 Conference and Gala is to explore how Canada can address emerging challenges and leverage opportunities for continued environmental gain. To kick things off, participants will hear from a panel of recognized experts in areas such as clean energy, transportation decarbonization, climate and ecology, circular economy, and society and politics. The focus of these brief presentations will be on how we can continue to make progress on environmental priorities despite disruptions such as the global pandemic, geopolitical instability, the polarization of social and environmental issues, and the growing prevalence of misinformation.

Following the panel discussion, breakout groups will explore how to incorporate flexibility into environmental decision-making so that gains can continue to be realized even in the face of unforeseeable disruptions. We will then collectively explore ways to accelerate progress towards clean air, clean water and a healthy planet. Key findings and outcomes will be shared with participants and our broader network and will be used by Pollution Probe to inform areas for near-term action and engagement. We look forward to having you join us!



II. Pollution Probe Award

A highlight of our annual gala is the Pollution Probe Award, which celebrates the extraordinary achievements of individuals or organizations working toward positive, tangible environmental change.

Past winners:

2021



Naila Moloo

Nanotechnology Innovator & Writer

2020



Larissa Crawford

Founder and Managing Director, Future Ancestors Services

2019



Autumn Peltier

Anishinabek Nation Chief Water Commissioner

- 2019** The Right Honourable M. Brian Mulroney, 18th Prime Minister of Canada
- 2018** Ocean Wise, represented by Dr. John Nightingale, President and CEO
- 2017** Carbicrete, represented by Chris Stern and Dr. Mehrdad Mahoutian, Co-Founders
- 2016** Nivatha Balendra, McGill University and Eden Full Goh, SunSaluter
- 2015** Medicine Hat, represented by Jaime Rogers, Manager, MHCHS
- 2014** Dokis First Nation, represented by Chief Denise Restoule
- 2013** Colonel Chris Hadfield, Astronaut & former Commander of the International Space Station
- 2012** Jeffrey Simpson, Renowned author, journalist and columnist
- 2011** His Excellency the Right Honourable David Johnston, Governor General of Canada

III. Networking

After the conference concludes, we invite you to attend our Networking Reception where you'll have the opportunity to mingle with fellow attendees after an afternoon of thought-provoking and insightful discussions.








SPONSORSHIP LEVELS

The 2022 Conference and Gala returns to in-person and we are excited to invite you to support Pollution Probe and our future work through event sponsorship.

The following pages outline the various opportunities for recognition and benefits.

If the needs of your organization are not represented here, please contact us. We will be more than happy to tailor an option to suit your needs.

	Presenting Sponsor.....	SOLD
	Conference Sponsor.....	Please Contact
	Platinum Sponsor.....	\$15,000
	Gold Sponsor.....	\$10,000
	Silver Sponsor.....	\$5,000

Tickets.....Page 10

Sponsor Levels Overview.....Page 11



PRESENTING SPONSOR



Please Contact Us (one available)

AT THE EVENT

- Table of 8 at the Gala
- Entry for 4 attendees at the Conference
- Logo placement on the welcome screen (at the Gala)
- Logo placement on sponsor recognition slides
- Special recognition by emcee
- Opportunity to address the audience during the Gala or present the Pollution Probe Award
- Logo placement on the Digital Conference Agenda on the Pollution Probe website
- Opportunity to present sponsor video (max. 1 minute long) on event screens during Networking Reception

PRE/POST-EVENT RECOGNITION

- Top logo placement, with hotlink, in event email invitations and promotions
- Top logo placement, with hotlink, on event webpage
- Acknowledgement and mentions on Pollution Probe Social Media channels
- Recognition in Pollution Probe's E-Newsletter and Annual Report
- Top logo placement in the 2023 Pollution Probe Gala Sponsorship Package
- Rights to use Pollution Probe and Gala marks in relation to the event for one year
- Opportunity to embed (max. 1 minute long) Conference and Gala sponsor video on Pollution Probe's Gala webpage for one year
- Opportunity for a presentation to your organization, or an exclusive webinar, with a senior Pollution Probe associate on a mutually agreed upon topic.



CONFERENCE SPONSOR



Please Contact Us (one available)

AT THE EVENT

- Table of 8 at the Gala
- Entry for 4 attendees at the Conference
- Logo placement on the welcome screen (at Conference)
- Logo placement on sponsor recognition slides
- Special recognition by moderator
- Opportunity to address the audience during the Conference
- Logo placement on the Digital Conference Agenda on the Pollution Probe website
- Opportunity to present sponsor video (max. 1 minute long) on event screens during Networking Reception

PRE/POST-EVENT RECOGNITION

- Logo placement, with hotlink, in event email invitations and promotions
- Logo placement, with hotlink, on event webpage
- Acknowledgement and mentions on Pollution Probe Social Media channels
- Recognition in Pollution Probe's E-Newsletter and Annual Report
- Logo placement in the 2023 Pollution Probe Gala Sponsorship Package
- Rights to use Pollution Probe and Gala marks in relation to the event for one year
- Opportunity to embed (max. 1 minute long) Conference and Gala sponsor video on Pollution Probe's Gala webpage for one year
- Opportunity for a presentation to your organization, or an exclusive webinar, with a senior Pollution Probe associate on a mutually agreed upon topic.



