



**Pollution
Probe**

**RIDERS ON THE STORM
CONFERENCE &**

Gala



2024 Sponsorship Opportunities



RIDERS ON THE STORM CONFERENCE AND GALA

Welcome to Pollution Probe's annual conference and gala, one of Canada's premier engagement and networking events for environmental professionals. We invite you to support and join us for an inspiring day of reflection and dialogue.

Economic fluctuations, changing political leadership, shifting regulatory environments and global crises are hampering efforts to protect and preserve the environment and our economy. At a time when bold changes and solutions are needed, uncertainty can lead to a decrease in activity, as governments, businesses and the public become more risk averse. Moreover, smart environmental policy can help improve the economy, while policy uncertainty can derail projects, reduce investment, stall innovation, and ultimately undermine long-term growth.

Community action is essential in this landscape as it enables efforts that can drive significant change and resilience. Pollution Probe's 2024 Riders on the Storm Conference and Gala will examine the important role of community action in uncertain times. Local initiatives can bolster broader policy efforts, while ensuring that environmental actions are grounded in the needs and strengths of the people most affected.

The conference and gala will spotlight community success stories, providing an opportunity to identify and explore how to further support meaningful efforts on the path to a stronger environmental and economic future.

2024 CONFERENCE & GALA AT A GLANCE

WHEN	Tuesday, November 12, 2024
WHERE	Beeton Hall & Bluma Appel Salon, Toronto Reference Library
2:00 pm	Conference & Keynote
5:30 pm	Networking Reception
7:00 pm	Dinner & Award Presentation
9:30 pm	Close Out

CONTACT US
gala@pollutionprobe.org
416-926-1907

Programming



1. Conference

Pollution Probe's 2024 "Riders on the Storm" conference, located at the Toronto Reference library will examine how community action can help us in these uncertain times. Local efforts have proven to ensure that environmental actions drive significant change and resilience, while meeting the needs of those most affected. Our conference and gala will highlight community success stories, offering a chance to learn and support effective initiatives for a stronger environmental and economic future.

Join us for an engaging and interactive conference where participants will hear from a panel of speakers and changemakers contributing to environmental progress in energy, transportation, ecology and circular economy. We will engage in dynamic sessions and audience-driven dialogue, where participants will be able to interact and help shape the conversation. The conference will also be offered in a hybrid format so participants can join in person at the Toronto Reference Library or virtually for a fully integrated experience.

We look forward to seeing you there!

2. Networking Reception & Dinner

After the conference concludes, we invite you to attend our Networking Reception and Dinner in the Bluma Appel Salon, where you'll have the opportunity to mingle with fellow attendees after an afternoon of thought-provoking and insightful discussion.

Programming

3. Pollution Probe Award

A highlight of our annual gala is the Pollution Probe Award, which celebrates the extraordinary achievements of individuals or organizations working toward positive, tangible environmental change.

Past Recipients



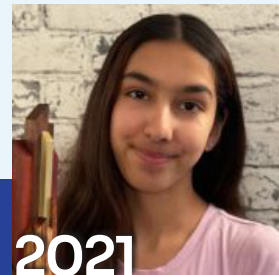
2023

Bob McDonald,
Canadian Writer &
Science Journalist



2022

Edward Burtynsky,
Fine Art
Photographer



2021

Naila Moloo,
Nanotechnology
Innovator & Writer

- 2020** **Larissa Crawford,** Founder and Managing Director, Future Ancestors Services
- 2019** **The Right Honourable M. Brian Mulroney,** 18th Prime Minister of Canada
- 2018** **Ocean Wise,** represented by Dr. John Nightingale, President and CEO
- 2017** **Carbicrete,** represented by Chris Stern and Dr. Mehrdad Mahoutian, Co-Founders
- 2016** **Nivatha Balendra,** McGill University and **Eden Full Goh,** SunSaluter
- 2015** **Medicine Hat,** represented by Jaime Rogers, Manager, MHCHS
- 2014** **Dokis First Nation,** represented by Chief Denise Restoule
- 2013** **Colonel Chris Hadfield,** Astronaut & former Commander of the International Space Station
- 2012** **Jeffrey Simpson,** Renowned author, journalist and columnist



2024 Sponsorship Levels

The 2024 Conference and Gala is back and we are excited to invite you to support Pollution Probe and our future work through event sponsorship.

