

2019 SFI ANNUAL CONFERENCE



FORESTS OF OPPORTUNITY

OCTOBER 21-25, 2019
RICHMOND MARRIOTT, VIRGINIA

sficonference.org

SPONSORSHIP PROSPECTUS

Forests are showing us the way on standards, conservation, education, and community.

Every year the SFI Annual Conference is the must attend event for those who want to engage in discussions with some of the foremost thought leaders in the forest sector. Network with people from the conservation, community, educational, and economic sectors who care about the future of forests. Past attendees include CEOs of Fortune 500 companies, conservationists and community leaders, Indigenous representatives, forest managers, university faculty and students, government officials, and many more.

The 2019 SFI Annual Conference will explore the theme Forests of Opportunity and engage you in a discussion focused on how forests can make a difference when it comes to so many of the most important sustainability challenges we face in the sector and in our communities.

Your sponsorship ensures the 2019 SFI Conference will continue to deliver dynamic speakers, invaluable networking opportunities and sessions offering engaging discussions around this shared theme. Contact SFI Inc. to secure your sponsorship today!



QUESTIONS?

Amy Doty

amy.doty@sfiprogram.org

Phone: 202-596-3458

PLATINUM LEVEL

\$10,000

THIS LEVEL INCLUDES THE FOLLOWING BENEFITS:

- Sponsor receives prominent event signage and verbal recognition
- Two complimentary conference registrations
- Full page 4-color ad in the conference program
- One piece of literature in conference delegate materials packet
- Six-foot table-top exhibit with option to substitute the table-top exhibit with a free-standing exhibit
- Sponsorship designation in pre- and onsite-conference materials and onsite signage, including: Logo on conference website, collateral materials and SFI in Brief
- Organization write-up on conference website
- Pre- and post-conference participant roster and email addresses



GO ZERO

Make the SFI Annual Conference a carbon neutral event. The Go Zero sponsorship reduces the carbon footprint of the conference through The Conservation Fund's Go Zero program.

Sponsor receives a certificate of support from SFI and The Conservation Fund.

ANNUAL CONFERENCE SOIRÉE

Help us celebrate at the Conference's main social event, which is always well attended, entertaining and fun.

PRESIDENT'S RECEPTION

Kick-off the SFI Conference at the premier networking reception in the Exhibit Hall.

KEYNOTE ADDRESS

Sponsor a high-level keynote speaker at this year's conference.



VIRGINIA
IS FOR
LOVERS

GOLD LEVEL

\$7,500

THIS LEVEL INCLUDES THE FOLLOWING BENEFITS:

- One complimentary conference registration
- 1/2 page 4 color ad in the conference program
- Onsite signage and verbal recognition
- Six-foot table-top exhibit
- Sponsorship designation in pre- and onsite-conference materials and onsite signage, including: Logo on conference website, collateral materials and SFI in Brief
- Organization write-up on conference website
- Pre- and post-conference participant roster and email addresses

STUDENT PARTICIPATION

Sponsor 6 university students to attend the SFI Annual Conference. Sponsorship covers student's registration, all meals including networking dinner, 2-night hotel stay, and travel stipend.

SFI Inc. will select students through an open application process, or work directly with sponsor to identify students.

AWARDS LUNCHEON

SFI Award Winners will be announced.

CONFERENCE GIVEAWAY

Each Conference Attendee receives a giveaway with SFI logo.

HOTEL KEY CARDS

A specially designed hotel key card each registrant will receive upon check-in.

PROGRAM MATERIALS

Your company's logo on SFI Annual Conference collateral materials.



Did You Know?

98% (290+ million acres) of forests certified to the SFI Standard are available for hiking, ecotourism, and other outdoor recreation activities.

SILVER LEVEL

\$5,000

THIS LEVEL INCLUDES THE FOLLOWING BENEFITS:

- One conference registration at 50%
- 1/4 page 4 color ad in the conference program
- Onsite signage and verbal recognition
- Six-foot table-top exhibit
- Sponsorship designation in pre- and onsite-conference materials and onsite signage, including: Logo on conference website, collateral materials and SFI in Brief
- Organization write-up on conference website
- Pre- and post-conference participant roster and email addresses

STUDENT PARTICIPATION

Sponsor 4 university students to attend the SFI Annual Conference. Sponsorship covers student's registration, all meals including networking dinner, 2-night hotel stay, and travel stipend.

