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# BUILDING TOWARD NET ZERO

OCTOBER 6-8, 2021

# EN MARCHÉ VERS LA CARBONEUTRALITÉ

DU 6 AU 8 OCTOBRE 2021



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# 2021 Canadian Waterpower Week

## Sponsorship Prospectus

October 6-8, 2021

Virtual



Evolugen (Gartshore, Ontario)

# 2021 Conference Overview

**Canadian Waterpower Week is the industry's premier national annual event.**

Hosted by WaterPower Canada, the Canadian Waterpower Week is the premier annual event for the national hydropower industry that addresses key issues and opportunities facing the sector.

## **Building Toward Net Zero**

Hydropower is Canada's largest source of renewable energy, representing more than 60 percent of our total annual electricity production. In the lead up to the United Nations Climate Change Conference (COP26), the global urgency and ambition for greenhouse gas emissions goals is increasing. The question being asked at Canadian Waterpower Week 2021, is: how will hydropower's role evolve in our clean-energy mix to reach net-zero emissions? The 2021 Conference will explore how Canada's hydropower industry can best navigate economic, environmental, and social issues and opportunities to maximize the role it plays in North America.



# At Least 3 Reasons to Sponsor

- 1. Demonstrate your leadership** and raise your profile at the industry's premier national event.
- 2. Elevate the importance of hydropower in Canada** through speaking, moderating, discussion, and project spotlight opportunities.
- 3. Support your association** as the national voice of hydropower in Canada during this pivotal year as we work toward net-zero goals.



# Attendee Profile

- In 2020, more than 350 key industry stakeholders attended, representing every Canadian province, multiple U.S. states, and 5 countries.
- Diverse attendee profile:
  - Decision makers from hydropower generators (40%),
  - Senior executives and experts from supply chain (35%), and
  - Key industry stakeholders (25%, including government, academia, and think tanks).



# Sponsorship Opportunities At-A-Glance

	Conference Partners	Conference Leaders	Networking Sponsor	Event Supporters
Price	\$12,500	\$9,250	\$6,500	\$3,500
Total Available	Four	Three	One per Day (2)	Eight
Recognition	Diamond	Platinum	Gold	Silver
Complimentary Registrations	15 (value → \$4,875)	Ten (value → \$3,250)	Six (value → \$1,950)	Three (value → \$975)



# Conference Partner: \$12,500

- 15 complimentary registrations (worth \$4,875)
- Opportunity for qualified representatives to participate as speakers or moderators
- Acknowledgement during conference registration launch, media advisory, and event wrap-up communications (news release, special eblast)
- Verbal recognition during welcoming remarks at the conference
- Logo prominent on the conference website
- Acknowledgement as Conference Partner on social media (3x)
- Logo in event eblasts (at least once a month)
- Logo in monthly newsletter (once a month)
- Logo prominently showcased on the virtual event platform
- Sponsorship profile set up on the virtual event platform



# Conference Leader: \$9,250

- 10 complimentary registrations (worth \$3,250)
- Opportunity for qualified representatives to participate as speakers or moderators
- Acknowledgement during conference registration launch, media advisory, and event wrap-up communications (news release, special eblast)
- Verbal recognition during welcoming remarks at the conference
- Logo prominent on the conference website
- Acknowledgement as Conference Leader on social media (3x)
- Logo in event eblasts (at least once a month)
- Logo in monthly newsletter (once a month)
- Logo prominently showcased on the virtual event platform
- Sponsorship profile set up on the virtual event platform



# Networking Sponsor: \$6,500

- Six complimentary registrations (worth \$1,950)
- Verbal recognition during welcoming remarks at the conference
- Logo on the conference website
- Acknowledgement as the Networking Sponsor on social media (3x)
- Logo showcased on the virtual event platform
- Sponsorship profile set up on the virtual event platform
- Opportunity to organize a fun activity during the breaks



# Event Supporter: \$3,500

- Three complimentary registrations (worth \$975)
- Verbal recognition during welcoming remarks at the conference
- Logo on the conference website
- Acknowledgement as the Event Supporter on social media (3x)
- Logo showcased on the virtual event platform
- Sponsorship profile set up on the virtual event platform



# Want More Information?

Connect with us today to learn more about these sponsorship opportunities or to tailor a package to meet your needs.

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