PAST, PRESENT & FUTURE

Pollution Probe’s annual gala is the premier networking event of the year for environmental professionals. This year, we’re doing something extra special.

2019 marks 50 years of Pollution Probe

Back in 1969, a group of 240 university students and professors gathered to discuss the growing environmental concerns of the time. Their passion quickly turned into action as the group set their sights on campaigning to effect change on important local environmental issues, which included urging the Government of Canada to ban DDT, and campaigning for the clean-up of Toronto’s Don River.

Since then, Pollution Probe has worked tirelessly with partners, supporters and key stakeholders to stand up for clean air and clean water in Ontario and across Canada.

We would be delighted if you would join us in celebrating this special occasion, as we mark 50 years of leadership on environmental issues.

During this conference and gala dinner, we’ll reflect on the last 50 years of progress, discuss present concerns, and explore the next 50 years of advancing real environmental change.

We hope you can join us.
PROGRAMMING

1. Conference
Our celebration begins with the first ever Pollution Probe conference. To mark our 50th anniversary, the theme of the day will be: Past, Present and Future. There are several sponsorship opportunities available to our partners and supporters to help shape the agenda for the day of our very first conference.

2. Networking Reception & Silent Auction
After the conference concludes we invite you to attend our vibrant Networking Reception and Silent Auction, where you’ll be able to relax after a day of thought-provoking and insightful discussions.

3. Gala Dinner
We like to keep the evening light, giving guests time to network, network, network! The Gala Dinner portion of the evening allows plenty of time to network with leaders from business, government and civil society who are key influencers and decision-makers within the environment and sustainability conversation.

4. Pollution Probe Award
The Pollution Probe Award celebrates the extraordinary achievements of individuals or organizations working toward positive, tangible environmental change. Pictured: 2016 Generation Now Youth Innovators Nivatha Balendra and Eden Full Goh.
SPONSORSHIP LEVELS

We invite you to support Pollution Probe by being part of our 2019 Conference and Gala.

The following pages outline the many opportunities for recognition and benefits through event sponsorship, table and ticket purchases, and the donation of silent auction items.

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.

Conference Presenting Sponsor .......................... $50,000
Gala Presenting Sponsor ........................................ $50,000 SOLD
Networking Reception Sponsor ............................. $25,000
Dinner Sponsor .................................................. $25,000 SOLD
Dessert Bar Sponsor ............................................. $25,000
Advocate Sponsor ................................................ $15,000 SOLD
Student Group Sponsor .......................................... $15,000 SOLD
Friend Sponsor .................................................... $10,000 SOLD
Award Sponsor .................................................... $10,000 SOLD
Stage Sponsor ...................................................... $7,500 SOLD
Associate Sponsor .............................................. $6,500
Exhibit Sponsor .................................................. $5,000
Conference Coffee Break Sponsor ............................ $5,000 SOLD
Plenary or Panel Sponsor ....................................... $2,500 SOLD
CONFERENC
PRESENTING
SPONSOR

$50,000 (one available)

AT THE EVENT

• Exclusive sponsorship level branding rights at the Conference
• Opportunity to speak at the Conference
• Opportunity for up to six members of your organization to attend the Conference
• Two tables of eight at the Gala Dinner, front of room
• Invitation for your guests to attend the Networking Reception
• Top logo placement on all applicable signage
• Top logo placement on Conference agenda
• Special recognition by Gala emcee from the podium
• Opportunity to profile environmental initiatives during the Conference: up to six individual slides rotated consecutively
• Dedicated logo slide in event sponsor slideshow loop
• Company logo on your table sign

PRE/POST-EVENT RECOGNITION

• Opportunity for a consulting session from a senior Pollution Probe associate on a topic selected by the sponsor and Pollution Probe
• Top logo placement in event email invitations and promotions
• Top logo placement, with hotlink to corporate website, on Pollution Probe’s Gala 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 2020 Pollution Probe Gala Sponsorship Package
• Rights to use Pollution Probe and Gala marks in relation to the event for one year
• Brand activation opportunity for on-site product promotion, samples and/or gift bags
GALA PRESENTING SPONSOR

