



New Orleans, LA | April 2 - 4 | 2024



Hyatt
Regency

New
Orleans

April 2-4

**SPONSORSHIP
BROCHURE**

SPC IMPACT 2024
BY THE NUMBERS

850+
ATTENDEES

35% BRAND OWNERS & RETAILERS
30% PACKAGING MANUFACTURERS

20% MATERIAL SUPPLIERS
15% GOV'T AGENCIES & UNIVERSITIES

SPC Impact 2024 is the flagship spring event from the Sustainable Packaging Coalition for SPC member companies and open to stakeholders from organizations interested in exploring and learning about sustainable packaging and a great chance to connect to jumpstart collaborations and projects to advance sustainability in packaging and as part of the big puzzle of climate change.

PAST ATTENDEES:



WHAT TO EXPECT

- 3 Days packed with sessions included workshops, keynote speakers, panels, TED-Style Talks, masterclasses, tours.
- Networking Opportunities at the host hotel (breaks, breakfasts, lunches)
- Offsite Evening Socials
- 800+ attendees representing the entire value chain

• ALL EXHIBITOR SPACES
5 Exhibitors **SOLD OUT**



SPONSORSHIP OPPORTUNITIES

NETWORKING & CONNECTING SPONSORSHIPS



1. Evening Social (Offsite) at The Presbytere Museum / Louisiana State Museum
2. Evening Social (Offsite) at Faubourg Brewery
3. Evening Social (Offsite) at Port Orleans Brewery
4. Networking Break
5. Private Networking Dinners

THOUGHT LEADERSHIP & CONTENT SPONSORSHIPS



1. SPC Innovator Awards
2. Main Stage Sponsor
3. Breakout Session Sponsor

ATTENDEE EXPERIENCE SPONSORSHIPS



1. Event App Sponsor
2. Breakfast Sponsor
3. Lunch Sponsor
4. Branded Item Sponsor
5. Morning Yoga Session
6. Book Sponsorship

ANCHOR



Evening Social (Offsite) at Miel Brewing

Treat a group of 100 attendees to a 2.5 hrs reception at Miel Brewing.

About the venue:

Miel brews small-batch beers using both classic and modern techniques. Beer is science and they're here to experiment. They aim to keep our ingredients local, strive for sustainability, and introduce beers inspired by our Hispanic heritage. By marrying science and art, we create quality beer every day.

PRICE: \$25,000

BENEFITS FOR SPONSOR:

- 8 Event Passes
- Exhibit at Conference venue for duration of event
- Branding and signage at Event Reception Venue
- Logo and profile on SPC Impact website
- Logo on all marketing eblasts
- Inclusion on event app



ANCHOR



Evening Social (Offsite) at Faubourg Brewery

Treat a group of 150 attendees to a 2.5 hrs
reception at Faubourg Brewery.

About the venue:

SOLD
The story of Faubourg Brewing Co. is a long, twisting tale that began as Live Brewing in 2007. When Valentine Merz opened the doors of his brand new brewery at the corner of Tulane Avenue and Tonti Street. From day one, locals loved that the South's largest, most innovative brewery was right here in their hometown — and the neighborhood beer of New Orleans was born.

BENEFITS FOR SPONSOR:

- 8 Event Passes
- Exhibit at Conference venue for duration of event
- Branding and signage at Event Reception Venue
- Logo and profile on SPC Impact website
- Logo on all marketing eblasts
- Inclusion on event app



ANCHOR



Evening Social (Offsite) at Port Orleans Brewery

Treat a group of 150 attendees to a 2.5 hrs reception at Port Orleans Brewery.

About the venue:

SOLD

In New Orleans, you won't just find culture in a museum, you'll find it in a drink. Port Orleans Brewing Company is proof that New Orleans isn't just a gumbo pot – it's a fermenter. Ever since the French founded New Orleans in 1718, fun loving people from all over the world have come here, not just to make their imprint, but to have a drink or two. There's no doubt in our minds that, if the Statue of Liberty were in our port, she'd be holding up a cold one.

