

LAND OF OPPORTUNITY

SWANA NORTHERN LIGHTS CHAPTER ANNUAL CONFERENCE

**JUNE 13-16, 2023
YELLOWKNIFE, NWT
EXPLORER HOTEL YELLOWKNIFE**

The SWANA Northern Lights 2023 Conference & Tradeshow highlights advancements in waste and recycling for small and remote communities, large cities, and everything in between. Whether it is modernizing solid waste systems, developing recycling programs, training customers and staff, or the latest and greatest in communication tools and equipment technology, there is something for you. Expect informative sessions and a great time during the exciting 4 days in the 'Land of Opportunity'.

SPONSORSHIP SUMMARY

Event	Cost of Sponsorship	Signature Event	Speaking Opportunity	Complimentary Registrations ¹	Trade Show Display	Table Cards/Tickets	Verbal/Program Recognition	Sponsor Slides and/or Signs	Logo on Website	Value to Sponsor ⁴
Thursday Evening Banquet	\$10,000	•	•	5	Optimum	•	•	•	•	\$5,475
Wednesday Evening Kick-Off	\$7,500	•	•	3	Optimum	•	•	•	•	\$3,925
'Midnight' Golf	\$7,500	•		3	Optimum	•	•	•	•	\$3,925
Workshop	\$5,000		•	2	Single	•	•	•	•	\$3,150
Trade Show Reception	\$5,000	•	•	1	Single	•	•	•	•	\$2,375
Thursday Evening Entertainment	\$3,500		•	1	• ²		•	•	•	\$1,375
Keynote Speakers (2)	\$3,500		•	1	• ²		•	•	•	\$1,375
Breakfasts/Lunches (4)	\$3,500		•	1	• ²		•	•	•	\$1,375
Table Wine at Banquet	\$3,500			1	• ²	•	•	•	•	\$1,375
Wednesday Evening — Drink Tickets	\$3,000			1	• ²	•	•	•	•	\$1,375
Grassroots Sponsorship	\$2,500			1	• ²		•	•	•	\$1,375
Refreshment Breaks (4)	\$2,500			1			•	•	•	\$775
Tours (2)	\$2,000			1			•	•	•	\$775
Bus Sponsor (Golf & Events)	\$2,000			1			•	•	•	\$775
SWANA Young Professionals Luncheon	\$2,000		•	1			•	•	•	\$775
Wednesday Refreshments	\$2,000			0						\$175/\$275 ³
Concurrent Sessions (9)	\$1,500			0			•	•	•	\$175/\$275 ³
Opening Ceremony Drummers	\$1,000			0						\$175/\$275 ³
Composting Sponsor	\$1,000			0		•	•	•	•	\$175/\$275 ³
Green Energy/Carbon Offsets Sponsor	\$1,000			0		•	•	•	•	\$175/\$275 ³

¹ - Additional registrations (beyond what is listed) for delegates representing your company will be at a reduced registration rate of \$600

² - Ability to purchase an exhibit space for \$1,000 (based on availability)

³ - Value of reduced registration rate (early bird/regular, if used)

⁴ - includes Trade Show display cost (or value of discount) plus value of complimentary or reduced registrations

Thursday Evening Banquet

\$10,000

Put your organization's name on our largest and best attended event. You are invited to welcome delegates and to give a brief presentation before a wonderful banquet. We invite you to provide input into the plan for the evening.

Wednesday Evening Kick-off

\$7,500

Make the first official conference day one to remember. Your name is front and centre by sponsoring this event. The reception and networking activities planned for the Opening Reception will allow participants to interact and enjoy a fun evening hosted by you! This signature event will bear your organization's name.

"Midnight" Golf

\$7,500

In order to take advantage of the "Never Setting Sun" we have decided to host a golf tournament teeing off at 10:00 pm and finishing 9 holes around midnight (where we are hoping for some great photo opportunities). The organizing committee has great ideas on 'hole themes', beverage options and an earlier reception but we will work with the sponsor to make this a truly memorable 'midnight' golfing experience.

Workshop

\$5,000

Sponsor a 2 – 4 hour workshop that will focus on an area of solid waste management important to our delegates. Your company can be part of the development, preparation and discussion and (of course) introduce the event and speakers! Workshops will take place on the Wednesday prior to the opening ceremony and your company will be recognized at the workshop, the opening remarks and throughout the event.

