



# ADAPTATION CANADA 2020

FEB 19-21 VANCOUVER

RAISING OUR GAME ON RESILIENCE

## Sponsorship Opportunities

Adaptation Canada 2020 - Canada's National Conference on Climate Change Adaptation

**February 19-21, 2020**

Sheraton Wall Centre, Vancouver, BC

*Organized by:*



*Fraser Basin Council*

*With support from:*



Natural Resources Canada  
Ressources naturelles  
Canada

**Canada**



*“We are clearly the last generation that can change the course of climate change, but we are also the first generation with its consequences... We strongly believe that action ought to go both on mitigation and on adaptation.”*

– Kristalina Georgieva, CEO, World Bank (2018)

**Adaptation Canada 2020** is Canada’s national conference on climate change adaptation – and it is an event you can sponsor proudly.

Building on the success of the 2016 conference in Ottawa, **Adaptation Canada 2020** comes to Vancouver February 19-21 for three intensive, packed days – plus ample opportunities for networking and the alluring option of a beautiful west coast winter holiday.

This conference is unique. It’s the confluence of energy and expertise brought by Canadians from different sectors, disciplines and regions of the country. With a rise in global temperatures, we know Canada is already facing critical challenges and more are on the horizon. Together we’ll explore the latest on climate projections, impacts and opportunities for risk reduction.



## Tackling the adaptation challenge

No part of our lives as Canadians – and no part of our social structure, economy or environment – is immune to climate change. Today, public and private sector leaders are stepping up to a dual challenge: first, to tackle the harmful emissions that drive climate change and, second, to find ways to adapt to the climate change impacts that are already unavoidable.

### What will Climate Change Bring?

- Warmer air and ocean temperatures
- Extreme temperature swings
- Severe storms
- Heavy precipitation
- Melting permafrost
- Wildfires
- Sea level rise
- Floods
- Droughts

### What's at Risk of Disruption?

- Communities, especially in sensitive and disaster-prone areas
- Critical infrastructure – communications, utilities, electrical, fuel & water
- Transportation routes and systems
- Environmental health – air, water and land
- Human health, especially in vulnerable populations
- Biodiversity
- Industrial operations, such as mining, forestry, fisheries, energy & agriculture
- Public security and service delivery

## The Conference that can't wait – and the people who can't wait to attend

**Adaptation Canada 2020** will welcome over 500 Canadian decision-makers, professionals, technical experts and policy leaders from industry, business, all orders of government (Federal, Provincial, Local and Indigenous), professional associations, non-governmental organizations and academic institutions.

The 2016 conference drew positive reviews, with 96% of attendees expressing satisfaction. Their common refrain? Bring the event back, and as soon as possible. We're doing just that!

