

The background image shows two men in dark suits shaking hands. The man on the left is seen from the side, and the man on the right is seen from the front. A large blue semi-transparent rectangle is overlaid on the right side of the image, containing the text 'Sponsorship Program' in white. The text is centered within the blue area and is the primary focus of the slide.

Sponsorship Program

Background

Partners in Project Green is a growing community of businesses working together to green their bottom line by creating an internationally-recognized 'eco-business zone' around Toronto Pearson.

Through new forms of business-to-business collaboration, Partners in Project Green delivers programming that helps businesses reduce energy and resource costs, uncover new business opportunities and address everyday operational challenges in a green and cost-effective manner.



Funding Model

Partners in Project Green is a public-private partnership led by the Toronto and Region Conservation Authority that brings together members of the business community, the Greater Toronto Airports Authority, the Region of Peel, City of Toronto, City of Mississauga and City of Brampton. The initiative is funded through business sponsorships, participation in events, and through funding from various levels of government. Partners in Project Green staff report to a Steering Committee comprised of elected officials and business leaders.

Why Should Businesses Care about Partners in Project Green?

- Sustainable business practices are becoming a competitive necessity. The eco-business approach offers organizations diverse opportunities to streamline business operations through resource and knowledge sharing, and proven eco-efficiency approaches.
- The business community can do more for the environment working together than apart. By facilitating innovative collaborative partnerships, Partners in Project Green helps companies achieve results faster, cheaper and with less individual risk.
- The Pearson Eco-Business Zone has the potential to become a world-class region for eco-innovation. Turning this vision into a reality and true competitive advantage demands collaboration between local businesses, governments and communities.

By facilitating innovative collaborative partnerships, Partners in Project Green helps companies achieve results faster, cheaper and with less individual risk.

What does Partners in Project Green do for businesses?



- 1 Drive Procurement Decisions** Partners in Project Green works to reduce the cost of green products and services in order to stimulate market uptake while improving the return-on-investment for businesses.
- 2 Create and Foster Partnerships** Bringing people together through networking sessions, consortiums, and knowledge sharing workshops encourages business to business collaboration – allowing on the ground development of solutions to environmental issues.
- 3 Partners in Project Green Programs** Providing programming and project development allows companies to improve financial and environmental performance by providing knowledge, tools and experience in green business practices.
- 4 Innovate Projects with Area Businesses** Partners in Project Green collaborates with business leaders to test innovative, cutting edge technologies. These projects stimulate innovation and market adoption of new environmentally responsible practices by making the business case for advanced environmental technologies.

Get Connected

Partners in Project Green facilitates a number of high-profile programs and events in order to educate, inform and connect businesses to the community and each other on annual basis.

Our Audience	Your Benefits
<ul style="list-style-type: none">• New and existing businesses• Business leaders• Education institutions• Elected officials• Communities of Brampton, Mississauga and Toronto	<ul style="list-style-type: none">• Strengthen your brand• Generate leads for your business• Be seen as a leader in the community• Networking opportunities• Become a partner to bring economic prosperity to the Pearson Eco-Business Zone

Opportunities for Engagement

There are a variety of sponsorship opportunities available for companies interested in working with Partners in Project Green. All of the programs and projects are tailored to your business values, provide public recognition and demonstrate your commitment to the Pearson Eco-Business Zone.

Building Strategic Relationships with Partners in Project Green

- Expand and foster your network opportunities with key executives in the private and public sectors to grow your business
- Create a strategic marketing plan that leverages your marketing and recruitment dollars resulting in significant value for your business
- Increase your business profile from a local and international perspective
- Build partnerships that strengthen the Pearson Eco-Business Zone
- Maintain a business-friendly environment and enrich quality of life through corporate sustainability
- Access speaking opportunities for your senior executives
- Provide public recognition and commitment to the Pearson Eco-Business Zone

Get Involved

a Program Sponsor

a Channel Partner

a Networking Events

a Training Events



Program Sponsor



On an annual basis, Partners in Project Green develops and delivers a wide-range of programming to assist businesses surrounding Toronto Pearson in improving their financial and environmental performance.

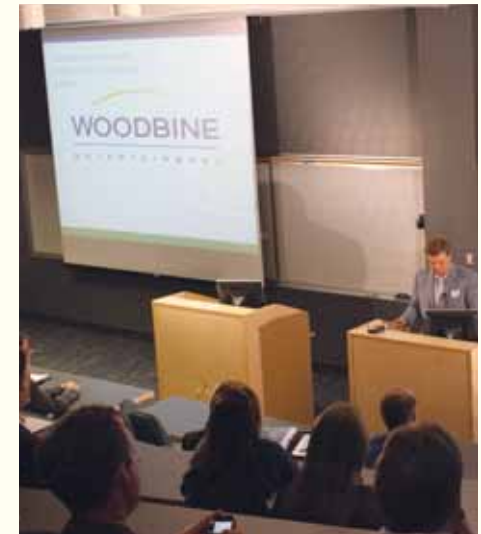
On an annual basis, Partners in Project Green develops and delivers a wide-range of programming to assist businesses surrounding Toronto Pearson in improving their financial and environmental performance. These programs could not be delivered without the support and foresight of public and private sector partners who provide their technical and financial support.

