

# Sustainable Waterloo Region

## Sponsorship Package

2022

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## Who We Are

Sustainable Waterloo Region (SWR) is a social enterprise nonprofit dedicated to helping the Waterloo region and business community take action towards becoming more environmentally and economically sustainable. Our team is composed of passionate staff and volunteers working to support a just, prosperous, and low carbon Waterloo Region economy. Over 170 local businesses have either enrolled or are observing in one of our several sustainability programs or pledged to meet a sustainability target. Through our generous sponsors, we are able to continue hiring local students, offer members sustainability expertise and services, lead community projects, and hold events that bring together local leaders in business, academia, government, and non-profit to share and collaborate on sustainability practices.

## Our Reach

- 69, 471 Tonnes of GHG Emissions Reduced to date (CO2e)
- 52, 320 Employees of member programs
- 92 Regional Sustainability Initiative Program Members
- 42, 500+ online audience from 2019-2020

## Support SWR

SWR offers several ways to support environmental sustainability initiatives in Waterloo Region. Whether you are an individual member of the community or a local business, SWR offers partnerships with unique recognition benefits for in-kind, event, special project, and staffing sponsorship.

### SWR Community Support

Our individual community supporters are united in the fight for social, environmental, and economic justice. In return for your generous support, you will gain access to exclusive SWR promotional materials, events, and receive recognition for your commitment to environmental sustainability.

Recognition Offerings	Community Supporter \$1-\$100	Monthly Sustainer \$10 min/month	Community Leader \$500	Annual Community Champion \$1000+
Website	Name	Name Featured	Name Featured	Name Featured
Annual Report	Name Featured	Name Featured	Name Featured	Name Featured
Newsletter	Recieve it	Recieve it	Recieve it	Recieve it

<b>SWR Swag</b>	N/A	Receives	Receives	Receives
<b>Newsletter Announcement</b>	N/A	N/A	Announcement Feature	Announcement Feature
<b>Event Passes</b>	N/A	N/A	N/A	2 Annual Passes
<b>SWR Blog + Share on Social</b>	N/A	N/A	N/A	Featured Post Shared

## Sponsor SWR

Sponsorship provides an exciting and meaningful opportunity to be a part of the leadership this region is known for, in advancing environmental sustainability. We welcome several forms of corporate sponsorship including:

- **Event Sponsorship**
- **Staffing Sponsorship**
- **In-Kind Sponsorship**
- **Special Project Sponsorship**

The Fund Development team will work with you to choose sponsorship and recognition opportunities that are inspiring and meaningful. We truly value support from our local businesses and are open to collaborating on alternate recognition opportunities.

## Event Sponsorship

As an SWR event sponsor, your gift goes towards supporting all annual events for SWR. As a part of the Regional Sustainability Initiative, there are eight annual members-only events as well as one monthly peer-to-peer event. SWR typically holds three community events each year. Below you will find a brief outline of the regular planned events your brand would become associated with as well as the recognition offerings SWR provides in return for your support.

### Staple SWR Events

#### Members-Only Events

Sponsors are recognized at members-only events verbally before sessions begin and visually at the end of presentations. There are typically eight events for members, not including monthly peer-to-peer sessions. Below are examples of past members-only event themes.

Timing	Event Title	Attendees	Format
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February 2020	Integrating Green Building into Organizational Culture	17	In Person
March 2020	Carbon Cleanse Kickoff	15	In Person
October-Dec. 2020	Change Management Series (Five Sessions)	No Data	Virtual
March 2021	Water, Waste & GHG Target Setting	16	Virtual
June 2021	Food Systems & Climate Change	36	Virtual
April 2021	Eco-Anxiety Webinar	116	Virtual

### Community Events

There are typically three staple SWR community events held each year; 1) Evening of Recognition; 2) Keynote Speaker Session; and 3) Social, Environmental Justice Session. Below is a little more detail on what these events can look like.

