Greetings,
We are thrilled to host the 12th Annual International Association for Public Participation's (IAP2) North American Conference!

This year's conference theme, "Partnering for Possibility", is about coming together in authentic and creative ways. It's about what can happen when equitable engagement is shared, valued, and celebrated. It's about taking chances and believing in people, processes, and opportunity.

What better place, to come together in person again, than the Emerald City (Seattle). Each year the North American Conference attracts hundreds of public participation leaders from all levels of government, private industry, education, environment, health, transportation, academia, and community based organizations from across North America and around the world.

We hope you will consider Partnering for Possibility with us! Our sponsors play a critical role in the success of this event and in advancing our field and practice.

A variety of sponsorship opportunities are available to meet the diverse needs and interests of our partners. The following sponsorship packages provide flexibility, and a blend of branding elements and engagement opportunities. We look forward to connecting with you!

Sincerely,

Erin Zimmermann
Executive Manager, IAP2 USA
erin@iap2usa.org
About IAP2

IAP2 is an association of professionals in the field of public participation (P2) whose mission is to advance effective public participation practices and supports practitioners. As an international leader in public participation, IAP2 offers:

- Training and learning programs
- Networking opportunities (annual conferences, local events, webinars, communities of practice)
- Tools to advocate for meaningful and effective public participation (Core Values for Public Participation, Code of Ethics for Public Participation Practitioners, Public Participation Spectrum)

Our Members

Our membership continues to grow each year with individuals organizations, and government agencies joining a community dedicated to engagement. IAP2 USA served 3,200 members and IAP2 Canada has more than 1100 members.

About our North American Conference

The IAP2 North American Conference (NAC) is spread out over 2.5 days and includes workshops, keynote speakers, engaging sessions, celebrations, community building, knowledge sharing, and networking with fellow engagement practitioners.
Discover the value of Sponsorship

<table>
<thead>
<tr>
<th>INVESTMENT IMPACT</th>
<th>FOR YOUR ORGANIZATION</th>
<th>FOR THE P2 SECTOR</th>
</tr>
</thead>
<tbody>
<tr>
<td>NETWORKING</td>
<td>Engage, connect, build relationships and be seen as a thought leader</td>
<td>Strengthen the connections of consultants and organizations</td>
</tr>
<tr>
<td>BRAND EXPOSURE</td>
<td>Enhance brand awareness and optimize your brands' visibility</td>
<td>Collaboration with all stakeholders means a stronger community of innovative thinkers</td>
</tr>
<tr>
<td>COMMUNITY</td>
<td>Strengthen your connection to a community of P2 practitioners throughout North America</td>
<td>Investment in meaningful activities that support the advancement of P2</td>
</tr>
<tr>
<td>ENGAGEMENT BENEFITS</td>
<td>Strengthen your connection to a community of p2 practitioners throughout North America</td>
<td>Meeting of the minds, sharing expertise, updating contacts and developing new industry relationships</td>
</tr>
</tbody>
</table>
Sponsorship Opportunities

Title Sponsor (1 available at $20,000)

The signature Title Sponsorship opportunity receives the maximum exposure and visibility leading up to, during, and following the event. The Title Sponsor will be recognized as the leading presenting sponsor, reinforcing the organization's commitment to being a leader in advancing meaningful public participation and will have exclusive benefits including speaking opportunities at the welcome and keynote sessions.

Benefit Highlights:

- Signature Opportunity- Opening Welcome Session
- Signature Opportunity- Organizational delegate welcomes and introduces keynote speaker(s)
- 4 Full Conference Registrations
- 4 Duwamish Boat Tour Registrations
- Opportunity to host a breakout session
- Branding at Plenary Sessions and Breakout Sessions
- Logo visibility at CORE Values Awards Event Logo and branding on pre and post conference materials
- Dedicated social media post and e-blast announcement
- Opportunity to send one email to members prior to event
- Maximum visibility on Conference Website, social media (#iap2nac), exhibit space, and in app promotions
Sponsorship Opportunities

Major Sponsor (3 available at $10,000) NEW!
The Major Sponsorship is new this year and will have a high profile throughout all event aspects. The Major Sponsor will be recognized as a key leader and will have full branding presence leading up to, during, and following the event.

