



PRESERVING AND PROTECTING
OUR FORESTS SINCE 1952



FPL'S 70TH ANNIVERSARY CELEBRATIONS

29 Sep – 02 Oct 2022

Fredericton, NB



SPONSORSHIP OPPORTUNITIES

\$1,500 - \$10,000



Your participation as a sponsor with FPL will allow us to deliver a memorable program for our employees and stakeholders. Our program includes the following events:

EVENTS SCHEDULE

Thursday September 29, 2022	Friday September 30, 2022	Saturday October 01, 2022	Sunday October 02, 2022
<p>MEET & GREET</p> <p>Radisson Hotel, 41 Kingswood Way, Hanwell, NB</p>	<p>OPEN HOUSE</p> <p>Forest Protection Ltd, 2502 Rte 102 Hwy, Lincoln, NB</p>	<p>GOLF TOURNAMENT</p> <p>Kingswood Golf Course 1700 Kingswood Way, Hanwell, NB</p> <p>GALA</p> <p>Delta Hotels Fredericton, 225 Woodstock Rd, Fredericton, NB</p>	<p>FAREWELL BREAKFAST</p> <p>Forest Protection Ltd, 2502 Rte 102 Hwy, Lincoln, NB</p>

By supporting these celebrations through sponsorship, your organization has an opportunity to promote its products and services to members of the forestry and aviation industries plus associated stakeholders across Canada. These sponsorship opportunities are designed to provide you with the best value for your marketing dollar.



Forest Protection Limited (FPL) is proud to celebrate its Platinum Jubilee in 2022 near the anniversary date of its incorporation in 1952. Over its 70-year lifespan, FPL has been preserving and protecting forests across North America bringing great credit to the Province of New Brunswick, its home base.

To properly commemorate this significant milestone, FPL has planned a series of events to allow the company and its stakeholders to gather and celebrate in style. At the Meet & Greet, old and new friends can connect in a casual setting as a warm-up to the subsequent events. The Open House offers ticket holders an opportunity to visit FPL's Headquarters and get up close to our aircraft, including a TBM Avenger. For those interested in playing golf on an award-winning course, a special anniversary tournament is planned which will feature prizes and hole sponsor stations. Our premier event will be the Gala featuring a tabled dinner, a silent auction, and live entertainment. Lastly, as a wrap-up to the events, a farewell pancake breakfast will be hosted at FPL's Headquarters where participants can connect one last time before heading on their way.

Join us as a tiered sponsor or as one of our event sponsors to ensure that this *non-publicly funded* event can be celebrated accordingly. Any proceeds incurred from these events are being directed to FPL's scholarship fund which supports scholarships for forest health research and women in aviation.

FOUR LEVELS OF SPONSORSHIP

We have four levels of sponsorship available for our Platinum Jubilee with additional à la carte and in-kind options. These are one-time commitments for the events scheduled above during the celebration period.

PLATINUM	GOLD	SILVER	BRONZE	À LA CARTE
\$10,000	\$7,000	\$5,000	\$1,500	\$100/ \$7,000

All sponsors will receive recognition in accordance with the level of commitment before, during, and after the celebration events including advance ticket purchasing, recognition in print and digital media, and verbal acknowledgement at the events themselves.



PLATINUM LEVEL

An exclusive opportunity to be a Gala partner, with a host of benefits providing maximum visibility.

PRE-CELEBRATION

- Exclusive logo recognition in event and email campaigns
- Logo recognition on FPL's social media
- Large company logo and link on the event page of FPL's website
- Prominent logo recognition in events program
- Full page ad in events program

CELEBRATION EVENTS

- Opportunity for company representative to speak at the gala dinner
- Verbal recognition during the gala event
- Receive 4 tickets with preferred seating at the gala and ability to pre-purchase additional event tickets prior to general sales
- Opportunity to display a pop-up banner at the gala reception
- Prominent logo recognition at the gala

POST-CELEBRATION

UNTIL THE END OF OCTOBER 2022

- Exclusive logo recognition in post-event communications
- Logo recognition on FPL's social media
- Large company logo and link on the event page of FPL's website

GOLD LEVEL

As a Gold Level Sponsor, you'll receive exclusive benefits surpassed only by those available to our Platinum Sponsors.

