



Sponsorship Package

Watersheds Canada National Conference

*Connecting Leaders, Inspiring Change:
Practical Stewardship for Canada's Freshwater*

May 1-2, 2025

Pinestone Resort and Conference Centre
4252 Haliburton County Road 21
Haliburton, Ontario

watersheds.ca/conference





Calling all business leaders and lake lovers!

You are invited to an event that will share and inspire years of local stewardship success stories, as well as promote future-forward companies like yours.

Get ready for Watersheds Canada's new national conference, May 1 & 2, 2025, in Haliburton, Ontario.

In the face of rampant development and the impacts of climate change, environmental strength is found when we come together and share stewardship project ideas. Our network is grassroots organizations and volunteers who champion nature-based solutions in waterfront communities across Canada.

Sponsorship of the Watersheds Canada National Conference goes beyond brand alignment and target market impressions. It represents a corporate commitment to tangible, meaningful actions from environmental leaders – from government, academia, waterfront associations, and nonprofits.

Will you join Watersheds Canada in delivering a national conference that will bring freshwater leaders together under your sponsorship banner?



Robert J. Pye

Executive Director
Watersheds Canada



Your Opportunity

Companies that care about environmental stewardship and sustainable outdoor activities proudly invest in relationships with those who lead the way for Canada's freshwater. Imagine one event to enhance relationships with influential waterfront property owners. Watersheds Canada can help advance your company's role in supporting nature-based solutions. The need for grassroots stewardship is gaining more attention in the wake of floods and other climate change impacts.

Sponsorship of Watersheds Canada's National Conference puts your company shoulder-to-shoulder with the voices and volunteers of local waterways, creating impressions, building relationships, and gaining national level brand awareness through Watersheds Canada. Our national conference is an effective and affordable way to target your marketing, reaching B2B and those who initiate purchase decisions at their home and cottage. We deliver your brand's visibility while attendees are presenting, networking, and conferring on topics that matter to lakes and rivers and all Canadians who enjoy them.

Ours is a conference that puts waterfront faces to your company name!

In Canada, the faces of freshwater protection are found building habitat structures, planting native species of trees on shorelines, and monitoring and researching our fisheries and species at risk. Watersheds Canada's National Conference attracts top scientific talent and grassroots volunteers who are the best chance for the future of Canada's lakes and rivers. Lake association representatives, Indigenous leaders, government officials, fisheries and wildlife managers, environmental organization staff, conservation club members, and environmental graduates will all be engaged with our conference sponsors. Watersheds Canada supporters and conference attendees actually live, work, and play where Canada's greatest wealth, influence, and environmental actions can be found – on our waterways.

National Conference Sponsorship Package Details



Conference Partner Sponsor

Limited! Only 1 of these sponsorships available.

10 minutes at the microphone to speak about the company's leadership on wetlands and conservation, and introduce a keynote speaker or kick-off the conference

Prominent top company profile in conference e-blasts, conference registration webpages, and on conference live event screens

Spotlight feature recognition in conference program (inside front cover & back page)

Profile through Watersheds Canada newsletters, blog, and social media boosted ads

Verbal recognition at conference and logo recognition on print materials

Four (4) tickets to conference featuring "SPONSOR" ribbons on name badges

Exhibit table in the sponsor hall/networking foyer

Onsite signage

\$6,000



Reception/Outdoor Demonstration Sponsor

Limited! Only 2 of these sponsorships available.

5 minutes spotlight to speak about company's work before reception or outdoor workshop

Logo included in conference registration webpages and live event screens

Logo (second company profile) included in conference program

Prominent (second company profile) in conference e-blasts

Three (3) tickets to conference featuring "SPONSOR" ribbons on name badges

Exhibit table in the sponsor hall/networking foyer

Onsite signage

\$4,000



Lunch Sponsor

Limited! Only 1 of these sponsorships available.

Speaking opportunity before conference lunch

Logo included in conference program

Prominent (third company profile) in conference e-blasts

Individual category spotlight on Watersheds Canada social media

Two (2) tickets to conference

Exhibit table in the sponsor hall/networking foyer

Onsite signage

\$3,000



Break/Activity Sponsor

Choice of Coffee Breaks, Evening Campfire, or Custom Activation.

Recognition in the conference program

Conference website presence

Group category spotlight on Watersheds Canada social media

Company mentioned in conference email promotions

Option to work with Watersheds Canada team to create attendee activity or brand showcase at the conference

One (1) ticket to conference

Onsite signage

\$2,000



Exhibitor

Multiple sponsorships available.

Group category mention on conference website

Social media attention during the conference

Group category mention mail promotions, conference program

Exhibit table in the sponsor/networking foyer

One (1) ticket to conference

Onsite signage

\$1,000

Note: All meals and networking breaks take place within the exhibitor designated space, a warm and relaxing Northern Lights Foyer with natural lighting. The exhibits will not be missed by anyone at the conference. Your presence will provide an essential conference social and business conversation hub for hours of networking. This format maximizes sponsor exposure to attendees who have purchasing influence and who persuade environmental policy and community actions.

