



Invasive Species
Council of BC

BACK TO THE FUTURE

FEB 24-27 **INVASIVES 2025**

SPONSORSHIP INVITATION

777 COLUMBIA ST.,
NEW WESTMINSTER, B.C.



Dear FortisBC,

The INVASIVES 2025 Forum is just around the corner and it's a very special year!



For 20 years, the Invasive Species Council of BC has been a leader in this critical work, fostering collaboration, innovation, and action across B.C. and beyond. To mark the 20th anniversary of this event, the theme of the 2025 Forum is "Back to the Future," a unique opportunity to reflect on the journey to date, celebrate progress, and look ahead to the future we are building together. We have made it this far thanks to key partners like you, and we are pumped for you to be a part of this banner year.

From February 24th to 27th, 2025, INVASIVES 2025 will bring together over 200 experts, community leaders, Indigenous voices, industry professionals, and concerned citizens to New Westminster, B.C., to exchange ideas, share solutions, and drive forward the critical work of invasive species management. This Forum is a movement—a testament to our collective commitment to protecting the natural landscapes and communities that sustain us all.

Demonstrate your commitment to environmental stewardship and build valuable connections with a highly engaged and diverse audience as a sponsor of INVASIVES 2025. Whether it's strengthening existing partnerships, amplifying your reach, or showcasing your innovations, our sponsorship tiers offer tailored benefits to meet your goals.

We invite you to join the movement! Help shape the future of invasive species management and support healthier landscapes and communities through this milestone event.

Thank you for considering a partnership with ISCBC and INVASIVES 2025! Together, we can keep driving change, protect B.C.'s ecosystems, and inspire future generations.

Warm regards,

Lindsay Barnett

Invasive Species Council of BC
Manager of Planning

ABOUT INVASIVES 2025

Welcome to INVASIVES 2025, the premier Forum dedicated to addressing the impacts and challenges of invasive species. In its 20th year, this annual event serves as an important space for professionals, community leaders, and the public to come together and share insights, strategies, and innovations that drive the management and prevention of invasive species in B.C. and beyond.

DATES & LOCATION

- Dates: February 24-27, 2025
- Location: New Westminster, B.C.

THEME: “BACK TO THE FUTURE”

The INVASIVES 2025 theme, "Back to the Future," invites us to reflect on two decades of progress while setting our sights on the future. Through a combination of keynote presentations, panel discussions, and interactive sessions, we'll explore how past lessons can inform innovative solutions for a future free of invasive species.

WHO ATTENDS?

INVASIVES 2025 is expected to attract over 200 attendees, including:

- Invasive species practitioners
- Researchers and environmental scientists
- Community leaders
- Indigenous and youth voices
- Horticulture industry members
- Ranchers, farmers and foresters
- Concerned residents and the broader public

This diverse attendee base offers sponsors a valuable opportunity to build connections, raise brand awareness, and demonstrate leadership in environmental stewardship.

BENEFITS OF BEING AN INVASIVES 2025 SPONSOR



Strengthen Partnerships

Build valuable relationships and partnerships with interest holders across B.C. and the Pacific Northwest



Boost Brand Recognition

Elevate your company's visibility and showcase your support of environmental and community initiatives



Amplify Your Reach

Increase brand exposure through targeted social media and conference marketing



Showcase Your Innovations

Showcase your products and services to an engaged audience



Connect with Key Stakeholders

Network with community leaders, industry professionals and decision-makers



Champion a Sustainable Future

Support initiatives for healthier landscapes and communities free of invasive species

WANT MORE HIGHLIGHTS?
CHECK THIS OUT!



INVASIVES 2024

Highlights

"IF IT GROWS TOGETHER,
IT GOES TOGETHER!"

2024: A Year of Connection and Impact

- **244 Participants Across North America:** Attendees from Canada and the United States gathered for a dynamic exchange of ideas and best practices in invasive species management.
- **57 Unique Presentations:** Experts across various fields shared cutting-edge research, innovative strategies, and success stories.
- **23% Youth Participation:** Nearly a quarter of our attendees were 30 years old or younger, showcasing the next generation of leaders.
- **14% Indigenous Representation:** Indigenous speakers or representatives from Indigenous organizations offered invaluable insights, integral to the event's success.