PRE-CELEBRATION

- Logo recognition in event and email campaigns
- Logo recognition on FPL's social media
- Medium company logo and link on the event page of fpl's website
- 1/2 Page ad in events program

CELEBRATION EVENTS

- Opportunity for company representative to speak at the selected sponsored event (meet & greet, open house, or golf tournament)
- Verbal recognition during the selected sponsored event
- Receive VIP treatment at the sponsored event including discounted tickets and ability to pre-purchase additional event tickets prior to general sales
- Opportunity to display a pop-up banner at the selected event
- Prominent shared logo recognition at events

POST-CELEBRATION

UNTIL THE END OF OCTOBER 2022

- Logo recognition in post-event communications
- Logo recognition on FPL's social media
- Medium company logo and link on the event page of FPL's website



SILVER LEVEL

Silver Sponsors will receive well-deserved VIP status and will be distinguished for their standout support.

PRE-CELEBRATION

- Logo recognition in event and email campaigns
- Logo recognition on FPL's social media
- Small company logo and link on the event page of FPL's website
- 1/4 Page ad in events program

CELEBRATION EVENTS

- Opportunity for company representative to present the keynote speaker at the gala dinner
- Receive discounted tickets and ability to pre-purchase additional event tickets prior to general sales
- Opportunity to display a pop-up banner at the gala reception

POST-CELEBRATION

UNTIL THE END OF OCTOBER 2022

- Logo recognition in post-event communications
- Logo recognition on FPL's social media
- Small company logo and link on the event page of FPL's website

BRONZE LEVEL

Bronze Sponsors will be celebrated and recognized online and at the events.

PRE-CELEBRATION

- Logo recognition in event and email campaigns
- Logo recognition on FPL's social media
- Small company logo on the event page of FPL's website
- 1/8 Page ad in events program

CELEBRATION EVENTS

- Ability to pre-purchase event tickets prior to general sales
- Opportunity for company representative to speak at farewell breakfast
- Opportunity to display a pop-up banner at the farewell breakfast

POST-CELEBRATION

UNTIL THE END OF OCTOBER 2022

- Logo recognition in post-event communications
- Logo recognition on FPL's social media
- Small company logo on the event page of FPL's website



À LA CARTE OPTION / SPECIFIC EVENT SPONSORSHIP

As a supporter of the anniversary, you'll be celebrated for helping us deliver key elements of the program.

PRE-CELEBRATION

- Logo recognition in event and email campaigns if event hosting opportunity selected

CELEBRATION EVENTS

- Logo recognition on aspect sponsored or prominent logo recognition at event if hosting opportunity selected
- Opportunity to display a pop-up banner at the event if hosting opportunity selected

POST-CELEBRATION

UNTIL THE END OF OCTOBER 2022

- Logo recognition in post-event communications if event hosting opportunity selected

AUCTION DONOR

As an alternative to sponsorship, consider donating an item or service to our silent auction. Not only does it help raise funds for the celebration and scholarship, but it is also a great way to promote your business. You'll receive recognition and profile throughout our auction viewing and bidding.

IN-KIND SPONSORSHIP

If sponsorship or an auction donation are not appealing, consider providing a service at one of our events. Whether it be printing services, providing a keepsake for attendees, or photography for example, we can work with you to incorporate it into the events. This is another great way to showcase your brand.