#### Evening of Recognition

Our [Evening of Recognition](#), normally held around April or May, honours the amazing accomplishments of our members. Typically held in person, this event is designed to be social as well as celebratory, with awards presented to members for their dedication to sustainability. In recent pandemic years, the Evening of Recognition became a week-long affair with features on the Mike Farewell Show where we spoke with our program award winners, a virtual celebration and networking event, an installment at The Museum for our award winners, and hand delivery of awards. Not including radio participation, we engaged 480 community members in this event.

#### Keynote Speaker Session

Each year SWR hosts a public event where an external industry speaker is brought in to share and facilitate conversation around sustainability. In 2020, this event was held in December virtually over zoom, with 88 registrations. The keynote speaker was Chantale Despres, who spoke about the sustainability practices and goals of CN. In 2021, the scheduled keynote event will be held in November over zoom with Martha Hall Findlay of Suncor presenting.

#### Social, Environmental Justice Community Event

At least one community facing event each year at SWR is dedicated to covering topics related to environmental and social justice. In September of 2020, SWR held the "Future Ancestors: Anti-Racism & Sustainability in Waterloo Region: A Facilitated Discussion" event virtually over zoom. This presentation and discussion was facilitated by Larissa Crawford, Founder & Director of Future Ancestors Services Inc. In October of 2021, SWR held a similar virtual "Environmental

Racism Event” featuring Dr. Ingrid Waldron, Founder and ED of the ENRICH Project, which had over 80 participants and almost 150 registrants.

### Event Recognition Offerings

Recognition Offerings	Contributing Sponsor \$2,500	Supporting Sponsor \$5,000	Title Sponsor \$10,000+
SWR Website “Our Sponsors” page	Name Featured	Logo Featured	Prominent Logo Featured
Annual Report	Name Featured	Logo Featured	Prominent Logo Featured
Event Passes	5 Annual Passes	10 Annual Passes	15 Annual Passes
Event Emails	Name Featured	Logo Featured	Prominent Logo Featured
Event Slides	Name Featured	Logo Featured	Prominent Logo Featured
Event Registration Page	Name Featured	Name Featured	Prominent Logo Featured
Event Reception Presentation	N/A	Name Featured	Prominent Logo Featured
SWR Blog + Share on Socials	N/A	Post + Shared	Post + Shared
Tagged Event Posts	N/A	N/A	One per Event
Event Poster	N/A	N/A	Logo Featured
Shared Posts	N/A	N/A	Up to Three
VIP Invite to Event Reception	N/A	N/A	Offered
Other Recognition Opportunities	N/A	N/A	Option to Discuss

## In-Kind Sponsorship

Sponsorship of services and equipment is extremely valuable to SWR. For example, in-kind marketing helps SWR grow its brand awareness while in-kind laptop repairs allows us to keep our full time staff well equipped to do their important work.

Recognition Offerings	Contributing Sponsor \$5,000 in value	Supporting Sponsor \$10,000 in value	Title Sponsor \$15,000+ in value
SWR Website "Our Sponsors" page	Name Featured	Logo Featured	Prominent Logo Featured
Annual Report	Name Featured	Logo Featured	Prominent Logo Featured
SWR Newsletter Announcement	N/A	Logo Featured	Logo & Sponsor Spotlight
Other Recognition Opportunities	N/A	N/A	Option to Discuss

## Staffing Sponsorship

A large portion of SWR roles are filled by kind part-time volunteers. Sponsorship of full time co-op student and staff positions, directly supports and enables the work of SWR while providing valuable social nonprofit experience to local talent.

