



# ICLEI World Congress 2018

19 – 22 June • Montréal, Canada

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Together towards sustainable cities

Integrate • Collaborate • Innovate

## SPONSORSHIP PACKAGE



Congrès mondial ICLEI

ICLEI World Congress 2018

19 au 22 juin • 19 - 22 June • Montréal, Canada



Montréal

## What is the ICLEI World Congress?

The ICLEI World Congress is held every three years and brings together **mayors, representatives of local, regional and national governments, international and local organizations, businesses, members of civil society and researchers** as well as other stakeholders from the international community who come to share their ideas, successes and challenges concerning the advancement of sustainable urban development.

Together, they will chart the path of the global urban agenda and strengthen collective action on sustainability at the global level.



### MAIN THEMES

**Systemic resilience**

**Collaborative governance**

**Inclusiveness and reconciliation**

**Circular economy**

**Sustainable procurement**

**Sustainable financing and investment**

**Low carbon policies**

**Mitigation and adaptation to climate action**

**Nature-based solutions**

**Smart cities**

**Ecomobility**

**Safe and healthy cities**

### THE CONGRESS IN NUMBERS

**4 days**

**1200+** expected participants

**200+** dynamic speakers

**50+** interactive sessions and workshops



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## Why become a sponsor of the congress ?

### BROADEN YOUR PARTNERSHIP NETWORK

Share your successes and good business practices by making tangible contacts with representatives from around the world working in sustainable development.

### VISIBILITY

Position your organization as a leader in sustainable development by joining the ICLEI World Congress 2018 and take part in our activities, including an innovative exhibition.

### AN ENRICHING EXPERIENCE

Take part in strategic discussions on current and future issues of sustainable development with more than 200 dynamic speakers and distinguished guests during the fifty or so workshops, sessions and plenaries.



congresmtl.com



## Why Montréal ?

Montréal was selected as host of the ICLEI World Congress 2018 for its **strong leadership**, exemplary sustainability policy and the replicability of its initiatives.

Montréal aims to become a low-carbon city is committed to **reducing its greenhouse gas emissions by 80 percent by 2050** and is focused on providing **equitable** access to its services and facilities.







## Visibility Plan

The proposed partnership formulas in support of the ICLEI World Congress 2018 will enable actors from the private and public sectors to shine in a dynamic community with many promising upcoming projects. The event also includes an innovative exhibition area where partners can participate.


### THERE ARE THREE WAYS TO REACH A PARTNERSHIP LEVEL:

1. Partners can reach a partnership level by paying the amount associated with one of the levels listed in the table starting on page 6. They will benefit from the visibility corresponding with this level.
2. Partners can also reach one of the partnership levels by adding items of their choice in the “Opportunities” list. In this case, the partner reaches the partnership level corresponding to the amount accumulated and will benefit from all the visibility and privileges associated with each supported item. Partnership agreements can be customized to your specific needs and objectives. Feel free to let us know.
3. Major partner (maximum 2): Fully personalized partnership agreement. Exclusive offer of the logo on the name tags to the first signatory.





## Visibility

<< ITEM >>	VALUE (Canadian Dollars)
<b>GALA</b>	<b>150 000 \$</b> in exclusivity
<b>NAME HOLDER CORD</b> Print your logo on the name cords (to be alternated with the logo of ICLEI World Congress 2018 and the Ville de Montréal).	<b>150 000 \$</b> in exclusivity to the first major partner
<b>ECORESPONSABILITY*</b> Logo on the program, website, and mobile app.  * In a spirit of sustainable development, the organizers are keen to ensure that the event is as respectful as possible of the environment and locally beneficial.	 <b>50 000 \$</b> in exclusivity
<b>NETWORKING NIGHT</b> Logo on the vouchers for a drink per person.	<b>50 000 \$</b> in exclusivity
<b>POSTER AREA</b> Logo on the banner in the activity zone.	<b>50 000 \$</b> in exclusivity
<b>ACTIVITY AREA/NETWORKING AREA (3 Opportunities)</b> Your logo on the signaling banner of the activity zone in the exhibition.	<b>25 000 \$ each</b>
<b>LUNCH (2 opportunities)</b> Publication of your logo in the program, on the mobile app as a partner and on the transition screens. Opportunity to offer a promotional gift on the tables (subject to approval by the organizers of the ICLEI World Congress 2018).	<b>25 000 \$ each</b>