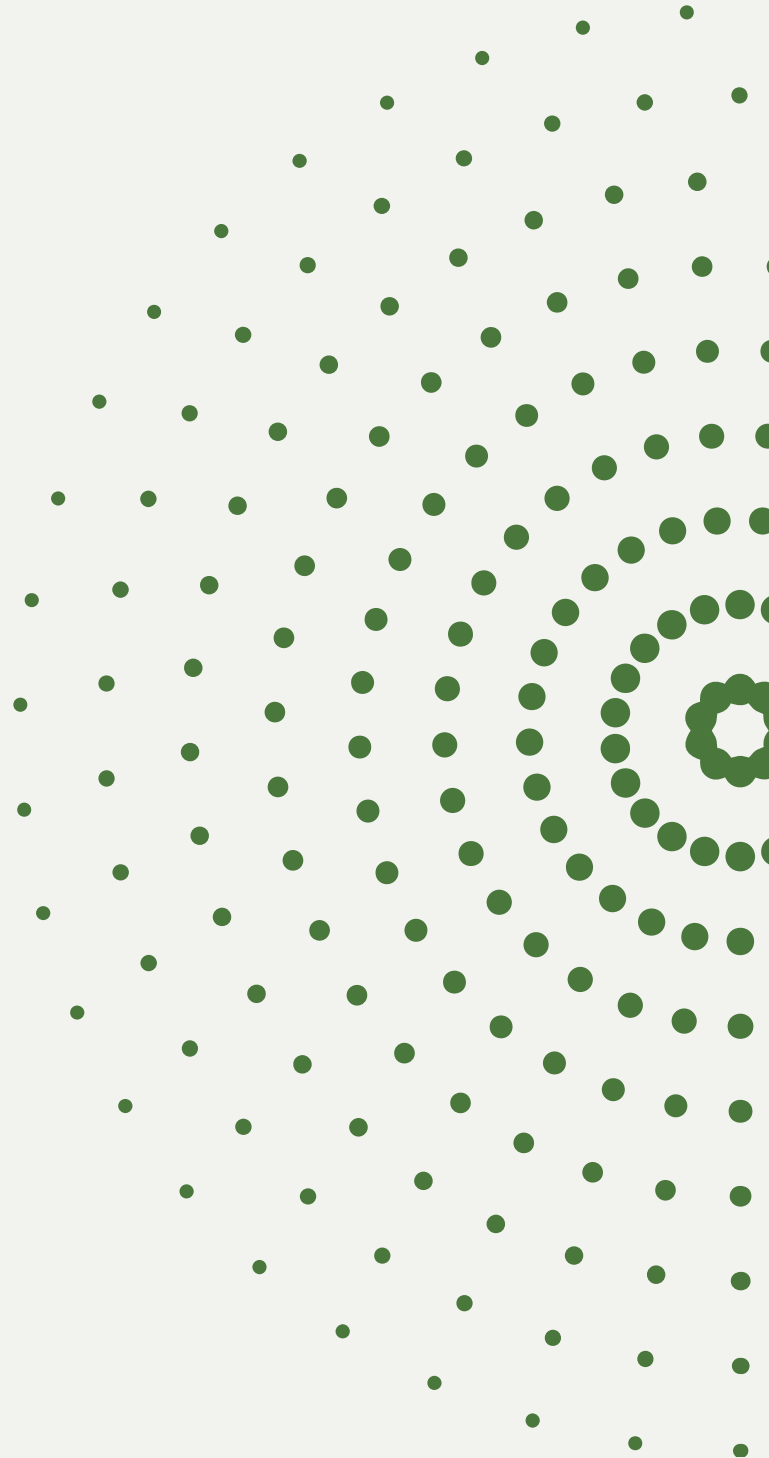
National Conference Sponsorship Package Details Summary



	Cost	Tickets Included	Exhibit Table Included	Speaking Opportunity	Social Media	Conference Website Presence	Email Promotions	Conference Program	Onsite Signage	Opportunities available
 Conference Partner Sponsor	\$6,000	4	✓	Beginning of Conference Day or Introducing Keynote	Focused Sponsor Highlight	Prominent - 1st Company Profile	All + Feature	Featured	✓	1
 Reception/Outdoor Demonstration Sponsor	\$4,000	3	✓	Before Reception	Focused Sponsor Highlight	Prominent - 2nd Company Profile	All	✓	✓	2
 Lunch Sponsor	\$3,000	2	✓	Before Lunch	Individual Category Spotlight	Prominent - 3rd Company Profile	All	✓	✓	1
 Break/Activity Sponsor	\$2,000	1			Group Category Spotlight	✓	✓	✓	✓	3
 Exhibitor	\$1,000	1	✓		Group Category Mentions	✓	✓	✓	✓	7



Watersheds
C A N A D A



Contact

Name Robert J. Pye
Phone 705-313-1700
Website www.watersheds.ca
Email conference@watersheds.ca