Recognition Offerings	4-Month Co-op \$10,000 in value	8-Month Co-op \$20,000 in value	1-Year Staff \$50,000+ in value
SWR Website "Our Sponsors" page	Name Featured	Logo Featured	Prominent Logo Featured
Annual Report	Name Featured	Logo Featured	Prominent Logo Featured
SWR Newsletter Announcement	N/A	Logo Featured	Logo & Sponsor Spotlight
Named Title	N/A	N/A	Named SWR Role
Event Passes	5 Annual Passes	10 Annual Passes	15 Annual Passes
SWR Blog + Share on Socials	N/A	Post + Shared	Post + Shared

<b>Shared Posts</b>	N/A	N/A	Up to three
<b>One Minute Spotlight Video</b>	N/A	N/A	Offered
<b>Other Recognition Opportunities</b>	N/A	N/A	Option to Discuss

## Special Project Sponsorship

Help SWR envision new opportunities to support environmental, social, and fiscal sustainability in Waterloo region by sponsoring a special project.

<b>Recognition Offerings</b>	<b>Sustaining Sponsor \$10,000</b>	<b>Leadership Sponsor \$15,000</b>	<b>Innovation Sponsor \$20,000+</b>
<b>SWR Website "Our Sponsors" page</b>	Name Featured	Logo Featured	Prominent Logo Featured
<b>SWR Newsletter Announcement</b>	Name Featured	Logo Featured	Logo & Sponsor Spotlight
<b>Annual Report</b>	Name Featured	Logo Featured	Prominent Logo Featured
<b>Event Passes</b>	5 Annual Passes	10 Annual Passes	15 Annual Passes
<b>SWR Blog + Share on Social</b>	N/A	Post + Shared	Post + Shared
<b>Shared Posts</b>	N/A	N/A	Up to three
<b>Press Release</b>	N/A	N/A	Offered
<b>One Minute Spotlight Video</b>	N/A	N/A	Offered
<b>VIP Invite to Event Reception</b>	N/A	N/A	Offered
<b>Other Recognition Opportunities</b>	N/A	N/A	Option to Discuss

# Sponsorship Details

## Detailed Explanation of Recognition Offerings

### **SWR Website “Our Sponsors” page**

Full business name or logo displayed on the SWR “Our Sponsors” page under the corresponding sponsorship type heading. For example, if you are a \$5,000 in-kind sponsor, you would have your business name featured under the “In-Kind Sponsors” Heading on the page.

### **SWR Newsletter Announcement**

Full business name or logo featured in the next SWR newsletter after the sponsorship gift is made. For sponsors of the highest level, a small blurb on the sponsor and their commitment to SWR will also be included in the newsletter.

### **Annual Report**

Full business name or logo featured in the next SWR Annual report, in the “Our Sponsors” section after the sponsorship gift is made.

### **Event Passes**

Varying amounts of free event passes based on sponsorship amount, provided to sponsor organization staff, friends, and family.

### **Event Slides**

Full business name or logo depending on the sponsorship amount, featured in all event slide decks for the year of sponsorship.

### **Event Emails**

Full business name or logo depending on the sponsorship amount, featured in all event communications for the year of sponsorship.

### **Event Registration Page**

Sponsors will be listed by name in the content of an SWR EventBright registration page and/or recognized by logo in the banner of the event registration page. Sponsors listed by name will have their webpages linked to text.

### **Event Poster**

Sponsor’s logo is included in the event poster graphic used in all advertisements of the event via email and social media.

### **Tagged Event Social Media Posts**

SWR will recognize event sponsors by tagging them in a minimum of one post per event on the SWR social media platform most appropriate depending on context.



Social Media Platform	Followers/Site Visits	Average Number Post Views
SWR Website	18.9K site visits	N/A
SWR Blog	3,080 blog readers	25
SWR LinkedIn	1,060 followers	424
SWR Facebook	1,547/15	100
SWR Twitter	6,500 followers	600

\*These metrics are based on 2020 annual views

### **SWR Blog + Share on Social**

A blog post is written about the sponsor and their contributions to SWR. The post is shared on all or some of SWR's social media platforms. In the case of an event sponsor, additional recognition on the SWR blog will be added in the form of being mentioned in event recap blog posts.