Benefit Highlights:
- 2 Full Conference Registrations
- 2 Duwamish Boat Tour Registrations
- Branding at Plenary Sessions and Breakout Sessions
- Logo visibility at CORE Values Awards Event Logo and branding on pre and post conference materials
- Dedicated social media post and e-blast announcement
- Exhibit space
- Maximum visibility on Conference Website, social media (#iap2nac), exhibit space, and in app promotions
Sponsorship Opportunities

Technology Lead Sponsor (1 available at $8,500)
The Technology Lead Sponsor receives heightened visibility and exposure as a leader in digital engagement. This sponsorship is an opportunity to share what your company can offer the P2 professional and their efforts to lead and undertake meaningful and effective public participation.

Benefit Highlights:
- Branding opportunity at the Plenary Sessions (2)
- Logo visibility at CORE Values Awards Event
- 2 full Conference Registrations and Core Value Awards Registrations
- 1 Duwamish Boat Tour Registration
- Opportunity to host a breakout session
- Exhibit space
- Dedicated social media post and e-blast announcement
- Added Value Optional- Products giveaways, coded coupon virtual promotions delivered to every attendee at opening plenary or Awards
- Logo and branding on pre and post conference materials
- Branding visibility on Conference Website, social media (#iap2nac), and in app promotions

Technology Sponsors (10 available at $4,000)
Our technology sponsors play an ever increasingly important role in supporting the technology and infrastructure needed for a virtual conference and to broaden the reach of public participation in a digital world.

Benefit Highlights:
- Exhibit space and opportunity to network with attendees
- Added Value Optional- Products giveaways, coded coupon virtual promotions delivered to every attendee at opening plenary or Awards
- Logo and branding on pre and post conference materials
- Branding visibility on Conference Website, social media (#iap2nac), and in app promotions
Sponsorship Opportunities

Core Values Awards Lead Sponsor
(1 available at $5,000)

The Core Values Lead Sponsor receives heightened visibility at the Core Values Award gala and has the unique opportunity to help recognize the incredible achievements of our Award recipients. This annual event celebrates the best of public engagement in North America and recognizes the winners of the IAP2 Core Values Awards from both Canada and the United States.

Benefit Highlights:
- Opportunity to present Project of the Year Awards
- Logo visibility at CORE Values Awards Event
- 2 full Conference Registrations and Core Value Awards Registrations
- 1 Duwamish Boat Tour registration
- Exhibit Space
- Added Value Optional- Products giveaways, coded coupon virtual promotions delivered to every attendee at opening plenary or Awards
- Logo and branding on pre and post conference materials
- Branding visibility on Conference Website, social media (#iap2nac), and in app promotions

Core Values Award Sponsor (2 available at $2,500)

The Core Values Sponsors have branding visibility at the Core Values Award gala. This annual event celebrates the best of public engagement in North America and recognizes the winners of the IAP2 Core Values Awards from both Canada and the United States.

Benefit Highlights:
- Logo visibility at CORE Values Awards Event
- 1 full Conference Registrations and Core Value Awards Registrations
- Exhibit space
- Branding visibility on Conference Website, social media (#iap2nac), and in app promotions
Sponsorship Opportunities

Boat Tour Sponsor (1 available at $10,000) **NEW!**

One of the best ways to experience Seattle is to take a guided tour along the Duwamish River. This special add-on event will be a highlight for conference attendees and a opportunity to help deepen relationships through this engaging experience.