Trade Show Reception

\$5,000

Once delegates have settled into the conference it's your time to shine. As the host of a reception in the trade show area you will set the tone for Thursday evening's festivities. Your company name will become part of this signature event and you will have the opportunity to welcome attendees as they arrive. Each participant will receive a drink ticket featuring your organization's logo.

Thursday Evening Entertainment

\$3,500

This is the Land of Opportunity and your opportunity to shine! Our committee is busy considering options for this event but as a sponsor you will become front and center with the opportunity to introduce, be part of the event or take the simple path and simply be the 'named' (and thanked) sponsor!

Opening Keynote

\$3,500

As the opening keynote sponsor, you will be welcomed to the front of the auditorium to introduce our keynote speaker and to address delegates.

Closing Keynote

\$3,500

As closing keynote sponsor, you will introduce our final speaker and have the opportunity to address the delegates before the sun sets on our conference.

Breakfasts/Lunches (4)

\$3,500

We believe in the value of good food to power our mind and body and create the atmosphere for great conversations and new connections. As the meal sponsor of a full breakfast or lunch, you'll have the opportunity to address participants after the breakfast or before the lunch.

Table Wine

\$3,500

Your sponsorship includes two bottles of wine on each table at the banquet, table cards with your sponsor logo, acknowledgment in the program and at the banquet and the opportunity to create custom labels for the bottles.

Grassroots Sponsorship

\$2,500

As a forward-thinking organization, your grassroots sponsorship will cover the registration fees for up to five students or representatives of grassroots organizations. If you are an organization with vision who understands the need to bring young, enthusiastic people into the industry, this is the opportunity for you. Your sponsorship directly supports attendance by people who wouldn't normally have this chance.

Refreshment Breaks

\$2,500 (3)

This is your opportunity to sponsor refreshments and networking. Breaks are 30 minutes to provide time for networking and creating connections. You will be acknowledged with a sign at the coffee/snacks table, in the program and by the MC.

Wednesday Refreshments

\$2,000

Sponsor all-day refreshments for people as they register, come and go to tours, golf and workshops and start their networking.

SWANA Young Professionals Event

\$2,000

The SWANA NLC Young Professionals is a keen group of '35's and under' that are making waves in our industry. Your sponsorship will kick off the conference for our newest delegates and help them make connections with conference colleagues. As sponsor, you are welcome to display your banner at the event and bring greetings from your organization.

Tours (2)

\$2,000

Yellowknife Solid Waste Facility, Giant Mine Remediation & Kavanaugh Transfer Station

Northern waste challenges require northern solutions. In this tour, the City of Yellowknife's Solid Waste Facility and Kavanaugh Bros Ltd. will share their experiences with managing solid waste as well as their plans for the future. The tour of the Solid Waste Facility will include a visit to the beloved Public Drop Off Area, the engineered cells, the compost pad and other processing areas. Discussion topics include the progression from baling to compacting waste, waste wood to energy initiatives and long-term planning for the site. The bus will then head down the road to Giant Mine, the biggest remediation project in Canada. Waste management requires input from the private, municipal and federal entities in order to be successful. Participants will see this first hand on this tour.

As a sponsor you are welcome to speak on the bus to the participants, will be recognized by the MC during the opening event and in the program.

Old Town

This tour will be a walking tour where we will stroll down the hill from downtown into the iconic Old Town. Along the shores of Great Slave Lake there are cabins, waterfront mansions, galleries filled with First Nations art and fresh fish restaurants. Stops and menu are still being developed and we welcome our sponsor to assist with our journey. Diversion and reuse will be discussed during the tour.

Concurrent Sessions (9)

\$1,500

Sponsor a session of interest to you and your clients. You will be recognized in the agenda, at the session and help bring delegates together to hear something that you are passionate about.

Opening Ceremony – Drummers

\$1,000

The Yellowknife Dene Drummers are from the communities of Ndilo and Dettah, and include all ages. We are planning to have the drummers perform the opening prayer songs and kick off our conference with their powerful message.

Composting Sponsor

\$1,000

Contribute to the conference goal of being waste free by sponsoring the composting program. Your contribution will be acknowledged with labels on the bins and/or table cards.

Green Energy & Carbon Offsets

\$1,000

Your sponsorship will allow the conference to be powered with green electricity, supplied by Bullfrog Power, and to purchase carbon offsets for speaker and participant travel. You will be acknowledged with a sign at the registration table.

To take advantage of these Sponsorship Opportunities, please contact:

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