PRESENTING SPONSOR	Please Contact
CONFERENCE SPONSOR	Please Contact
PLATINUM SPONSOR	\$15,000
GOLD SPONSOR	\$10,000
SILVER SPONSOR	\$5,000

The following pages outline the various opportunities for recognition and benefits. If the needs of your organization are not represented here, please contact us. We would be more than happy to tailor an option to suit your needs.





Presenting Sponsor

Please Contact Us (one available)

AT THE EVENT

- Table of 8 at the Gala
- Entry for 4 attendees at the Conference
- Logo placement on the welcome screen (at the Gala)
- Logo placement on sponsor recognition slides
- Special recognition by emcee
- Opportunity to address the audience during the Gala or present the Pollution Probe Award
- Logo placement on the Digital Conference Agenda on the Pollution Probe website
- Opportunity to present sponsor video (max. 1 minute long) on event screens during Networking Reception

PRE/POST-EVENT RECOGNITION

- Top logo placement, with hotlink, in event email invitations and promotions
- Top logo placement, with hotlink, on event webpage
- Acknowledgement and mentions on Pollution Probe Social Media channels
- Recognition in Pollution Probe's ENewsletter and Annual Report
- Top logo placement in the 2025 Pollution Probe Gala Sponsorship Package
- Rights to use Pollution Probe and Gala marks in relation to the event for one year
- Opportunity to embed (max. 1 minute long) Conference and Gala sponsor video on Pollution Probe's Gala webpage for one year
- Opportunity for a presentation to your organization, or an exclusive webinar, with a senior Pollution Probe associate on a mutually agreed upon topic



Conference Sponsor

Please Contact Us (one available)

AT THE EVENT

- Table of 8 at the Gala
- Entry for 4 attendees at the Conference
- Logo placement on the welcome screen (at Conference)
- Logo placement on sponsor recognition slides
- Special recognition by moderator
- Opportunity to address the audience during the Conference
- Logo placement on the Digital Conference Agenda on the Pollution Probe website
- Opportunity to present sponsor video (max. 1 minute long) on event screens during Networking Reception

PRE/POST-EVENT RECOGNITION

- Logo placement, with hotlink, in event email invitations and promotions
- Logo placement, with hotlink, on event webpage
- Acknowledgement and mentions on Pollution Probe Social Media channels
- Recognition in Pollution Probe's ENewsletter and Annual Report
- Logo placement in the 2025 Pollution Probe Gala Sponsorship Package
- Rights to use Pollution Probe and Gala marks in relation to the event for one year
- Opportunity to embed (max. 1 minute long) Conference and Gala sponsor video on Pollution Probe's Gala webpage for one year
- Opportunity for a presentation to your organization, or an exclusive webinar, with a senior Pollution Probe associate on a mutually agreed upon topic



Platinum Sponsor

\$15,000

AT THE EVENT

- Table of 8 at the Gala
- Entry for 3 attendees at the Conference
- Logo placement on sponsor recognition slides
- Special recognition by emcee
- Opportunity to present sponsor video (max. 1 minute long) on event screens during Networking Reception

PRE/POST-EVENT RECOGNITION

- Logo placement, with hotlink, in event email invitations and promotions
- Logo placement, with hotlink, on event webpage
- Acknowledgement and mentions on Pollution Probe Social Media channels
- Recognition in Pollution Probe's E-Newsletter and Annual Report
- Logo placement in the 2025 Pollution Probe Gala Sponsorship Package
- Rights to use Pollution Probe and Gala marks in relation to the event for one year
- Opportunity to embed (max. 1 minute long) Conference and Gala sponsor video on Pollution Probe's Gala webpage for one year

Gold Sponsor



\$10,000

AT THE EVENT

- Table of 8 at the Gala
- Entry for 2 attendees at the Conference
- Logo placement on sponsor recognition slides
- Special recognition by emcee
- Opportunity to present sponsor video (max. 1 minute long) on event screens during Networking Reception

PRE/POST-EVENT RECOGNITION

- Logo placement, with hotlink, in event email invitations and promotions
- Logo placement, with hotlink, on event webpage
- Acknowledgement and mentions on Pollution Probe Social Media channels
- Recognition in Pollution Probe's E-Newsletter and Annual Report
- Logo placement in the 2025 Pollution Probe Gala Sponsorship Package

Silver Sponsor



\$5,000

AT THE EVENT

- Table of 8 at the Gala
- Entry for 1 attendee at the Conference
- Logo placement on sponsor recognition slides

PRE/POST-EVENT RECOGNITION

- Logo placement in event email invitations and promotions
- Logo placement on event webpage
- Acknowledgement and mentions on Pollution Probe Social Media channels
- Recognition in Pollution Probe's E-Newsletter and Annual Report

Tickets

Limited conference seats available!