BENEFITS FOR SPONSOR:

- 8 Event Passes
- Exhibit at Conference venue for duration of event
- Branding and signage at Event Reception Venue
- Logo and profile on SPC Impact website
- Logo on all marketing eblasts
- Inclusion on event app





Networking Break

(one sponsor per break)

Networking breaks are a great chance to reconnect with fellow SPC members and discover the products and services exhibitors have to offer. We will have a morning break and an afternoon break each day of the event.

SOLD

PRICE: \$12,500

AVAILABLE: NONE

BENEFITS FOR SPONSOR:

- 4 Event Passes
- Exhibit at Conference venue for duration of event
- Branding on signage during break
- Logo and profile on SPC Impact website
- Logo on all marketing eblasts
- Inclusion on event app



Private Networking Dinners

This new sponsorship opportunity offers companies to host private dinners as part of the event. SPC will send the invitation to selected guests and coordinate the RSVPs as well as make the dinner reservation at private rooms in nearby to the host hotel. The sponsor will cover the bill directly with the establishment..

PRICE: \$8,500

BENEFITS FOR SPONSOR:

- Access to event network
- Invitation to selected guests from SPC
- Logo and profile on event website, event app and marketing eblasts
- 2 Event Passes

**This sponsorship packages does not include an exhibit (An exhibit can be added for an additional \$5K while spaces are available)*



ANCHOR

SPC Innovator Awards

Showcase your support for the SPC's Awards program, and help promote sustainable innovation via the awards ceremony.

AVAILABLE: **ONLY ONE**

PRICE: \$18,000

SOLD

BENEFITS FOR SPONSOR:

- 6 Full Access Event Passes
- Exhibit at Conference venue for duration of event
- Logo on Awards Plaque
- Option to give short remarks at beginning of Awards Ceremony
- Logo on marketing eblasts, event website and event app
- Sponsors Page on event website
- Logo on SPC Innovators Awards Website and company mention (quote) on the press release to announce the winners



ANCHOR

Main Stage Sponsor

Showcase your brand and support to the SPC by sponsoring our main stage and keynote sessions during the event.

AVAILABLE: ~~100%~~ **SOLD**
PRICE: \$18,500

BENEFITS FOR SPONSOR:

- 6 Full Access Event Passes
- Logo on podium during sponsored session
- Exhibit at Conference venue for duration of event
- Branding during main stage session
- Logo and profile on SPC Impact website
- Logo on all marketing eblasts
- Inclusion on event app

Breakout Session Sponsor

Showcase your branding and logo in a sponsored breakout session during SPC Impact.

AVAILABLE: ~~100%~~ **SOLD**
PRICE: \$9,500

BENEFITS FOR SPONSOR:

- 3 Full Access Event Passes
- Logo on podium during sponsored session
- Exhibit at Conference venue for duration of event
- Branding during session
- Logo and profile on SPC Impact website
- Logo on all marketing eblasts
- Inclusion on event app



Event App Sponsor

Sponsor the event app that will serve as networking tool, and as a guide to the venue and the event programming for the 3 days of the event.

AVAILABLE: JUNE
PRICE: \$16,500

SOLD

BENEFITS FOR SPONSOR:

- 5 Event Passes
- Logo on App Deployment email and on homepage of app
- Exhibit at Conference venue for duration of event
- Branding on signage about App
- Logo and profile on SPC Impact website
- Logo on all marketing eblasts
- Inclusion on event app

Event Wi-Fi Sponsor

Sponsor the event WiFi and get a chance to redirect attendees to your website upon logging in.

PRICE: \$15,000

SOLD

BENEFITS FOR SPONSOR:

- 5 Event Passes
- Possibility of choosing login domain and password for Event WiFi
- Redirect to sponsors website
- Exhibit at Conference venue for duration of event
- Branding on signage about WiFi
- Logo and profile on SPC Impact website
- Logo on all marketing eblasts
- Inclusion on event app



"Truly, it's the most impressive nonfiction I've read in quite some time."