$50,000 SOLD

AT THE EVENT
- Exclusive sponsorship level branding rights at the evening Gala Dinner
- Opportunity to speak at the evening Gala Dinner
- Opportunity for up to six members of your organization to attend the Conference
- Two tables of eight at the Gala Dinner, front of room
- Invitation for your guests to attend the Networking Reception
- Top logo placement on all applicable signage
- Top logo placement in the dinner program
- Special recognition by Gala emcee from the podium
- Opportunity to profile environmental initiatives during the Networking Reception: up to six individual slides rotated consecutively
- Dedicated logo slide in event sponsor slideshow loop
- Company logo on your table sign

PRE/POST-EVENT RECOGNITION
- Opportunity for a consulting session from a senior Pollution Probe associate on a topic selected by the sponsor and Pollution Probe
- Top logo placement in event email invitations and promotions
- Top logo placement, with hotlink to corporate website, on Pollution Probe’s Gala 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 2020 Pollution Probe Gala Sponsorship Package
- Rights to use Pollution Probe and Gala marks in relation to the event for one year
- Brand activation opportunity for on-site product promotion, samples and/or gift bags
$25,000 (one available)

AT THE EVENT

- Sponsorship level branding rights at the bar & cocktail stations of the evening Networking Reception
- Opportunity for up to four members of your organisation to attend the Conference
- One table of eight at the Gala Dinner, priority placement
- Invitation for your guests to attend the Networking Reception
- Logo on all applicable signage
- Logo placement in the dinner program
- Special recognition by Gala emcee from the podium
- Opportunity to profile environmental initiatives during the Networking Reception: up to four individual slides rotated consecutively
- Dedicated logo slide in event sponsor slideshow loop
- Company logo on your table sign

PRE/POST-EVENT RECOGNITION

- Logo placement in event email invitations and promotions
- Logo placement, with hotlink to corporate website, on Pollution Probe’s Gala webpage
- Acknowledgement and mentions on Pollution Probe social media channels
- Recognition in Pollution Probe’s e-newsletter and Annual Report
- Logo placement in the 2020 Pollution Probe Gala Sponsorship Package
- Rights to use Pollution Probe and Gala marks in relation to the event for one year
- Brand activation opportunity for on-site product promotion, samples and/or gift bags
DINNER SPONSOR

$25,000
SOLD

AT THE EVENT

- Sponsorship level branding rights at the entrance to the evening Gala Dinner
- Opportunity for up to four members of your organisation to attend the Conference
- One table of eight at the Gala Dinner, priority placement
- Invitation for your guests to attend the Networking Reception
- Logo on all applicable signage
- Logo placement in the dinner program
- Special recognition by Gala emcee from the podium
- Opportunity to profile environmental initiatives during the Networking Reception: up to four individual slides rotated consecutively
- Dedicated logo slide in event sponsor slideshow loop
- Company logo on your table sign

PRE/POST-EVENT RECOGNITION

- Logo placement in event email invitations and promotions
- Logo placement, with hotlink to corporate website, on Pollution Probe’s Gala webpage
- Acknowledgement and mentions on Pollution Probe social media channels
- Recognition in Pollution Probe’s e-newsletter and Annual Report
- Logo placement in the 2020 Pollution Probe Gala Sponsorship Package
- Rights to use Pollution Probe and Gala marks in relation to the event for one year
- Brand activation opportunity for on-site product promotion, samples and/or gift bags
DESSERT BAR SPONSOR

$25,000 (one available)

**AT THE EVENT**
- Sponsorship level branding rights at the dessert tables
- Opportunity for up to four members of your organisation to attend the Conference
- One table of eight at the Gala Dinner, priority placement
- Invitation for your guests to attend the Networking Reception
- Logo on all applicable signage
- Logo placement in the dinner program
- Special recognition by Gala emcee from the podium
- Opportunity to profile environmental initiatives during the Networking Reception: up to four individual slides rotated consecutively
- Dedicated logo slide in event sponsor slideshow loop
- Company logo on your table sign

