



sustainable
WATERLOO ▸ REGION

sponsorship package

Join Waterloo Region's network of sustainability
leaders working to create a low carbon future

Contact us today to find out how you can be part of the local
clean economy and a recognized leader in our community.

Fund Development Team

funddevelopment@sustainablewaterlooregion.ca



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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:**
- 81,514 Tonnes of GHG emissions reduced to date (CO2e)
(equivalent of 18,000 cars off the road)
 - 52,320 employees of member programs
 - 92 Impact Network members
 - 42,500+ online audience from 2019-2020



“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, Executive Director, Sustainable Waterloo Region

support

SWR offers several ways to be a part of environmental sustainability initiatives that support a stronger, more just Waterloo Region community and economy. 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 supporter

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-\$499	Community Leader \$500-\$999	Annual Community Champion \$1000+
Website	Name	Name Featured	Name Featured
Annual Report	Name Featured	Name Featured	Name Featured
Newsletter	Recieve It	Recieve It	Recieve It
Newsletter Announcement	N/A	Announcement Feature	Announcement Feature
Event Passes	N/A	N/A	2 Annual Passes
SWR Blog & Share on Social Media	N/A	N/A	Featured Post Shared

sponsor

we welcome several forms of corporate sponsorships

swr corporate sponsor

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.

member-only events

Sponsors are recognized at members-only events visually and 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.

event sponsorship

As an SWR event sponsor, your gift goes towards supporting all annual events for SWR. 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. In cases where sponsored funds collectively cover more than the cost of events, the funds will be directed to the area of greatest need at SWR.

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



“evolv1 was imagined in partnership with Sustainable Waterloo Region (SWR) and has been a great success with the help of SWR’s invaluable contributions and resources. The Cora Group is a proud sponsor of SWR’s rent. SWR is a valued member of our community and we feel honored to have sponsored them and continue to be engaged with them in sustainable efforts at evolv1 and beyond.”

Adrian Conrad, C.O.O of The Cora Group

community events

There are typically three staple SWR community events held each year:

Evening of Recognition

Our Evening of Recognition, hosted in April, honours the amazing accomplishments of our members and community. Typically held in person, this event is designed to be social as well as celebratory, with awards presented for action and impact in sustainability. In recent pandemic years, the Evening of Recognition became a week-long affair with features on the *Mike Farewell Show* where award winners are interviewed on air, 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.

Social, Environmental Justice Community Event

At least one community facing event each year at SWR is dedicated to covering topics related to the intersection of 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 almost 150 registrants.

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.

event sponsorship

Recognition Offerings	Contributing Sponsor \$2,500	Supporting Sponsor \$5,000	Title Sponsor \$10,000+
Website	Name Featured	Logo Featured	Prominent Logo Featured
Annual Report	Name Featured	Logo Featured	Prominent Logo Featured
Event Passes	3 Annually	5 Annually	10 Annually
Event Emails	Name	Logo	Prominent Logo
Event Slides	Name	Logo & Verbal	Prominent Logo & Verbal
Event Registration Page	Name	Name	Prominent Logo
Event Reception Presentation	N/A	Name	Prominent Logo
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
Shared Posts	N/A	N/A	Up to 3
VIP at Event Receptions	N/A	N/A	Offered
Other	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 tech equipment such as laptops 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
Website	Name Featured	Logo Featured	Prominent Logo Featured
Annual Report	Name Featured	Logo Featured	Prominent Logo Featured
Newsletter Announcement	N/A	Logo Featured	Logo & Sponsor Spotlight
Other	N/A	N/A	Option to Discuss

staffing sponsorship

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
Website	Name	Logo	Prominent Logo
Annual Report	Name	Logo	Prominent Logo
Newsletter Announcement	N/A	Logo	Logo & Sponsor Spotlight
SWR Blog + Share on Socials	N/A	Post + Shared	Post + Shared
Named Title	N/A	N/A	Named SWR Role
Shared Posts	N/A	N/A	Up to 3
One Minute Spotlight Video	N/A	N/A	Offered
Other	N/A	N/A	Option to Discuss

special project sponsorship

Help SWR execute on transformational projects across our community that support environmental, social, and fiscal sustainability in Waterloo region by sponsoring a special project.