Benefit Highlights:
- Signature opportunity to do the welcome at the Boat Tour
- 3 full Conference Registration and Core Value Awards Registration
- 3 Duwamish Boat Tour registrations
- Exhibit Space
- Added Value Optional- Products giveaways, coded coupon virtual promotions delivered to every attendee at opening plenary or Awards
- Logo and branding on pre and post conference materials
- Branding visibility on Conference Website, social media (#iap2nac), and in app promotions

Fun Sponsor (1 available at $5,000)

The Fun Sponsor receives premiere branding opportunities during our fun and networking activities. One of the best parts about the North American Conference is the memories and connections made outside of the educational sessions. This year, there are many creative and engaging activities planned to bring people together.

Benefits Highlights:
- Fun activities and Networking Branding Opportunities
- 1 full Conference Registration and Core Value Awards Registration
- 1 Duwamish Boat Tour registration
- Branding visibility on Conference Website, social media (#iap2nac), and in app promotions
Additional Sponsorship Opportunities

Opening Reception Sponsor
(1 available at $5,000)
The opening reception is the first opportunity for all delegates to gather together, get caught up and have a little fun. Join in as the sponsor of this event and experience heightened visibility, relationship building opportunities all while communicating your commitment to public engagement.

ESJ/ Bilingual Sponsor
(1 available at $5,000)
Being able to offer quality education and training to P2 professionals is important to IAP2. Good P2 overcomes language barriers and we start by offering translation to our conference delegates.

Refreshment Break Sponsor
(3 available for $1,500)
Share your brand and engage with the conference delegates during your sponsored break.

Chapter Sponsor
(11 available at $2,500)
The Chapter Sponsors demonstrate the importance and value of partnerships at the chapter level, with the opportunity to provide a conference registration sponsorship for a chapter attendee. This level recognizes and supports the sound public participation happening at the local chapter level.

Scholarship Sponsor
(10 available at $750)
The Scholarship Sponsors play a vital role in helping create an inclusive and accessible conference experience by providing funds to support our Conference Scholarship Program. Scholarships are awarded to students and nonprofit and community based organization staff on a rolling basis and subject to application approval.

Lanyard Sponsor
(1 available at $1,500)
Have your brand visible throughout the conference, wherever delegates may go. Sponsor the conference lanyards and have your logo visible to delegates day and night.

Additional value-add options may be available to sponsors as it gets closer to the conference
## IAP2 North American Conference 2023
### Sponsorship Levels at A Glance

<table>
<thead>
<tr>
<th>$$$</th>
<th>$20,000</th>
<th>$10,000</th>
<th>$8,500</th>
<th>$4,000</th>
<th>$5,000</th>
<th>$2,500</th>
<th>$10,000</th>
<th>$5,000</th>
</tr>
</thead>
<tbody>
<tr>
<td># available</td>
<td>1</td>
<td>3</td>
<td>1</td>
<td>10</td>
<td>1</td>
<td>2</td>
<td>1</td>
<td>1</td>
</tr>
</tbody>
</table>

### PRE-CONFERENCE PROMOTION
- **Logo on promotional email marketing materials**
  - $20,000: ✔
  - $10,000: ✔
  - $8,500: ✔
  - $4,000: ✔
  - $5,000: ✔
  - $2,500: ✔
  - $10,000: ✔
  - $5,000: ✔
- **Opportunity to send 1 email to members**
  - $20,000: ✔
  - $10,000: ✔
  - $8,500: ✔
  - $4,000: ✔
  - $5,000: ✔
  - $2,500: ✔
  - $10,000: ✔
  - $5,000: ✔
- **Use IAP2 Logo in pre-conference promotions**
  - $20,000: ✔
  - $10,000: ✔
  - $8,500: ✔
  - $4,000: ✔
  - $5,000: ✔
  - $2,500: ✔
  - $10,000: ✔
  - $5,000: ✔