— MARY ROACH, author of *Stiff* and *Fuzz*

The Secret World of Waste and
the Urgent Search for a Cleaner Future

WASTELAND

OLIVER FRANKLIN-WALLIS



Book Sponsorship

An award-winning investigative journalist takes a deep dive into the global waste crisis, exposing the hidden world that enables our modern economy—and finds out the dirty truth behind a simple question: what really happens to what we throw away?

PRICE: \$17,500

BENEFITS FOR SPONSOR:

- 5 event passes
- Exhibit for duration of event
- Logo on website, marketing eblasts, event app
- Logo on signage next to books
- Book marks with sponsor's logo/branding



PERSPECTIVES ON PRODUCT STEWARDSHIP

Navigating an extended producer
responsibility path to a circular economy



Scott Cassel, M.C.P., Product Stewardship Institute

Book Sponsorship

The massive increase in consumer product waste, its toxicity, and the complexity of materials have created an unbearable financial and management burden for municipal officials—it has become untenable.

Perspectives on Product Stewardship discusses extended producer responsibility and provides an overview on managing products throughout their lifecycles in order to conserve resources and decrease environmental impact.

Scott Cassel is the founder and chief executive officer of the Product Stewardship Institute, a national nonprofit organization dedicated to reducing lifecycle impacts of consumer products. He has more than 40 years of solid waste management experience in the public, private, and nonprofit sectors.

BENEFITS FOR SPONSOR:

- 5 event passes
- Exhibit for duration of event
- Logo on website, marketing eblasts, event app
- Logo on signage next to books
- Book marks with sponsor's logo/branding





Breakfast Sponsor

Treat event attendees to a hearty breakfast to kickoff the day. If you are a brand with food products, we can work with the hotel to showcase some of them as part of the menu.

AVAILABLE: 1 

SOLD: 2

PRICE: \$16,500

BENEFITS FOR SPONSOR:

- 5 Event Passes
- Exhibit at Conference venue for duration of event
- Branding on signage during breakfast
- Logo and profile on SPC Impact website
- Logo on all marketing eblasts
- Inclusion on event app

Lunch Sponsor

Support the SPC by sponsoring one of the lunches during the event.

AVAILABLE: 1 

SOLD: 2

PRICE: \$18,500

BENEFITS FOR SPONSOR:

- 6 Event Passes
- Exhibit at Conference venue for duration of event
- Branding on signage during lunch
- Logo and profile on SPC Impact website
- Logo on all marketing eblasts
- Inclusion on event app





Branded Item Sponsor

Only 1 option left!!!

Travel Tumblers.

Your logo would be included on the item.

SOLD: Waterbottles, Reusable Straws, Blunt Umbrellas, Event Bags, Notebooks

PRICE: \$17,500

BENEFITS FOR SPONSOR:

- *5 Full Access Event Passes*
- *Exhibit at Conference venue for duration of event*
- *Branding on signage at Sustainable Market*
- *Logo and profile on SPC Impact website*
- *Logo on all marketing eblasts*
- *Inclusion on event app*



Morning Yoga Sponsor

Sponsor the instructor led morning yoga sessions to kick off the day.

SOLD: 3

PRICE: \$8,500

SOLD

BENEFITS FOR SPONSOR:

- *2 Full Access Event Passes*
- *Exhibit at Conference venue for duration of event while exhibits are available*
- *Branding at session*
- *Logo and profile on SPC Impact website*
- *Logo on all marketing eblasts*
- *Inclusion on event app*





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HOW TO CONFIRM YOUR SPONSORSHIP PACKAGE

To Discuss and Book one of these options please contact Barbara Fowler at barbara.fowler@greenblue.org.

While most of our options are listed on this document, we are happy to discuss other customization options.

Once confirmed, sponsorship opportunities are not able to be canceled, changed, or transferred to another event.

