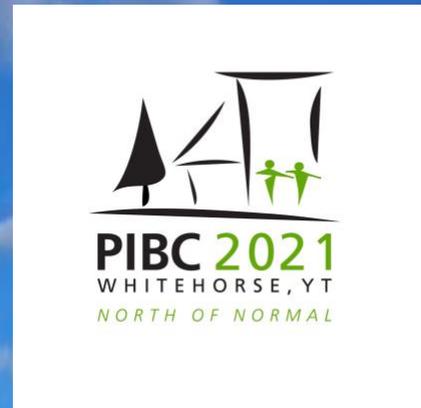


PLANNING INSTITUTE OF BRITISH COLUMBIA

**2021 ANNUAL
CONFERENCE
SPONSOR &
PARTNERSHIP
PACKAGE**



JOIN US

The 2021 Annual Conference of the Planning Institute of British Columbia (PIBC) will be held June 15th – June 18th at the Kwanlin Dun Cultural Centre in majestic Whitehorse, Yukon. Take advantage of one of the limited opportunities available to become a partner at this signature event. Achieve your organization's goals and highlight to professional planners your role in helping to create great places to live!

WHAT IT'S ALL ABOUT

The tagline for this year's conference is planning *North of Normal*.

North of Normal

Physical distancing, the closure of public buildings and local businesses, the climate crisis and Black Lives Matter protests; people's ability to operate, communicate, and go about their daily lives have been disrupted in 2020. The evolving response to this new reality has significantly changed most of our relationships within Yukon and BC communities and with our neighbours.

To mitigate social, environmental, and economic fallout, it is more important now than ever for industry, communities, First Nations, and governments to come together to ensure that planning and community-building continue to protect the land, support livelihoods, and strengthen our connections to one another and the places we live.

This conference is about planning North of Normal; it's about planning in wilderness communities, storytelling, First Nations-led planning, and building healthy communities.

PLANNING FOR COVID-19

While we are hoping to host attendees in person in Whitehorse next year, we need to plan with the ever-changing COVID-19 situation in mind. If there are ongoing travel restrictions or restrictions on gathering size, we may need to move the conference online or use a hybrid model where some people attend in person and some join online. We need to be flexible in our planning of this conference. In spring 2021, we will assess the situation and decide if the conference will be online, a hybrid or in-person. We will let speakers, sponsors and attendees know as soon as possible if they will be able to travel to Whitehorse to attend in person. And we will be creative and flexible with our potential sponsor benefits and recognition accordingly.

WHO WILL BE THERE?

Join hundreds of planners and other professionals from across BC, the Yukon, and beyond in Whitehorse! Attendees work in big cities, small towns and rural areas, practicing in many diverse fields of planning, including: land use, policy, development, housing, agriculture, urban design, environment, First Nations, GIS & technology, natural resources, etc.

THE PROGRAM!

The three-day conference will be packed with various professional development opportunities, networking events, and more. The engaging, diverse program will include: leading keynote speakers, diverse and informative breakout sessions, in-depth workshops, and engaging mobile workshops that give attendees a chance to get out, engage, and learn in the local Whitehorse region. More information about the conference program will be available at: <https://www.pibc.bc.ca/>

BECOME A PARTNER!

There are various opportunities available to sponsor and become a partner at the PIBC 2021 Annual Conference. Pre-designed packages are below, but we would be happy to work with you to create a unique, customized package that fits your organization's goals and budget – *bring us your ideas!*

PREMIER TITLE PARTNER – \$8,500 + (Only One Opportunity Available)

- Be the exclusive sponsor of Wednesday's opening plenary session & keynote speaker – including opportunity for brief partner representative remarks & keynote introduction; *and*
- Exclusive, high profile recognition as the principal sponsor of the conference mobile app, *and*
- One quarter-page advertisement in *two issues* of the PIBC quarterly publication, *Planning West*; *and*
- Complimentary accommodation at the Westmark Hotel and Conference Centre (1 standard room for 3 nights); *and*
- The opportunity to supply partner promotional content (e.g. PowerPoint slide) for display at the conference; *and*
- Two complimentary full conference registrations for partner representatives; *and*
- One complimentary exhibit space & table (includes exhibitor pass for one representative); *and*
- Partner's name and logo prominently displayed as the title partner on all key conference materials, mobile app, website, signage and recognition on social media;
- *Or* a unique customized package of opportunities and benefits at this level to suit your goals.

PLATINUM PARTNER – \$7,500 - \$8,499 (Only Two Opportunities Available)

- Be the exclusive sponsor of *one of*: Thursday's plenary session & keynote speaker, *or* Thursday's Gala Evening Reception event; *and*
- One quarter-page advertisement in *one issue* of the PIBC quarterly publication, *Planning West*; *and*
- The opportunity to supply partner promotional content (e.g. PowerPoint slide) for display at the conference; *and*
- One complimentary full conference registration for a partner representative; *and*
- One complimentary exhibit space & table (includes exhibitor pass for one representative); *and*
- Partner's name and logo prominently displayed as a platinum partner on all key conference materials, mobile app, website, signage and recognition on social media;
- *Or* a unique customized package of opportunities and benefits at this level to suit your goals.