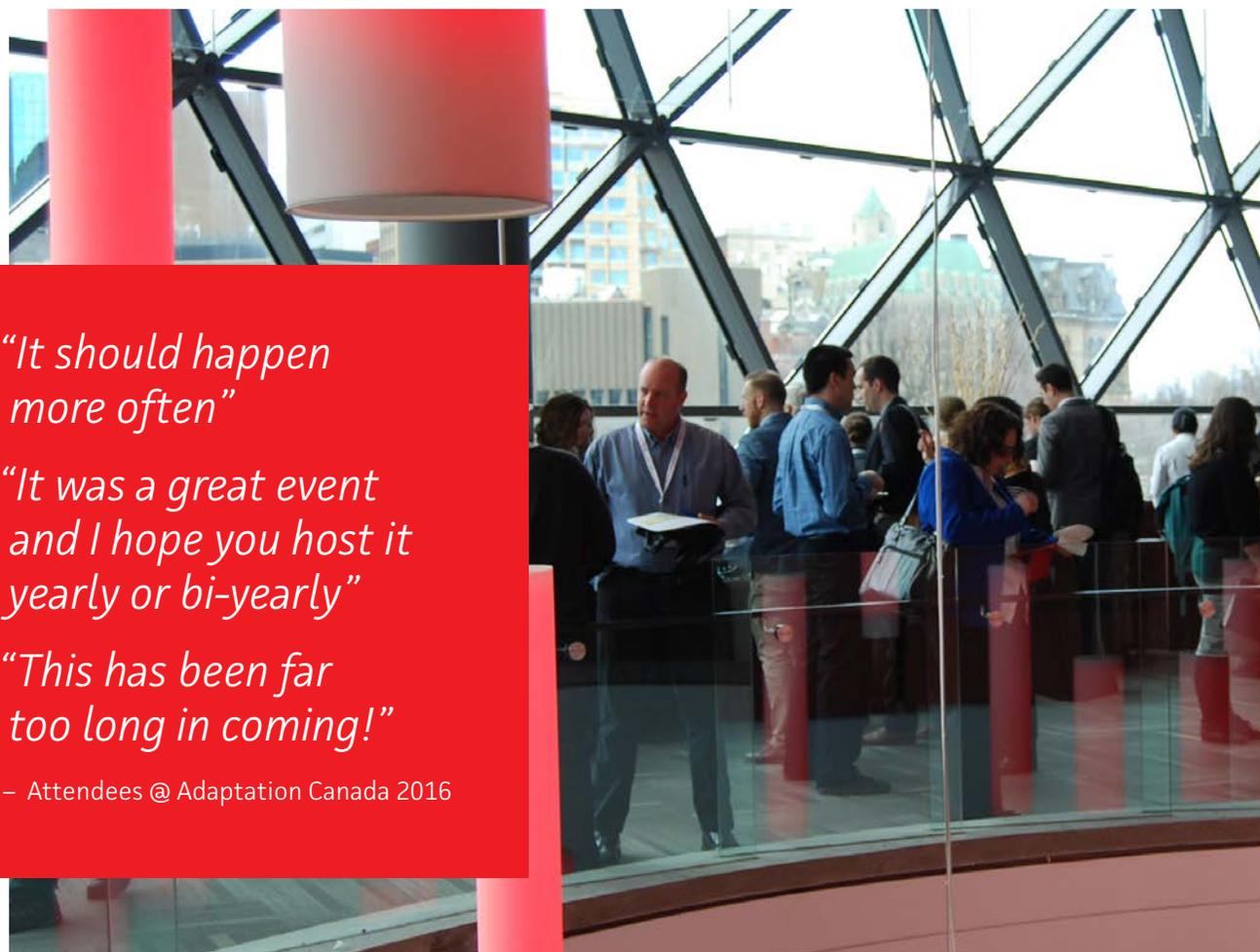
This conference will look at how to plan for climate change and invest wisely in adaptation measures that safeguard social stability, economic prosperity and environmental health for Canadians.

*"It should happen more often"*

*"It was a great event and I hope you host it yearly or bi-yearly"*

*"This has been far too long in coming!"*

– Attendees @ Adaptation Canada 2016



### Here are ways we'll raise our game on resilience:

- Connect people across sectors, disciplines and regions
- Advance and accelerate climate adaptation work
- Identify key actions on high-priority topics
- Showcase adaptation successes
- Find transferable solutions
- Seek to broaden engagement
- Explore ways to build, finance and implement plans

# Conference Themes

A rich program is under development, tackling a range of issues under themes such as these:



**Financing Resilience**



**Collaboration**



**Ecological Resilience**



**Professional Practice  
& Capacity-Building**



**Raising Awareness &  
Broadening Engagement**



**Addressing Climate  
Change Inequities**

## Points of Connection

### Plenary and Concurrent Sessions

Our speakers will present the latest science and research, innovative ideas, best practices and solutions on climate change adaptation, both in plenary and concurrent sessions. Here's the place to learn what's new on climate projections and impacts, climate services, adaptation work in multiple sectors, industries and disciplines, coastal management, infrastructure and buildings and ecosystem resilience. We'll also look at the latest strategies and tools to identify and manage climate risks.

### Special Events

We're planning a fabulous Opening Reception and other great networking opportunities throughout the conference. Watch for updates!

### Poster Presentations

Poster sessions will connect practitioners, scientists and decision-makers. Expect timely discussions with compelling visuals on the latest climate adaptation work.