Recognition Offerings	Sustaining Sponsor \$10,000 in value	Leadership Sponsor \$15,000 in value	Innovation Sponsor \$20,000+
Website	Name	Logo	Prominent Logo
Newsletter Announcement	Name	Logo	Logo & Sponsor Spotlight
Annual Report	Name	Logo	Prominent Logo
SWR Blog + Share on Socials	N/A	Post + Shared	Post + Shared
Press Release	N/A	Offered	Offered
Shared Posts	N/A	N/A	Up to 3
One Minute Spotlight Video	N/A	N/A	Offered
VIP Invite to Event Reception	N/A	N/A	Offered
Other	N/A	N/A	Open to Discuss

What is a microforest?

A microforest is a small area of land that is returned to a natural state through the planting of native trees and shrubs. Microforests are planted on non-developable land and can be as small as a city residential building lot (500 square feet). They are a great way to naturalize a small piece of land in urban areas that brings a lot of ecological and social benefits.

Benefits of microforests

- Remove GHGs from atmosphere
- Increase the local tree canopy
- Create habitat for insect & animal species
- Soak up & reduce runoff
- Create natural areas for enjoyment, exploration, and learning



our goal is to have
10,000 trees planted over the next 5 years

100

trees per microforest

20

microforest sites per year

2000

trees per year

500

forest sites per year

\$5000

per microforest

\$100,000

per year



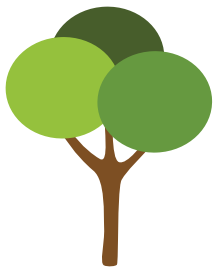
sponsor

a site (\$5000)



donate

land for planting
(minimum of 500 square feet)



adopt

a microforest (plant and maintain a site)



“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

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.

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.

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. Sponsors listed by name will have their webpages linked to text.

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.

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.

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 slides

Full business name or logo depending on the sponsorship amount, featured in all event slide decks for the year of sponsorship. Sponsors are visually and verbally recognized at the beginning and end of each event.

event emails

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

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”.

event passes

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

event poster

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

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.

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.

vip invite to event reception

The sponsor may be invited to an exclusive event reception with key SWR staff and other community members. recognized at the beginning and end of each event.

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.

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



“As a long-time board member and sponsor, I can say with confidence that SWR is an excellent local social enterprise to support. I am constantly impressed by the resourcefulness, dedication, and creativity of the SWR team. This is an organization that does a lot with a little, and every dollar of support is leveraged tenfold. By supporting high quality events and co-op students, we contribute to the good work of SWR in making a positive impact on sustainability transitions in the Waterloo Region, and also beyond as a model to others.”

Barry Colbert, SWR Board Member and Sponsor since 2009

information from the sponsor

To recognize your gift, our team requires the following information:

- Your organization’s logo in high resolution (300ppi), colour, in jpeg (opaque white background) or png with either a transparent or opaque white background (preferably both).
- Organization’s full name to be used in recognition.
- 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.


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 approach organizations about confirming a gift in the new year during the months of September to December.

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. 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.

“Supporting the work of Sustainable Waterloo Region’s microforest pilot project in 2021 allowed the Ages Foundation to bring the benefits of trees to two schools in Cambridge, not only benefiting the environment but the local community as well. SWR used the funds to make a real impact that had immediate as well as long term, supporting children, education, community as well as climate adaptation and mitigation. We at Ages are proud of the work we have done together and will be continuing to fund this initiative going forward. SWR fully involved us in the project and we were pleased to actually plant trees. I encourage you to consider supporting the work of SWR and join us in creating a better future for all.”

Derek and Kay Coleman, Ages Foundation



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.

Contact the Fund Development team today to learn more about becoming a partner in a local clean economy and recognized leader in our community.

Fund Development Team

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