### **Shared Posts**

SWR will share up to three of a sponsor's sustainability related social media posts. The sponsor will be responsible for tagging SWR in the posts they would like to be considered for sharing.

### **Zoom or in-person Reception Presentation**

Depending on the level of sponsorship, the sponsor's name or logo will be featured on a looped sponsor thank you slide deck played before and after all virtual and in person events.

### **Press Release**

Sponsor to be included in any SWR press releases or events recognizing the project. This could involve a photo-op or an interview depending on appropriateness and context.

### **One-Minute Spotlight Video**

A one-minute video on the sponsor and their relationship with SWR will be made and shared on all SWR and sponsor (if desired) social media platforms.

### **VIP Invite to Event Reception**

The sponsor may be invited to an exclusive event reception with key SWR staff and other community members.

### **Named Title**

If desired, the staff role that the sponsor decides to support, will be named after the sponsor's organization. For example, "SWR-ABC Inc. Marketing Coordinator".

### **SWR Swag**

Community sponsors of a certain level will receive SWR paraphernalia that may vary year-to-year to include things like branded buttons, bumper stickers, or tote bags.

### Other Recognition Opportunities

SWR is committed to working with sponsors to create recognition opportunities that make sense for your business. If there is something you hoped to see offered, we welcome suggestions.

## Information from the Sponsor

To ensure we have the right information to properly recognize your organization's gift, our team will require the following information:

- Your organization's logo in high resolution, colour, jpeg or png format preferably with a transparent background.
- Organization's full name to be used when recognizing
- Company approved statement about the organization and its environmental sustainability efforts that could be used in posts profiling the sponsor.
- All social media handles associated with the sponsor organization or individual
- Official webpage url to be linked in appropriate recognition contexts.

**Commented [1]:** Loop in Jenna Eaton to ensure accuracy (i.e. do we require a transparent background version)

**Commented [2]:** @jenna.eaton@sustainablewaterlooregion.ca Can you advise on this?

**Commented [3]:** @jenna.eaton@sustainablewaterlooregion.ca ?

## Sponsorship Timeline

No matter what time of year you give to SWR, your commitment will be recognized for a year from the gift date. For example, if you give in April of 2022, you will be recognized as a sponsor until your renewal date of April 2023 passes. That being said, our Fund Development staff aim to reach out to organizations from September to October when organizational budgets are being constructed to confirm sponsorship for the following year so that gifts can be made at the start of a fiscal year.

## Making a Sponsorship Payment

We accept **e-transfers and cheque payments** made out to "Sustainable Waterloo Region". E-transfer payments can also be sent to [accountsreceivable@sustainablewaterlooregion.ca](mailto:accountsreceivable@sustainablewaterlooregion.ca). SWR can also provide sponsorship **invoices** issued to sponsors accordingly.

## Impact

As a local leader, you can inspire action towards a more sustainable and prosperous future in your employees, business peers, and the community. Your generous sponsorship has the power to shape the Waterloo Region now, and for years to come.

"QUOTE TO COME"  
-Sunlife Financial or WLU

“SWR is a great resource for information, research and industry best practices. SWR staff provide guidance and direction to our MTE Green Team which we also share with our green teams in other offices.”

- MTE Consultants, 2019 SWR Rookie of the Year Award Winner

“Sustainable Waterloo Region’s sponsors support our vision of an environmentally stronger, more just, more economically resilient community. Without community generosity we could not deliver our high-quality events, programs, and resources. These donations enable us to continually “punch above our weight”, support more members of our community, and help to position Waterloo Region as the leader in sustainability innovation in Canada.”

- Tova Davidson

Your support enables community centric socio-environmental justice projects and is an investment in our ongoing operations, including workshops and events that guide local leaders on their path to organizational sustainability. Join us in this important work.

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Contact Matt Lucid today to learn more about becoming a partner in a local clean economy and recognized leader in our community.

Matt Lucid | Fund Development Manager  
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519-500-1515