### WEBSITE AND OTHER
- **Company Info on Sponsorship Page**
  - $20,000: ✔
  - $10,000: ✔
  - $8,500: ✔
  - $4,000: ✔
  - $5,000: ✔
  - $2,500: ✔
  - $10,000: ✔
  - $5,000: ✔
- **Option: Video on Sponsorship Page**
  - $20,000: ✔
  - $10,000: ✔
  - $8,500: ✔
  - $4,000: ✔
  - $5,000: ✔
  - $2,500: ✔
  - $10,000: ✔
  - $5,000: ✔
- **Logo on IAP2 Website**
  - $20,000: ✔
  - $10,000: ✔
  - $8,500: ✔
  - $4,000: ✔
  - $5,000: ✔
  - $2,500: ✔
  - $10,000: ✔
  - $5,000: ✔
- **Dedicated Social media post with link**
  - $20,000: ✔
  - $10,000: ✔
  - $8,500: ✔
  - $4,000: ✔
  - $5,000: ✔
  - $2,500: ✔
  - $10,000: ✔
  - $5,000: ✔
- **E-blast sponsor announcement**
  - $20,000: ✔
  - $10,000: ✔
  - $8,500: ✔
  - $4,000: ✔
  - $5,000: ✔
  - $2,500: ✔
  - $10,000: ✔
  - $5,000: ✔
- **Opportunity to work with committee to plan a breakout session**
  - $20,000: ✔
  - $10,000: ✔
  - $8,500: ✔
  - $4,000: ✔
  - $5,000: ✔
  - $2,500: ✔
  - $10,000: ✔
  - $5,000: ✔
- **Logo on social media posts and/or In app promotions**
  - $20,000: ✔
  - $10,000: ✔
  - $8,500: ✔
  - $4,000: ✔
  - $5,000: ✔
  - $2,500: ✔
  - $10,000: ✔
  - $5,000: ✔

### DURING CONFERENCE
- **Signature Opportunity- Opening Welcome**
  - $20,000: ✔
  - $10,000: ✔
  - $8,500: ✔
  - $4,000: ✔
  - $5,000: ✔
  - $2,500: ✔
  - $10,000: ✔
  - $5,000: ✔
- **Signature Opportunity- Introduce Keynotes**
  - $20,000: ✔
  - $10,000: ✔
  - $8,500: ✔
  - $4,000: ✔
  - $5,000: ✔
  - $2,500: ✔
  - $10,000: ✔
  - $5,000: ✔
- **Plenary Sessions (2)- Branding**
  - $20,000: ✔
  - $10,000: ✔
  - $8,500: ✔
  - $4,000: ✔
  - $5,000: ✔
  - $2,500: ✔
  - $10,000: ✔
  - $5,000: ✔
- **Value-add- Optional product giveaways**
  - $20,000: ✔
  - $10,000: ✔
  - $8,500: ✔
  - $4,000: ✔
  - $5,000: ✔
  - $2,500: ✔
  - $10,000: ✔
  - $5,000: ✔
- **Breakout sessions branding**
  - $20,000: ✔
  - $10,000: ✔
  - $8,500: ✔
  - $4,000: ✔
  - $5,000: ✔
  - $2,500: ✔
  - $10,000: ✔
  - $5,000: ✔
- **Exhibit Space**
  - $20,000: ✔
  - $10,000: ✔
  - $8,500: ✔
  - $4,000: ✔
  - $5,000: ✔
  - $2,500: ✔
  - $10,000: ✔
  - $5,000: ✔
- **Chapter Networking Branding**
  - $20,000: ✔
  - $10,000: ✔
  - $8,500: ✔
  - $4,000: ✔
  - $5,000: ✔
  - $2,500: ✔
  - $10,000: ✔
  - $5,000: ✔
- **Fun activities and Network Branding**
  - $20,000: ✔
  - $10,000: ✔
  - $8,500: ✔
  - $4,000: ✔
  - $5,000: ✔
  - $2,500: ✔
  - $10,000: ✔
  - $5,000: ✔
- **Delegate presents Project of the Year awards**
  - $20,000: ✔
  - $10,000: ✔
  - $8,500: ✔
  - $4,000: ✔
  - $5,000: ✔
  - $2,500: ✔
  - $10,000: ✔
  - $5,000: ✔
- **Logo Visibility at Core Values Awards**
  - $20,000: ✔
  - $10,000: ✔
  - $8,500: ✔
  - $4,000: ✔
  - $5,000: ✔
  - $2,500: ✔
  - $10,000: ✔
  - $5,000: ✔