"INVASIVE SPECIES WERE
INFRINGING ON OUR
RIGHTS AS INDIGENOUS PEOPLES."

Presentation Highlights

- Knowledge Keeper **Paulette Fox** shared the concept of a Biocultural Systems Framework, linking linguistic and ecological diversity with long-term sustainability.
- **Dan Hayes**, "The London Chef," explored the importance of protecting and respecting native biodiversity to sustain local food systems and how the thoughtful harvest of invasive species can be a tool to do so.
- B.C. Conservation Officer, **Sgt Chrétien**, & **K9 Major** captivated attendees with their live demonstration of Major's detection abilities, showcasing the critical role of K9 units in invasive species management.
- Provincial Cabinet Ministers—**Honourable Nathan Cullen** and **Honourable Bruce Ralston**—underscored the importance of invasive species management in governmental priorities.

"I ENJOYED MY TIME, LEARNED A LOT, AND MADE NEW FRIENDS. THE INVASIVES FORUM WAS A GREAT EVENT."

"THANKS TO THIS OPPORTUNITY, I MADE CONTACTS WITHIN THE PROVINCIAL GOVERNMENT THAT I WOULD NEVER HAVE KNOWN EXISTED."

"I FOUND THE OPPORTUNITY TO HEAR PERSPECTIVES OUTSIDE OF OUR OWN COMMUNITIES TO BE QUITE VALUABLE."

LOOKING AHEAD TO INVASIVES 2025

As we prepare for the 20th anniversary of the INVASIVES Forum, we're excited to continue building on the legacy of progress and innovation. INVASIVES 2025 will reflect on the past two decades and pave the way for future advancements in invasive species management.

CORE THEMES

Share Knowledge

Empowering attendees with the latest research, case studies, and success stories.

Foster Collaboration

Building bridges between sectors, communities, and regions to tackle invasive species together.

Drive Solutions

Focusing on actionable strategies that lead to real-world impact.

CONTENT THAT MATTERS

As a sponsor of INVASIVES 2025, you'll be at the forefront of discussions that shape the future of our landscapes and communities. This year's sessions are designed to captivate and engage, offering fresh perspectives and innovative solutions to the challenges of invasive species management.

- Defensive Measures: Invasive Species and Biosecurity
- Shell Shocked: Zebra and Quagga Mussels
- Feral Pig Frenzy: Strategies for Control and Management
- Cross-border Collaboration Case Studies
- Climate Change: Fires, Floods, and Invasive Species
- Enhancing Tree and Forest Health: Addressing Invasive Species
- Cultivating Solutions: Invasive Species Management in Agriculture
- Partnering for Success: Industry and Collaborative Solutions for Invasives
- Hope for the Future



EXPLORE OUR SPONSORSHIP LEVELS

Join us! As a sponsor of INVASIVES 2025, your organization will be prominently featured as a leader in environmental stewardship and community engagement. This is your opportunity to connect with key stakeholders, showcase your innovations, and support a cause that matters.

SPONSORSHIP LEVELS

We offer a variety of sponsorship levels to suit your organization's goals and budget. Each level comes with its own set of benefits designed to maximize your exposure and engagement at the event. For a detailed description of the benefits, please refer to the Sponsorship Benefit Appendix at the end of this document.

	TAKE ACTION (\$5,000)	OBSERVE & REPORT (\$3,500)	PREVENT & PROTECT (\$2,000)	PARTNER (\$800)
FORUM BENEFITS				
Complimentary Registration	2	1		
Ad Space in Attendee Program	1 Full Page	1/2 Page		
Reception Sponsor*	✓			
Coffee Break Sponsor*	✓	✓		
Forum Exhibit Booth	✓	✓	✓	
Discounted Rate for Additional Registrations (50%)	✓	✓	✓	
VIP/Sponsor Registration Desk	✓	✓	✓	✓
Registration Gift	✓	✓	✓	✓
BRAND & LOGO PROMOTION				
Forum Video Opportunity	✓			
Introductory Forum Opening Slide	✓			
ISCBC Social Media Individual Post	✓	✓		
ISCBC Social Media Group Post	✓	✓	✓	✓
Annual Report Recognition	✓	✓	✓	
Podium Recognition	✓	✓	✓	
Signage at Forum	✓	✓	✓	✓
ISCBC eNews	✓	✓	✓	✓
ISCBC and Event Website	✓	✓	✓	✓

*Benefit opportunity depends on limited space and availability

NEXT STEPS

We are excited to offer a high-calibre, engaging Forum for our speakers and attendees, and an exceptional sponsorship experience with unparalleled promotion and visibility at INVASIVES 2025!