## Visibility

<< ITEM >>	VALUE (Canadian Dollars)
<p><b>MOBILE APP*</b></p> <p>Your logo and the link to your website will be placed on the welcoming page of the mobile app, as well as on the drop-down banner of each subsequent page.</p> <p>*The development of this app answers the wish of the organizers of the ICLEI World Congress 2018 to reduce the ecological footprint of the event in a spirit of eco-responsibility.</p>	<p><b>25 000 \$</b> in exclusivity</p>
<p><b>WIFI</b></p> <p>Password to access the WIFI to be determined with the partner.</p> <p>The logo of the partner and a hyperlink on the welcome page of the WIFI network.</p>	<p><b>25 000 \$</b> in exclusivity</p>
<p><b>WELCOME RECEPTION</b> Publication of your logo in the program and the mobile app as host of the activity.</p> <p>Publication of your logo and mentions on the electronic invitations.</p>	<p><b>25 000 \$</b> in exclusivity</p>
<p><b>REUSABLE BOTTLES</b></p> <p>Logo of the partner, the ICLEI World Congress 2018 and the Ville de Montréal on the bottles provided by the partner.</p>	<p><b>25 000 \$</b> in exclusivity</p>
<p><b>SIDE VISITS AND MOBILE WORKSHOPS (10 opportunities)</b></p> <p>Logo on the program and in the mobile app.</p>	<p><b>10 000 \$ each</b></p>
<p><b>SPEAKERS FAIR</b></p> <p>Logo on the front door, on computer monitors and on the coffee break tables.</p>	<p><b>10 000 \$</b> in exclusivity</p>
<p><b>COFFEE BREAK (6 opportunities) – 2 sold</b></p> <p>Coffee breaks, located in the showroom, are the main networking opportunities between delegates.</p> <p>The company logo on the signaling banner to delegates as well as on the reminder of the coffee break on the mobile app.</p>	<p><b>5 000 \$ each</b> Or a bundle of 6 for 25 000\$</p>



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## Advertisement

<< ITEM >>	VALUE (Canadian Dollars)
<b>NEWSLETTER BANNER</b> of the congress (Maximum 6)	5 000 \$
<b>ADVERTISEMENT IN THE PROGRAMME</b> final online (entire page)	5 000 \$
<b>MOBILE APP</b> Drop down banner at the bottom of the screen	2 500 \$
<b>ADVERTISEMENT IN THE PROGRAM</b> final online (half-page)	2 000 \$
<b>FRIENDS OF THE CONGRESS</b> Company name and hyperlink on the website, in the final program online and in the list of friends of the congress on the mobile application	1 500 \$
<b>MOBILE APP</b> Company's logo in the list of exhibitors on the mobile app	500 \$

**SOLD**





## Visibility

**Major contributors** (those contributing 150 000 \$ or more) will receive a **personalized visibility package**.

Contribution (in Canadian Dollars)	100 000 \$ +	75 000 \$ +	50 000 \$ +	25 000 \$ +	10 000 \$ +
<b>Before the event</b>					
The announcement of your partnership through a press release as well as on social media platforms of the event.	√	√	√		
Advertisement in the final program.	1 page	1 page	½ page	¼ page	
Your logo and hyperlink on the ICLEI World Congress 2018 website homepage.	√	√	√	√	√
Publication of your logo in ICLEI World Congress 2018 electronic newsletters (International, North America, Canada).	√	√	√	√	√



## Visibility

Contribution (in Canadian Dollars)	100 000 \$ +	75 000 \$ +	50 000 \$ +	25 000 \$ +	10 000 \$ +
During the event					
Visibility of your logo on the transition screens (before and after the speeches).	√	√	√		
The participation of a senior officer of your organization in a panel or seminar.	√	√			
Mention in the opening and closing ceremony.	√	√			
Logo with hyperlink in the mobile app of the ICLEI World Congress 2018.	√	√	√	√	√
Logo and hyperlink in the electronic newsletter to the participants.	√	√	√	√	√