**PRE/POST-EVENT RECOGNITION**
- Logo placement in event email invitations and promotions
- Logo placement, with hotlink to corporate website, on Pollution Probe’s Gala webpage
- Acknowledgement and mentions on Pollution Probe social media channels
- Recognition in Pollution Probe’s e-newsletter and Annual Report
- Logo placement in the 2020 Pollution Probe Gala Sponsorship Package
- Rights to use Pollution Probe and Gala marks in relation to the event for one year
- Brand activation opportunity for on-site product promotion, samples and/or gift bags
$15,000 (four available)

**SOLD**

**AT THE EVENT**
- Opportunity for up to two members of your organisation to attend the Conference
- One table of eight at the Gala Dinner, preferred placement
- Invitation for your guests to attend the Networking Reception
- Logo on all applicable signage
- Logo placement in the dinner program
- Special recognition by Gala emcee from the podium
- Opportunity to profile environmental initiatives during the Networking Reception: up to two individual slides rotated consecutively
- Logo on event sponsor slideshow loop
- Company name on your table sign

**PRE/POST-EVENT RECOGNITION**
- Logo placement in event email invitations and promotions
- Logo placement, with hotlink to corporate website, on Pollution Probe’s Gala webpage
- Acknowledgement and mentions on Pollution Probe social media channels
- Recognition in Pollution Probe’s e-newsletter and Annual Report
- Logo placement in the 2020 Pollution Probe Gala Sponsorship Package
- Rights to use Pollution Probe and Gala marks in relation to the event for one year
STUDENT GROUP SPONSOR

$15,000 (one available)

SOLD

AT THE EVENT

- Opportunity for one member of your organisation to attend the Conference
- One table of eight at the Gala Dinner, preferred placement
- One table of eight donated to students, selected by Pollution Probe
- Invitation for your guests to attend the Networking Reception
- Logo placement in the dinner program
- Special recognition by Gala emcee from the podium
- Opportunity to profile environmental initiatives during the Networking Reception: one individual slide rotated consecutively
- Logo on event sponsor slideshow loop
- Company name on both your table signs

PRE/POST-EVENT RECOGNITION

- Logo placement in event email invitations and promotions
- Logo placement, with hotlink to corporate website, on Pollution Probe’s Gala webpage
- Acknowledgement and mentions on Pollution Probe social media channels
- Recognition in Pollution Probe’s e-newsletter and Annual Report
- Logo placement in the 2020 Pollution Probe Gala Sponsorship Package
- Rights to use Pollution Probe and Gala marks in relation to the event for one year

2019 SPONSORSHIP OPPORTUNITIES
FRIEND SPONSOR

$10,000 (four available)

SOLD

AT THE EVENT

• Opportunity for one member of your organisation to attend the conference
• One table of eight at the Gala Dinner
• Invitation for your guests to attend the Networking Reception
• Logo on all applicable signage
• Logo placement in the dinner program
• Special recognition by Gala emcee from the podium
• Logo on event sponsor slideshow loop
• Company name on your table sign

PRE/POST-EVENT RECOGNITION

• Logo placement in event email invitations and promotions
• Logo placement on Pollution Probe’s Gala webpage
• Acknowledgement and mentions on Pollution Probe social media channels
• Recognition in Pollution Probe’s e-newsletter and Annual Report
• Logo placement in the 2020 Pollution Probe Gala Sponsorship Package
AWARD SPONSOR

$10,000 (one available) SOLD

AT THE EVENT
- Two tickets to the Gala Dinner
- Opportunity to introduce the Pollution Probe Award Recipient
- Invitation for your guests to attend the Networking Reception
- Logo placement in the dinner program
- Special recognition by Gala emcee from the podium
- Logo on event sponsor slideshow loop

PRE/POST-EVENT RECOGNITION
- Logo placement in event email invitations and promotions
- Logo placement on Pollution Probe’s Gala webpage
- Acknowledgement and mentions on Pollution Probe social media channels
- Recognition in Pollution Probe’s e-newsletter and Annual Report
- Logo placement in the 2020 Pollution Probe Gala Sponsorship Package
STAGE SPONSOR