GALA \$500*

- 1 entry to the Networking Reception and Dinner
- Recognition in Pollution Probe's Annual Report

CONFERENCE \$75

- 1 entry to the Conference only

CONFERENCE + GALA \$550*

- 1 entry to the Conference, Networking Reception and Dinner
- Recognition in Pollution Probe's Annual Report

* Gala ticket discount may be available for Students, Environmental Non-Profits and Public Office Holders. Please contact for details.

Sponsorship Levels Overview

	PRESENTING CONTACT US	CONFERENCE CONTACT US	PLATINUM \$15K	GOLD \$10K	SILVER \$5K
AT THE EVENT					
Logo on welcome screen	✓	✓			
Logo on sponsor recognition slides	✓	✓	✓	✓	✓
Special recognition by emcee/moderator	✓	✓	✓	✓	
1-min video during Networking Reception	✓	✓	✓	✓	
Opportunity to address the audience during Gala/Conference	✓	✓			
Opportunity to present award	✓				
Logo on agenda, on Pollution Probe website	✓	✓			
PRE/POST EVENT RECOGNITION					
Logo and hotlink in event email invitations and promotions	✓	✓	✓	✓	LOGO ONLY
Logo and hotlink to corporate website on Gala webpage	✓	✓	✓	✓	LOGO ONLY
Acknowledgement and mentions on Social Media channels	✓	✓	✓	✓	✓
Recognition in Pollution Probe's E-Newsletter and Annual Report	✓	✓	✓	✓	✓
Logo in the 2025 Pollution Probe Gala Sponsorship Package	✓	✓	✓	✓	
Rights to use Pollution Probe Gala marks in relation to event for 1 year	✓	✓	✓		
Opportunity to embed Conference and Gala sponsor video on Gala webpage for 1 year	✓	✓	✓		
Opportunity for a presentation to your organization or an exclusive webinar with a senior Pollution Probe associate on an agreed upon topic	✓	✓			

Thank You to Our 2023 Sponsors

PRESENTING SPONSOR



CONFERENCE SPONSOR



AWARD SPONSOR



STUDENT GROUP SPONSOR



PLATINUM SPONSOR



GOLD SPONSOR



SIVER SPONSORS



FASKEN



OYSTER BAR SPONSOR



BEER SPONSOR



WINE SPONSOR



About Pollution Probe

Pollution Probe is a Canadian charitable environmental organization founded in September 1969 by University of Toronto students and professors.

Over the past 5 decades, Pollution Probe has been at the forefront of progress on a range of environmental issues. Progress on many of these issues took decades of hard work to achieve.

We pursue environmental gains by working productively with governments, industry and the public, with a steadfast commitment to Clean Air, Clean Water, and a Healthy Planet.

We engage people as thinkers to nurture and act on areas of consensus. Our niche in the environmental movement lies in our systems approach, which embraces three principal drivers for progress:

TECHNOLOGY AND INNOVATION RULEMAKING BEHAVIOURAL CHANGE

Our Vision

Canada is a place where all people live, work, and prosper in harmony with a healthy environment.

Our Mission

To find substantive and enduring solutions to pressing environmental issues.

Our Values

We are non-partisan and non-ideological and operate as follows:

- Use sound science
- Engage in productive partnerships
- Foster and facilitate multi-stakeholder collaboration
- Listen respectfully and learn from others
- Seek solutions that are fair and equitable for all Canadians
- Maintain our independence in defending human health and the natural environment



Please join the thousands of Canadians committed to clean air, clean water and a healthy planet.



**Pollution
Probe**

pollutionprobe.org/gala gala@pollutionprobe.org