Examples of our Program Sponsors include:

- **Greater Toronto Airports Authority** – an annual contribution towards the overall delivery of Partners in Project Green programming.
- **Woodbine Entertainment** – an annual contribution towards the development of green job programming and training opportunities in the Pearson Eco-Business Zone.
- **Region of Peel** – an annual contribution towards the overall delivery of Partners in Project Green programming.
- **City of Toronto** - an annual contribution towards the overall delivery of Partners in Project Green programming.

If your organization is interested in learning more on how it can support Partners in Project Green programming, contact us today. Recognition for your support is commensurate with the contribution agreement, but can include:

- Company name recognition and logo exposure at events
- Recognition and logo on Partners in Project Green website
- Media engagement opportunities
- Access to Partners in Project Green events
- Tax-deductible receipt through the Conservation Foundation of Greater Toronto



Channel Partner



Partners in Project Green is always looking for additional Channel Partners to help drive value for businesses in the Pearson Eco-Business Zone.

A Channel Partner is an organization such as a board of trade, sector council, or industry association that works to cross promote Partners in Project Green programs and events.

To access Partners in Project Green programming, companies in the Pearson Eco-Business Zone pay a subscription fee based on the size of their company. However, companies who are members with organizations who are Partners in Project Green Channel Partners, have their subscription fee waived.

Partners in Project Green has a number of Channel Partners, including:

- Canadian Manufacturers and Exporters
- Mississauga Board of Trade
- Brampton Board of Trade
- Supply Chain and Logistics Association
- Green Enterprise Toronto

Partners in Project Green is always looking for additional Channel Partners to help drive value for businesses in the Pearson Eco-Business Zone. If your organization is interested in learning more on how it can become a Partners in Project Green Channel Partner, contact us today.

Benefits for Partners in Project Green Channel Partners include:

- Additional value for your membership
- Organization recognition and logo exposure at events
- Recognition and logo on Partners in Project Green website
- Media engagement opportunities
- Access to Partners in Project Green events
- Program development opportunities

There is no cost to become a Partners in Project Green Channel Partner, however, we ask Channel Partners to:

- Assist in the marketing of Partners in Project Green programming to their members
- Provide recognition and the Partners in Project Green logo on your website
- Highlight sector leaders from the Pearson Eco-Business Zone in your communication materials
- Work with Partners in Project Green to develop new programming opportunities for your membership

Networking Events



On an annual basis, Partners in Project Green delivers networking events to bring together businesses from the Pearson Eco-Business Zone. Partners in Project Green strives to provide the best speakers that fit the needs and interests of Pearson Eco-Business Zone companies. These events typically attract between 100 and 150 people from the Pearson Eco-Business Zone.

Keynote Sponsor - \$3,000

- Company name recognition and logo exposure at event
- Recognition and logo on Partners in Project Green website
- Maximum exposure in PowerPoint presentation at event
- Logo included in all advertising and direct mail leading up to the event
- Ability to set-up display at event
- Attendance of 8 people at event
- Brochure distributed at event

Patron Sponsor - \$1,000

- Brochure distributed at event
- Recognition and logo on Partners in Project Green website
- Display of logo in PowerPoint presentation
- Attendance of 4 people at event

Partners in Project Green networking events bring together businesses from the Pearson Eco-Business Zone.



Training Events



On a regular basis, Partners in Project Green delivers training events to bring together businesses from the Pearson Eco-Business Zone. Partners in Project Green strives to provide training opportunities that help businesses accelerate their sustainability journey. These events typically attract between 30 and 60 people from the Pearson Eco-Business Zone.

Training Leader - \$2,000

- Company name recognition and logo exposure at event
- Recognition and logo on Partners in Project Green website
- Maximum exposure in PowerPoint presentation at event
- Logo included in all advertising and direct mail leading up to the event
- Ability to set-up display at event
- Attendance of 4 people at event
- Brochure distributed at event
- Case study presentation on product or service, shared by a client*

Training Supporter - \$1,000

- Brochure distributed at event
- Recognition and logo on Partners in Project Green website
- Display of logo in PowerPoint presentation
- Attendance of 2 person at event



**Not available at all events*



Partners in Project Green strives to provide training opportunities that help businesses accelerate their sustainability journey.





www.partnersinprojectgreen.com