$7,500 (one available)

SOLD

AT THE EVENT

- Exclusive branding on stage
- One table of eight at the Gala Dinner
- Invitation for your guests to attend the Networking Reception
- Logo placement in the dinner program
- Name listed on event sponsor slideshow loop
- Company name on your table sign

PRE/POST-EVENT RECOGNITION

- Name listed in event email invitations and promotions
- Name listed on Pollution Probe’s Gala webpage
- Recognition in Pollution Probe’s e-newsletter and Annual Report
ASSOCIATE SPONSOR

$6,500

AT THE EVENT
- One table of eight at Gala Dinner
- Invitation for your guests to attend the Networking Reception
- Name listed in the dinner program
- Company name on table sign
- Name listed on event sponsor slideshow loop

PRE/POST-EVENT RECOGNITION
- Name listed in event email invitations and promotions
- Name listed on Pollution Probe’s Gala webpage
- Recognition in Pollution Probe’s e-newsletter and Annual Report
EXHIBIT SPONSOR

$5,000 (eight available)

AT THE EVENT
- Two tickets to the Gala Dinner
- Invitation for your guests to attend the Networking Reception
- Opportunity to exhibit in Exhibit Hall
- Dedicated signage at your exhibit

PRE/POST-EVENT RECOGNITION
- Name listed in event email invitations and promotions
- Logo placement on Pollution Probe’s Gala webpage
- Recognition in Pollution Probe’s e-newsletter and Annual Report
CONFERENCE COFFEE BREAK SPONSOR

$5,000 (one available)

SOLD

AT THE EVENT
- Two tickets to the Conference
- Signage recognition at the coffee break
- Logo recognition in event sponsor slideshow loop throughout the Conference

PRE/POST-EVENT RECOGNITION
- Name listed in event email invitations and promotions
- Logo placement on Pollution Probe’s Gala webpage
- Recognition in Pollution Probe’s e-newsletter and Annual Report
PLENARY OR PANEL SPONSOR

$2,500 (each)

**SOLD**

**AT THE EVENT**
- One ticket to the Conference
- Logo recognition during Plenary/ Panel

**PRE/POST-EVENT RECOGNITION**
- Logo placement on Pollution Probe’s Gala webpage
- Recognition in Pollution Probe’s e-newsletter and Annual Report
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ABOUT POLLUTION PROBE

Pollution Probe is a Canadian charitable environmental organization that is a leading agent of change at the intersection of communities, health and environment. Since 1969, we have been defining environmental problems through research, promoting understanding through education and pressing for practical solutions through advocacy.

OUR MISSION STATEMENT

Our Mission
We seek to improve the health and well-being of Canadians by advancing policy that achieves positive, tangible environmental change.

Our Vision
We aspire to be recognized as a leading source of information on environmental issues, to partner credibly with government and industry in developing environmental solutions, and to be a trusted voice on environmental policy.

Our Values

Inclusive:
We consider the interests of all those with a legitimate stake in an issue, and with them we seek opportunities to partner and to build coalitions of support for progressive policy.

Independent:
In all business activities, we work to maintain our capacity to act independently in representing the needs of the general public.

Non-Partisan:
We seek to work cooperatively with all levels of government and with all political parties to ensure that the environmental needs of current and future generations are addressed.

Results-Oriented:
We choose issues and engage in activities when we judge that we may reasonably expect tangible results that improve the environment from our participation.

Focused:
We undertake activities that are fundamentally directed at supporting and enabling policy change.

Evidence-Based:
We are led by science, basing our positions upon sound research and objective analysis, rather than ideological labels.

Learning:
We build our knowledge and capacity by constantly testing our assumptions and validating our impact by surveying our colleagues, by consulting experts and by maintaining an open mind when engaging stakeholders.

Innovative:
We always seek new and effective means of achieving our mission, adapting our approach to advocacy as issues emerge and the market evolves.
Please join thousands of committed Canadians who are helping to ensure that clean air and clean water remain high on the national agenda.