SFI Inc. will select students through an open application process, or work directly with sponsor to identify students.

HOSPITALITY SUITE

Sponsorship includes a stocked Hospitality suite for conference attendees on Tuesday and Wednesday night. Get your Party On!

FUN RUN/WALK

Sponsor our 5K fun run/walk and morning activities

WEDNESDAY CONTINENTAL BREAKFAST

A hot buffet breakfast for all registrants in the Exhibit Hall.

THURSDAY NETWORKING BREAKFAST

A hot buffet breakfast for all registrants with option to provide a piece of literature on event table.



SILVER LEVEL

\$5,000

THIS LEVEL INCLUDES THE FOLLOWING BENEFITS:

- One conference registration at 50%
- 1/4 page 4 color ad in the conference program
- Onsite signage and verbal recognition
- Six-foot table-top exhibit
- Sponsorship designation in pre- and onsite-conference materials and onsite signage, including: Logo on conference website, collateral materials and SFI in Brief
- Organization write-up on conference website
- Pre- and post-conference participant roster and email addresses

THURSDAY LUNCHEON

A casual lunch at the close of the conference with option to provide a piece of literature on event tables.

GENERAL SESSION SPONSOR

Multiple general sessions available for sponsorship.

NAME BADGE LANYARDS

Your company's logo or name on each registrant's name badge lanyard.

FREE WI-FI

Get Connected and support free Wi-Fi access for all conference attendees plus internet redirection to your organization's website.

CONFERENCE MOBILE APP AND LIVE Q&A

Sponsor our APP providing attendees the latest information about the conference, and provide for interactive Q&A during general sessions



Did You Know?

SINCE 1995, SFI PROGRAM PARTICIPANTS
HAVE DIRECTLY INVESTED NEARLY \$1.6
BILLION IN FOREST RESEARCH

BRONZE LEVEL

\$2,500

CONFERENCE NETWORKING BREAK

Multiple coffee breaks available for sponsorship, served in the Exhibit Hall.

- One conference registration at 25%
- Logo in 1/2 page 4 color ad in the conference program
- Six-foot table-top exhibit
- Sponsorship designation in pre- and onsite-conference materials and onsite signage, including: Logo on conference website, collateral materials and SFI in Brief
- Organization write-up on conference website
- Onsite signage and verbal recognition
- Pre- and post-conference participant roster and email addresses



SPONSOR STUDENT PARTICIPATION

Sponsor 2 university students to attend the SFI Annual Conference. Sponsorship covers student's registration, all meals including networking dinner, 2-night hotel stay, and travel stipend.

(multiple available)

SFI Inc. will select students through an open application process, or work directly with sponsor to identify students

- Dinner on Wednesday for sponsor representatives & students
- Option to be seated with students at the Award Luncheon
- Logo in 1/2 page 4 color ad in the conference program
- Sponsorship designation in pre- and onsite-conference materials and onsite signage, including: Logo on conference website, collateral materials and SFI in Brief
- Organization write-up on conference website
- Onsite signage and verbal recognition
- Pre- and post-conference participant roster and email addresses

CONSERVATION AND COMMUNITY

This sponsorship is for non-profit conservation and community organizations, who will benefit from networking with SFI Program stakeholders.

(multiple available)

- One conference registration at 50%
- 1/4 page 4 color ad in the conference program
- Onsite signage and verbal recognition
- Six-foot table-top exhibit
- Sponsorship designation in pre- and onsite-conference materials and onsite signage, including: Logo on conference website, collateral materials and SFI in Brief
- Organization write-up on conference website
- Pre- and post-conference participant roster and email addresses

A LA CARTE SPONSORSHIP OPPORTUNITIES

\$1,500

REGISTRATION LITERATURE DROP

(multiple available)

- Place a single piece of your organization's promotional material in conference delegate materials packet.

PROGRAM AD

(multiple available)

- 1/4 page 4 color ad in the conference program

SPONSOR BENEFITS OVERVIEW

*SFI Program Participants (includes all SFI Certificate Holders, Program Participants, External Review Panel, SICs, SFI Inc. Board of Directors) receive a 10% discount on any sponsorship.