PLATINUM SPONSOR



\$15,000

AT THE EVENT

- Table of 8 at the Gala
- Entry for 3 attendees at the Conference
- Logo placement on sponsor recognition slides
- Special recognition by emcee
- Opportunity to present sponsor video (max. 1 minute long) on event screens during Networking Reception

PRE/POST-EVENT RECOGNITION

- Logo placement, with hotlink, in event email invitations and promotions
- Logo placement, with hotlink, on event webpage
- Acknowledgement and mentions on Pollution Probe Social Media channels
- Recognition in Pollution Probe's E-Newsletter and Annual Report
- Logo placement in the 2023 Pollution Probe Gala Sponsorship Package
- Rights to use Pollution Probe and Gala marks in relation to the event for one year
- Opportunity to embed (max. 1 minute long) Conference and Gala sponsor video on Pollution Probe's Gala webpage for one year



GOLD SPONSOR



\$10,000

AT THE EVENT

- Table of 8 at the Gala
- Entry for 2 attendees at the Conference
- Logo placement on sponsor recognition slides
- Special recognition by emcee
- Opportunity to present sponsor video (max. 1 minute long) on event screens during Networking Reception

PRE/POST-EVENT RECOGNITION

- Logo placement, with hotlink, in event email invitations and promotions
- Logo placement, with hotlink, on event webpage
- Acknowledgement and mentions on Pollution Probe Social Media channels
- Recognition in Pollution Probe's E-Newsletter and Annual Report
- Logo placement in the 2023 Pollution Probe Gala Sponsorship Package



SILVER SPONSOR



\$5,000

AT THE EVENT

- Table of 8 at the Gala
- Entry for 1 attendee at the Conference
- Logo placement on sponsor recognition slides

PRE/POST-EVENT RECOGNITION

- Logo placement in event email invitations and promotions
- Logo placement on event webpage
- Acknowledgement and mentions on Pollution Probe Social Media channels
- Recognition in Pollution Probe's E-Newsletter and Annual Report

TICKETS

Limited conference seats available!

Gala \$500*

- 1 entry to the Networking Reception and Dinner
- Recognition in Pollution Probe's Annual Report

Conference \$75

- 1 entry to the Conference only

Combo \$550

- 1 entry to the Conference, Networking Reception and Dinner
- Recognition in Pollution Probe's Annual Report

*Gala ticket discount may be available for Students, Environmental Non-Profits and Public Office Holders. Please contact for details.



SPONSOR LEVELS OVERVIEW



Presenting (Contact Us)	Conference (Contact Us)	Platinum \$15K	Gold \$10K	Silver \$5K
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AT THE EVENT

- Logo on welcome screen
- Logo on sponsor recognition slides
- Special recognition by emcee/moderator
- 1-min video during Networking Reception
- Opportunity to address the audience during Gala/Conference
- Opportunity to present award
- Logo on agenda, on Pollution Probe website

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PRE/POST EVENT RECOGNITION

- Logo and hotlink in event email invitations and promotions
- Logo and hotlink to corporate website on Gala webpage
- Acknowledgement and mentions on Social Media channels
- Recognition in Pollution Probe's E-Newsletter and Annual Report
- Logo in the 2023 Pollution Probe Gala Sponsorship Package
- Rights to use Pollution Probe Gala marks in relation to event for 1 year
- Opportunity to embed Conference and Gala sponsor video on Gala webpage for 1 year
- Opportunity for a presentation to your organization or an exclusive webinar with a senior Pollution Probe associate on an agreed upon topic

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THANK YOU TO OUR 2021 GALA SPONSORS

PRESENTING

THE
GEORGE AND HELEN VARI
FOUNDATION

CHAMPION



ADVOCATES



FRIENDS





About Pollution Probe

Pollution Probe is a Canadian charitable environmental organization founded in September 1969 by University of Toronto students and professors.

Over the past 5 decades, Pollution Probe has been at the forefront of progress on a range of environmental issues. Progress on many of these issues took decades of hard work to achieve.

We pursue environmental gains by working productively with governments, industry and the public, with a steadfast commitment to Clean Air, Clean Water, and a Healthy Planet.

We engage people as thinkers to nurture and act on areas of consensus. Our niche in the environmental movement lies in our systems approach, which embraces three principal drivers for progress:

TECHNOLOGY AND INNOVATION

RULEMAKING

BEHAVIOURAL CHANGE

Our Vision

Canada is a place where all people live, work, and prosper in harmony with a healthy environment.

Our Mission

To find substantive and enduring solutions to pressing environmental issues.

Our Values

We are non-partisan and non-ideological and operate as follows:

- Use sound science
- Engage in productive partnerships
- Foster and facilitate multi-stakeholder collaboration
- Listen respectfully and learn from others
- Seek solutions that are fair and equitable for all Canadians
- Maintain our independence in defending human health and the natural environment



**Please join the thousands of
Canadians committed to clean air,
clean water and a healthy planet.**



www.PollutionProbe.org/Gala

gala@pollutionprobe.org