### CONFERENCE BENEFITS
- **Full Conference Registration**
  - $20,000: 4
  - $10,000: 2
  - $8,500: 2
  - $4,000: 2
  - $5,000: 3
  - $2,500: 1
  - $10,000: 1
  - $5,000: 3
- **Duwamish Boat Tour Registration**
  - $20,000: 4
  - $10,000: 2
  - $8,500: 1
  - $4,000: 1
  - $5,000: 3
  - $2,500: 1
  - $10,000: 1
  - $5,000: 3

### POST-CONFERENCE MARKETING
- **Logo on post-conference marketing**
  - $20,000: ✔
  - $10,000: ✔
  - $8,500: ✔
  - $4,000: ✔
  - $5,000: ✔
  - $2,500: ✔
  - $10,000: ✔
  - $5,000: ✔
- **Right to use IAP2 logo in promotions related to conference 3 weeks post-event**
  - $20,000: ✔
  - $10,000: ✔
  - $8,500: ✔
  - $4,000: ✔
  - $5,000: ✔
  - $2,500: ✔
  - $10,000: ✔
  - $5,000: ✔
# IAP2 North American Conference 2023
## Sponsorship Levels at A Glance

<table>
<thead>
<tr>
<th>$$$$</th>
<th>Opening Reception</th>
<th>Bilingual</th>
<th>Refreshment Break</th>
<th>Chapter</th>
<th>Scholarship</th>
<th>Lanyard</th>
</tr>
</thead>
<tbody>
<tr>
<td># available</td>
<td>1</td>
<td>1</td>
<td>3</td>
<td>11</td>
<td>10</td>
<td>1</td>
</tr>
</tbody>
</table>

### PRE-CONFERENCE PROMOTION
- Logo on promotional email marketing materials
- Opportunity to send 1 email to members
- Use IAP2 Logo in pre-conference promotions

### WEBSITE AND OTHER
- Company Info on Sponsorship Page
- Option: Video on Sponsorship Page
- Logo on IAP2 Website
- Dedicated Social media post with link
- E-blast sponsor announcement
- Opportunity to work with committee to plan a breakout session
- Logo on social media posts and/or In app promotions

### DURING CONFERENCE
- Signature Opportunity- Opening Welcome
- Signature Opportunity- Introduce Keynotes
- Plenary Sessions (2)- Branding
- Value-add- Optional product giveaways
- Breakout sessions branding
- Exhibit Space
- Chapter Networking Branding
- Fun activities and Network Branding
- Delegate presents Project of the Year awards
- Logo Visibility at Core Values Awards

### CONFERENCE BENEFITS
- Full Conference Registration
- Duwamish Boat Tour Registration

### POST-CONFERENCE MARKETING
- Logo on post-conference marketing
- Right to use IAP2 logo in promotions related to conference 3 weeks post-event

---

Confirm your sponsorship today!