SPONSORSHIP PACKAGES	PLATINUM (\$10,000) X 3	GOLD (\$7,000) X 4	SILVER (\$5,000) X 6	BRONZE (\$1,500) X 8	À LA CARTE (SEE BELOW)
DIGITAL EXPOSURE					
Logo recognition in event and e-mail campaigns	x	x	x	x	
Logo recognition on FPL social media	x	x	x	x	
Company logo and link on the event page of FPL's website	x	x	x		\$500
Company logo on the event page of FPL's website				x	
PRINT EXPOSURE					
Prominent logo recognition in events program	x				
Full page ad in events program	x				\$1,500
1/2 Page ad in events program		x			\$1,000
1/4 Page ad in events program			x		\$750
1/8 Page ad in events program				x	\$500
RECOGNITION AT EVENT(S)					
Presenting sponsor at gala/gala partner	x				
Presenting sponsor at either meet & greet, open house, or golf tournament		x			
Keynote presenting sponsor			x		\$5,000
Sponsor a table at the gala					\$1,000
Sponsor a seat at the gala for a deserving FPL employee					\$100
Refreshment host at gala or meet & greet					\$3,500
Meet & greet host					\$7,000
Open house host					\$7,000
Golf tournament host					\$7,000
Sponsor a hole at the golf tournament					\$500
Farewell breakfast host				x	\$2,000
Ability to pre-purchase event tickets prior to general sales	x	x	x	x	
Prominent individual logo recognition	x				
Prominent shared logo recognition		x			
Verbal recognition at sponsored event	x	x			
Logo displayed in digital sponsor loop	x	x	x	x	
Logo displayed in digital e-vite	x	x	x	x	
Logo displayed on event page of FPL's website	x	x	x	x	
70 th Scholarship					\$5,000

NOTES: 1) Top sponsor to be appointed the 70th anniversary gala sponsor.
2) Gift-in-Kind sponsorships: minimum \$1,000. Benefits to be discussed based on value of gift-in-kind.



SPONSORSHIP AGREEMENT

Company: _____

First & Last Name: _____

Title/Position: _____

E-mail: _____ Office Phone: _____

Website: _____ Cell Phone: _____

Address: _____

Signature: _____

PARTNERSHIP LEVELS

Please indicate desired level.

<input type="checkbox"/>	Platinum	\$10,000
<input type="checkbox"/>	Gold	\$7,000
<input type="checkbox"/>	Silver	\$5,000
<input type="checkbox"/>	Bronze	\$1,500
<input type="checkbox"/>	Gift-in-Kind	Min. \$1,000

À LA CARTE

Please indicate selection(s) below.

<input type="checkbox"/>	Company logo and link on the event page of FPL's website	\$500
<input type="checkbox"/>	Full page ad in events program	\$1,500
<input type="checkbox"/>	1/2 Page ad in events program	\$1,000
<input type="checkbox"/>	1/4 Page ad in events program	\$750
<input type="checkbox"/>	1/8 Page ad in events program	\$500
<input type="checkbox"/>	Keynote presenting sponsor	\$5,000
<input type="checkbox"/>	Sponsor a table at the gala	\$1,000
<input type="checkbox"/>	Sponsor a seat at the gala for a deserving FPL employee	\$100
<input type="checkbox"/>	Refreshment host at gala or meet & greet	\$3,500
<input type="checkbox"/>	Meet & greet host	\$7,000
<input type="checkbox"/>	Open house host	\$7,000
<input type="checkbox"/>	Golf tournament host	\$7,000
<input type="checkbox"/>	Sponsor a hole at the golf tournament	\$500
<input type="checkbox"/>	Farewell breakfast host	\$2,000
<input type="checkbox"/>	70 th Scholarship	\$5,000

By signing, I accept the terms and conditions.
I hereby agree to and understand all sales are final.

Please email your completed commitment form, along with an EPS/PNG of your logo to info@fpltd.ca. The accounting team will contact you to confirm your sponsorship and arrange for invoicing and payment.

For general sponsorship inquiries, please contact us at info@fpltd.ca