GOLD PARTNER – \$4,500 - \$7,499 (Only Three Opportunities Available)

- Be the exclusive sponsor of *one of*: Tuesday's Welcome Reception, *or of one* of the two on-site lunches & lunch presentations on Wednesday or Thursday; *and*
- One complimentary full conference registration for a partner representative; *and*
- One complimentary exhibit space & table (includes exhibitor pass for one representative); *and*
- Partner's name and logo prominently displayed as a gold partner on all key conference materials, mobile app, website, signage and recognition on social media;
- *Or* a unique customized package of opportunities and benefits at this level to suit your goals.

SILVER PARTNER – \$2,500 - \$4,999 (Only Three Opportunities Available)

- Be the exclusive sponsor of *one of*: the three on-site breakfasts on Wednesday, Thursday, or Friday; *and*
- One discounted full conference registration for a partner representative; *and*
- Partner's name and logo prominently displayed as a silver partner on all key conference materials, mobile app, website, signage and recognition on social media;
- *Or* a unique customized package of opportunities and benefits at this level to suit your goals.

BRONZE PARTNER – \$1,000 - \$2,499 (Three Or More Opportunities Available)

- Be the exclusive sponsor of *one of*: the on-site refreshment & networking breaks; *and*
- One discounted full conference registration for a partner representative; *and*
- Partner's name and logo prominently displayed as a bronze partner on all key conference materials, mobile app, website, signage and recognition on social media;
- *Or* a unique customized package of opportunities and benefits at this level to suit your goals.

CONFERENCE SUPPORTER – \$500 - \$999 (Multiple Opportunities Available)

- Be the exclusive sponsor of *one of*: the conference breakout sessions, or workshops, or mobile workshops/tours (signage at session using partner's logo and verbal acknowledgement); *and*
- One discounted full conference registration for a partner representative; *and*
- Partner's name displayed as a supporter on all key conference materials, mobile app, website, signage and recognition on social media;
- *Or* a unique customized package of opportunities and benefits at this level to suit your goals.

CONFERENCE EXHIBITOR – \$1,200

- One standard exhibit space & table (includes exhibitor pass for one representative); *and*
- Exhibitor's name displayed as an exhibitor on all key conference materials, mobile app, website, signage and recognition on social media;
- *Or* a customized package of opportunities and benefits to suit your goals.
- *Note: Exhibitors responsible for all their own other ancillary set-up requirements (electrical, etc.).*

CUSTOMIZED OPTIONS AVAILABLE

Looking for something unique or different? Our sponsorship team would be happy to work with you to create a customized sponsor and partnership package that fits your organization's goals and budget.

THE TEAM

Reach out to any one of our sponsorship team members to become a partner:

Sophie King, Planning Institute of BC., Sophie.king@pibc.bc.ca

Lesley Cabott RPP, MCIP, Stantec, Lesley.Cabott@stantec.com

Ian Robertson RPP, MCIP Inukshuk Planning, ian@inukshukplanning.ca

Nicole Percival, npercival205@gmail.com

CONFIRM YOUR PARTNERSHIP!

Please fill out the form below and send a completed copy back to your sponsorship team member in order to confirm your organization as a partner at the PIBC 2021 Annual Conference. Cheque payments should be made payable to “Planning Institute of BC” and sent directly to the PIBC office in Vancouver.

CONTACT DETAILS

Organization Name: _____

Street Address: _____

City: _____ Prov.: _____ Postal Code: _____

Contact Name - First: _____ Last: _____

Email: _____ Phone: _____

Yes, please send me an invoice

Yes, please send me a receipt

SPONSOR & PARTNERSHIP DETAILS

\$ _____ – **Premier Title Partner** (includes Wednesday plenary & keynote, and mobile app)

\$ _____ – **Platinum Partner** (Please indicate your preferred benefit option; choose one)

Thursday plenary & keynote Thursday Gala Evening Reception

\$ _____ – **Gold Partner** (Please indicate your preferred benefit option; choose one)

Tuesday Welcome Reception Wednesday – lunch Thursday – lunch

\$ _____ – **Silver Partner** (Please indicate your preferred benefit option; choose one)

Wednesday – breakfast Thursday – breakfast Friday – breakfast

\$ _____ – **Bronze Partner** (Please indicate your preferred benefit option; choose one)

Wednesday – break Thursday – break Friday – break

\$ _____ – **Conference Supporter** (Sponsored conference session/workshop/mobile workshop)

Session Title: _____

\$ _____ – **Conference Exhibitor** (One exhibit space & table, with one exhibitor pass)

Yes, I have a customized sponsorship/partnership package (Please enter details below)

Details: _____

SIGN HERE

I have read and agree to the terms of the sponsorship/partnership arrangements contained herein.

Signature: _____ Date: _____