## Visibility

Contribution (in Canadian Dollars)	100 000 \$ +	75 000 \$ +	50 000 \$ +	25 000 \$ +	10 000 \$ +
During the event					
Logo on the thank you page in the final online program of the ICLEI World Congress 2018.	√	√	√	√	√
Logo on the thank you sign of the partners near the registration.	√	√	√	√	√
Full registration.	6	4	3	2	1
Discount for your exhibition space.	2 spaces 10x10 + 20% discount on an additional area	1 space 10x10 + 20% discount on an additional area	10% discount	10% discount	10% discount



## Visibility

Contribution (in Canadian Dollars)	100 000 \$ +	75 000 \$ +	50 000 \$ +	25 000 \$ +	10 000 \$ +
After the event					
Logo and hyperlink on partners page of the ICLEI World Congress 2018 website.	✓	✓	✓	✓	✓
Mention in the thank you email sent to all participants.	✓	✓	✓	✓	✓

\* Applicable taxes are not included and will be detailed on the invoice.



## EXHIBITION

The ICLEI World Congress 2018 will include an exhibition hall that will give participants the chance to discover top solutions and recent developments in the field of sustainable development.

Your investment will be supported through different means:

- The exhibition hall will be conceptualized so that the flows of delegates are optimized and ensure maximum visibility;
- An innovative program that will gather 1,200 representatives of local and regional governments, international agencies, national governments, community-based organizations and other stakeholders from around the world;
- A promotional campaign to foster registrations and assert the reputation of the event in the public space;
- Coffee break areas strategically located to create a lively exhibition hall;
- Proximity with meeting rooms will allow for increased traffic in the exhibition hall.





## EXHIBITION

### *Rates & inclusions*

#### All included

Early bird rate (Prior to the 1<sup>st</sup> of March 2018): \$2,850

Regular rate (From the 1<sup>st</sup> of March 2018): \$3,200

Discount rate (NPO): \$1,750

(1) exhibition space 10 ft x 10 ft

(1) Rigid white structure

(1) Facade identification

(2) chairs

(1) table

(1) waste paper basket

(2) exhibitor badges

(1) full registration

(1) 50 word description of the organization on the ICLEI World Congress 2018 website

[www.worldcongress2018.iclei.org](http://www.worldcongress2018.iclei.org)

(1) Hyperlink for the exhibitor's website

List of the exhibitors on the mobile app

#### Exhibition space only :

Early bird rate (Prior to the 1<sup>st</sup> of March 2018):

\$2,200

Regular rate (From the 1<sup>st</sup> of March 2018): \$2,500

Discount rate (NPO): \$1,250

(1) exhibition space 10 ft x 10 ft

(2) exhibitor badges

(1) full registration

(1) 50 word description of the organization on the ICLEI World Congress 2018 website

[www.worldcongress2018.iclei.org](http://www.worldcongress2018.iclei.org)

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### **Contact us**

Marie Lou Coupal, Business Development– ICLEI World Congress 2018

By email : [iclei2018ventes\\_sales@jpd.com](mailto:iclei2018ventes_sales@jpd.com)

By phone : 514-287-9898 # 225

JPdL International – ICLEI 2018

1555 Peel, Suite 500

Montréal (Québec) H3A 3L8



# ICLEI World Congress 2018

## **ICLEI – Local Governments for Sustainability**

is the leading global network of over 1,500 cities, towns and regions committed to building a sustainable future. By helping the ICLEI Network to become sustainable, low-carbon, eco-mobile, resilient, biodiverse, resource-efficient, healthy and happy, with a green economy and smart infrastructure, we impact over 25% of the global urban population.

Website: [worldcongress2018.iclei.org](http://worldcongress2018.iclei.org)

Information and contact details:

E-mail: [iclei2018ventes\\_sales@jpdL.com](mailto:iclei2018ventes_sales@jpdL.com)

JPdL International inc. - ICLEI World Congress 2018  
A/S Marie Lou Coupal  
1555 Peel, Suite 500  
Montréal (Québec) H3A 3L8

Phone: 514-287-9898 Ext. 225

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