Sponsorship Opportunities	Cost*	Conference Registration	Prominent Signage and Recognition	Exhibit	Logo and Write-up on Website; Logo in Conference Materials	Color Ad	Literature in Registration Materials
Go Zero	\$10,000	2 Free	✓	Table-top or Free-standing	✓	Full Page	✓
Annual Conference Soirée	\$10,000	2 Free	✓	Table-top or Free-standing	✓	Full Page	✓
President's Reception	\$10,000	2 Free	✓	Table-top or Free-standing	✓	Full Page	✓
Keynote Address	\$10,000	2 Free	✓	Table-top or Free-standing	✓	Full Page	✓
Awards Luncheon	\$7,500	1 Free	✓	Table-top	✓	1/2 Page	
Conference Giveaway	\$7,500	1 Free	✓	Table-top	✓	1/2 Page	
Hotel Key Cards	\$7,500	1 Free	✓	Table-top	✓	1/2 Page	
Program Materials	\$7,500	1 Free	✓	Table-top	✓	1/2 Page	
Hospitality Suite	\$5,000	50% Off	✓	Table-top	✓	1/4 Page	
Fun Run/Walk	\$5,000	50% Off	✓	Table-top	✓	1/4 Page	
Wednesday Continental Breakfast	\$5,000	50% Off	✓	Table-top	✓	1/4 Page	
Thursday Networking Breakfast	\$5,000	50% Off	✓	Table-top	✓	1/4 Page	on event table
Thursday Luncheon	\$5,000	50% Off	✓	Table-top	✓	1/4 Page	on event table
Post Conference Tour	\$5,000	50% off	✓	Table-top	✓	1/4 Page	
General Session Sponsor	\$5,000	50% Off	✓	Table-top	✓	1/4 Page	
Name Badge Lanyards	\$5,000	50% Off	✓	Table-top	✓	1/4 Page	
Free Wifi	\$5,000	50% Off	✓	Table-top	✓	1/4 Page	
Conference Mobile App	\$5,000	50% off	✓	Table-top	✓	1/4 Page	
Conference Coffee Break (1 of 4 available)	\$2,500	25% Off	✓	Table-top	✓	logo in 1/2 Page	
Student Participation**	Varies**	—	✓	—	✓	Varies**	
Conservation and Community	\$2,500	50% off	✓	Table-top	✓	1/4 Page	
Registration Literature Drop	\$1,500	—	—	—	—	—	✓
Program Ad	\$1,500	—	—	—	—	1/4 Page	
Other/General Support	\$250***	—	✓	—	—	—	

**Student Participation sponsorship available at gold (\$7,500), silver (\$5,000) and bronze (\$2,500) levels.

***Minimum support level

APPLICATION FOR SPONSORSHIP



I/We would like to become a sponsor of the 2019 SFI Annual Conference

Contact Name:

Title:

Organization:

Address:

Phone:

Fax:

Email:

The sponsorship opportunity we would like is:

Go Zero.....	\$10,000
Annual Conference Soirée.....	\$10,000
President's Reception.....	\$10,000
Keynote Address.....	\$10,000
Awards Luncheon.....	\$7,500
Conference Giveaway.....	\$7,500
Hotel Key Cards.....	\$7,500
Program Materials.....	\$7,500
Hospitality Suite.....	\$5,000
Fun Run/Walk	\$5,000
Wednesday Continental Breakfast.....	\$5,000
Thursday Networking Breakfast.....	\$5,000
Thursday Luncheon.....	\$5,000
Post Conference Tour.....	\$5,000
General Session Sponsor.....	\$5,000
Name Badge Lanyards.....	\$5,000
Free Wi-Fi.....	\$5,000
Conference Mobile App.....	\$5,000
Conference Networking Break.....	\$2,500
Student Participation (min \$2,500 or 6 for \$7,500).....	\$2,500/\$5,000/\$7,500
Conservation and Community.....	\$2,500
Registration Literature Drop.....	\$1,500
Program Ad.....	\$1,500
Other/General Support (Min \$250).....	\$ _____

SFI Program Participants (includes all SFI Certificate Holders, External Review Panel, SICs, SFI Inc. Board of Directors) receive a 10% discount on any sponsorship.

Please fill out and Email Completed Application Form to:

Contact: Amy Doty
Email: amy.doty@sfiprogram.org
Phone: 202-596-3458



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