Click here to submit your Sponsorship Commitment Form

Contact: Erin Zimmermann, erin@iap2usa.org
Join Us! 2023 Commitment Form

Business/Organization Name:

Type of business/industry:

Contact Name:

Position/Title:

Phone:

Email:

Mailing Address:

State/Province:

Postal/Zip Code:

Country: USA or Canada:

Sponsor Selection:

☐ Title Sponsor
☐ Major Sponsor
☐ Boat Tour Sponsor
☐ Technology Lead Sponsor
☐ Core Values Lead Sponsor
☐ Open Reception Sponsor
☐ Fun Sponsor
☐ ESJ/Bilingual Sponsor
☐ Technology Sponsor
☐ Core Values Sponsor
☐ Chapter Sponsor
☐ Refreshment Break
☐ Lanyard Sponsor
☐ Scholarship Sponsor

☐ I confirm I have read and understand the terms and conditions of this sponsorship

Name:

(E-)Signature:

Date:

Click here to submit your form online
Summary of Terms & Conditions

1. All sponsorships will be awarded on a first-come, first-served basis. Sponsors need to be committed to the practice of public participation and community engagement.

2. IAP2 USA reserves the right to accept or reject Sponsors without giving reasons.

3. Placement and size of logos included in the Event material will be at the discretion of the Event Organizers and will reflect the level of support given by your organization.

4. Sponsors are required to provide their logo image in the format requested by IAP2 USA and other details required by IAP2 USA within 10 working days of acceptance of this sponsorship.

5. All company representatives must complete an event registration form (for name tag and catering purposes).

6. All company representatives attending and participating in the event must register and pay the nominated registration fee. Some packages include sponsor registrations in which case this fee is not payable, however a completed registration form is still required. Additional registrations may be purchased at the nominated rates.

7. A completed and signed sponsorship confirmation form must be submitted to initiate sponsorship. Subject to acceptance of the sponsorship, an invoice will be provided. The sponsorship will not be deemed confirmed until the required payment has been made.

Access the full Terms and Conditions
Summary of Terms & Conditions

CANCELLATION POLICY

Cancellation by Sponsor
Due to the considerable administration associated with this event:

- A cancellation fee of $500 or the equivalent 10% of the sponsorship/exhibit fee will be incurred should confirmed agreements be cancelled prior to, and including, June 20, 2023.
- Cancellations 12 weeks before the event (June 21, 2023) will be subject to a 50% cancellation fee.
- Cancellations 6 weeks before the event (August 2, 2023) will be subject to a 100% cancellation fee.
- All requests for cancellations must be made in writing to the IAP2 USA executive manager.

Cancellation by Organizer (IAP2 USA)
If Sponsor fails to make a payment required by this Contract in a timely manner, the Organizer may terminate this Contract (and Sponsor’s participation in the Event) without further notice and without obligation to refund any monies previously paid. The Organizer may also terminate this Contract effective upon written notice of termination if Sponsor breaches any of its obligations under this Contract or any other contract or arrangement with Organizer, without any obligation on the Organizer’s part to refund any payments previously made and without releasing Sponsor from any liability arising as result of or in connection with such breach. If the Organizer removes or restricts an exhibit that it considers to be objectionable or inappropriate, no refund will be due to Sponsor.

Cancellation of the Event
If the Organizer cancels the Event due to circumstances beyond the reasonable control of the Organizer (such as acts of God, acts of war, governmental emergency), the Organizer shall refund to Sponsor its payment previously paid, minus a share of costs and expenses incurred by Organizer, in full satisfaction of all liabilities of Organizer to Sponsor. The Organizer reserves the right to cancel, rename or change the Event Dates.

If the Organizer changes the Event to dates that are not more than 30 days earlier or 30 days later, no refund will be due. If the Organizer elects to cancel the Event other than for a reason previously described in this paragraph, the Organizer shall refund to Sponsor its entire payments for exhibit space, in full satisfaction of all liabilities of Organizer to Exhibitor.

In the unlikely the Event fails or refuses to provide the services as outlined in this agreement, or any part thereof, except by Force Majeure, and such failure continues for a period of fifteen (15) business days after written notice from Sponsor to Organizer, Sponsor may terminate this agreement without further obligation to IAP2 Canada. Any fee(s) paid to the Organizer at the time of such default, minus actual expenses incurred by the Event toward that sponsorship shall be returned to Sponsor within thirty (30) days.