# The AC2020 sponsorship prospectus

## **Diamond Sponsor \$100,000**

- Recognition as a Diamond Sponsor by the FBC Chair in the conference opening and closing
- Opportunity to deliver a 10-minute presentation related to the conference adaptation theme at the conference Opening Plenary
- Largest logo prominently displayed in key marketing and media promotions, on the conference webpage and program, on presentation screens in the plenary ballroom between formal presentations and on physical signage at the entrance to the plenary ballroom
- 15 complimentary full conference passes

## **Platinum Sponsor \$50,000**

- Recognition as a Platinum Sponsor by the FBC Chair in the conference opening and closing
- Opportunity to deliver a 5-minute presentation related to the conference adaptation theme at the conference Opening Plenary
- Second largest logo prominently displayed in key marketing and media promotions, on the conference webpage and program, on presentation screens in the plenary ballroom between formal presentations and on physical signage at the entrance to the plenary ballroom
- 7 complimentary full conference passes

## **Gold Sponsor \$30,000**

- Recognition as a Gold Sponsor by the FBC Chair in the conference opening and closing
- Third largest logo prominently displayed in key marketing and media promotions, on the conference webpage and program, on presentation screens in the plenary ballroom between formal presentations and on physical signage at the entrance to the plenary ballroom
- 3 complimentary full conference passes

## **Titanium Sponsor \$20,000**

- Recognition as a Titanium Sponsor by the FBC Chair in the conference opening and closing
- Fourth largest logo prominently displayed in key marketing and media promotions, on the conference webpage and program, on presentation screens in the plenary ballroom between formal presentations and on physical signage at the entrance to the plenary ballroom
- 2 complimentary full conference passes

### Silver Sponsor \$10,000

- Recognition as a Silver Sponsor by the FBC Chair in the conference opening and closing
- Fifth largest logo prominently displayed in key marketing and media promotions, on the conference webpage and program, on presentation screens in the plenary ballroom between formal presentations and on physical signage at the entrance to the plenary ballroom
- 1 complimentary full conference pass

### Bronze Sponsor \$5,000

- Recognition as a Bronze Sponsor by the FBC Chair in the conference opening and closing
- Sixth largest logo prominently displayed in key marketing and media promotions, on the conference webpage and program, on presentation screens in the plenary ballroom between formal presentations and on physical signage at the entrance to the plenary ballroom

### Special Event and Speaker Sponsors

Opening Reception	\$10,000
Conference Keynote Speakers	\$5,000
Conference Lunches	\$5,000

### Other Sponsorships

Youth Delegate sponsorships	\$1,000
NGO and other sponsored delegates	\$1,000
Conference Coffee Breaks	\$1,000
Audio / Visual Sponsorship	\$1,000

## We can customize too

We can tailor a sponsorship to meet your marketing needs and budget. If you have ideas, let us know!

## You're not just sponsoring a conference. You're supporting solutions.

Considering a sponsorship? Here are reasons to make Adaptation Canada 2020 YOUR event.

- **You and your team will want to attend.**  
There's no better opportunity to deepen your understanding of climate risks in your own sector, sphere of influence and scope of responsibilities.
- **You'll show leadership in sustainability.**  
Climate change adaptation is an investment in the future. It's critical to social well-being, a strong economy and a healthy environment. This conference can help advance your own corporate social sustainability commitments and your triple bottom line.
- **AC2020 will help you build profile and connections.**

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- ✓ Gain maximum exposure at a premier event devoted to those involved in the field of climate change impacts and adaptation from across Canada
  - ✓ Network with scientific experts, practitioners, industry reps, and all levels of government – find out how adaptation planning can help your business, organization or agency
  - ✓ Reach key stakeholders in adaptation relevant to your field
  - ✓ Attract new clients
  - ✓ Build and reinforce strategic relationships
  - ✓ Reinforce your organization's brand and create awareness among a relevant audience

## Sponsorship Enquiries

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### About the Conference Organizer



*Fraser Basin Council*

Adaptation Canada 2020 is organized by the Fraser Basin Council (FBC). FBC is a non-profit organization that brings people together to advance sustainability in the Fraser Basin and throughout British Columbia.

### Conference support from



Natural Resources Canada  
Ressources naturelles Canada

**Canada**

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