Our Sponsors are integral to ensuring that INVASIVES 2025 continues to be a premier learning and collaborative experience, driving invasive species awareness across B.C. and beyond. Our priority is to ensure that our sponsors are excited to participate, the coordination of brand materials and benefits is seamless, and each supporter feels proud to contribute to the work of the Invasive Species Council of BC.

With this in mind, we are delighted to invite your team to support invasive species awareness and innovation at our Annual Forum!

Please feel free to reach out with any questions regarding custom packages, or any items in this package that you would like to explore further.

For questions or to confirm your commitment, please contact:

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Invasive Species Council of BC
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**LET'S DRIVE PROGRESS TOGETHER AS WE LOOK 'BACK
TO THE FUTURE' AT INVASIVES 2025!**



SPONSORSHIP BENEFIT APPENDIX

Thank you for considering sponsorship opportunities with INVASIVES 2025. This appendix provides detailed descriptions of the exclusive benefits associated with each sponsorship level. These benefits are designed to enhance your brand's visibility, engage directly with attendees, and showcase your commitment to invasive species management.

Complimentary Registration *Take Action, Observe & Report Sponsors*

Receive complimentary registration(s) to attend the forum and engage with attendees directly.

Ad Space in Attendee Program *Take Action, Observe & Report Sponsors*

Feature your brand in the event program, seen by all attendees, with half-page or full-page advertisement options.

Reception Sponsor *Take Action Sponsors*

Your organization is recognized on stage as the sponsor for our Reception. *First come, first serve basis.*

Coffee Break Sponsor *Take Action, Observe & Report Sponsors*

Your organization is recognized on stage as one of our coffee break sponsors. *First come, first serve basis.*

Forum Exhibit Booth *Take Action, Observe & Report, Prevent & Protect Sponsors*

Showcase your products or services with dedicated booth space in the exhibition area, engaging directly with attendees! Contact us to coordinate the setup, which includes a table and access to an outlet for digital materials.

Discounted Rate for Additional Registrations *Take Action, Observe & Report, Prevent & Protect Sponsors*

Enjoy a 50% discount on additional registrations to bring more of your team to the forum.

VIP/Sponsor Registration Desk *All sponsorship levels*

Dedicated registration area for sponsors, ensuring a smooth and expedited check-in process.

Registration Gift *All sponsorship levels*

Receive a gift at registration as a token of our appreciation for your valued sponsorship.

Forum Video Opportunity *Take Action Sponsors*

Inclusion of your exhibit booth in our post-Forum promotional video shared with attendees and ISCBC's wider audience.

Introductory Forum Opening Slide *Take Action Sponsors*

Your logo is displayed on the opening slide of the Forum, ensuring maximum visibility as the event begins.

ISCBC Social Media Individual Post *Take Action, Observe & Report Sponsors*

A dedicated post on ISCBC's social media channels, highlighting your sponsorship and brand.

ISCBC Social Media Group Post *Prevent & Protect, Partner Sponsors*

Inclusion in a group thank-you post on ISCBC's social media channels, recognizing your sponsorship alongside others in your tier.

Annual Report Recognition *Take Action, Observe & Report, Prevent & Protect Sponsors*

Your logo is featured in the ISCBC Annual Report, reaching stakeholders and members beyond the event.

Podium Recognition *Take Action, Observe & Report, Prevent & Protect Sponsors*

Our hosts will verbally acknowledge your sponsorship from the podium and display your logo on the presentation screens, putting your brand front and center.

Signage at Forum *Take Action, Observe & Report, Prevent & Protect Sponsors*

Your brand will be featured on tiered logo signage, ensuring high visibility throughout the Forum.

ISCBC eNews Promotion *All sponsorship levels*

Your brand will be featured on ISCBC's eNews wide network of over 6,000 engaged supporters, enhancing your brand's reach.

ISCBC and Event Website Promotion *All sponsorship levels*

Your logo will be featured on a tiered sponsor logo block of the ISCBC and event websites, offering ongoing exposure before, during, and after the Forum.