



ADVANCE

ADVANCE

Chicago, IL | Sept 30 - Oct 2 | 2024

**SPONSORSHIP
BROCHURE**



ABOUT SPC ADVANCE

SPC Advance 2024 is the members fall event from the Sustainable Packaging Coalition. This exclusive event for SPC Members, is a collaboration platform for attendees to connect with fellow member companies and start spearheading projects and initiatives to advance sustainable packaging.



SPC ADVANCE 2024 BY THE NUMBERS

600+
ATTENDEES

35%

BRAND OWNERS &
RETAILERS

30%

PACKAGING
MANUFACTURERS

20%

MATERIAL SUPPLIERS

15%

GOV'T AGENCIES &
UNIVERSITIES

PAST ATTENDEES:



Unilever

UPMRAFLATAC



CVSHealth.



MARS



Quad



amazon



PEPSICO

SUSTANA



Disney
Consumer Products



WestRock

Ahold
Delhaize



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WHAT TO EXPECT

- *2.5 Days packed with sessions included workshops, keynote speakers, panels, TED-Style Talks, masterclasses, tours.*
- *Networking Opportunities at the host hotel (breaks, breakfasts, lunches)*
- *Evening Socials*
- *600+ attendees representing the entire value chain*
- *An Exhibit Hall including 40+ exhibitors*



For the first time ever, the Sustainable Packaging Coalition & How2Recycle will be co-locating events in the fall of 2024. Sponsorship opportunities are available for both events, so don't miss out!



How2Recycle²⁰
October 3 Summit 24
Chicago, Illinois



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WHAT KIND OF SPONSORSHIP ARE YOU INTERESTED IN?



Networking & Connecting Sponsorship

Evening Social at the Drake Family Skyscraper Gallery of the Chicago Architecture Center

Evening Social at Starbucks Reserve Roastery

Evening Social at Cruz Blanca Brewery

Evening Social at The Gage

Evening Social at Ravinia Brewing Co

Private Dinners for 50 People

Networking Break

Private Networking Dinners



Thought Leadership & Content Sponsorship

Main Stage Sponsor

Breakout Session Sponsor



Attendee Experience Sponsorship

Event App Sponsor

Event Wifi Sponsor

Event Name Badges and Lanyards Sponsor

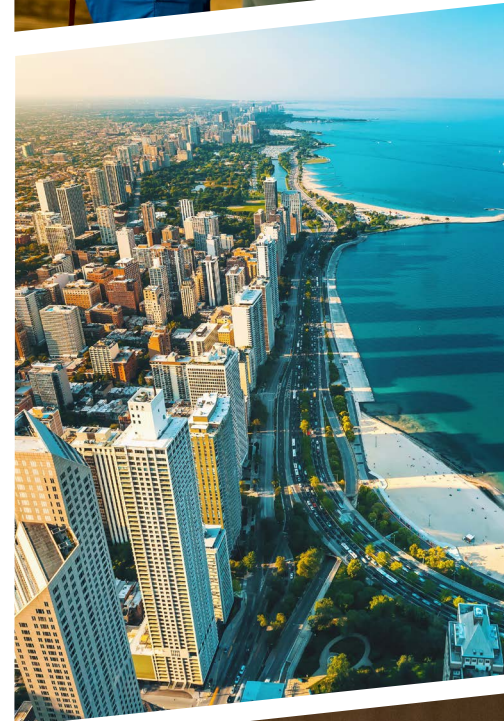
Breakfast Sponsor

Lunch Sponsor

Branded Item Sponsor

Morning Yoga Session

Exhibit Only Option



NETWORKING & CONNECTING SPONSORSHIPS

ANCHOR

Evening Social at the Drake Family Skyscraper Gallery of the Chicago Architecture Center

Treat a group of 100 SPC Advance attendees to a 2-hr evening reception at the Drake Family Skyscraper Gallery of the Chicago Architecture Center, steps away from the Hilton Chicago on Michigan Avenue. Food for Thought will be our caterer for the evening.

Price: \$25K

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 event website
- Logo on all marketing eblasts
- Inclusion on event app



NETWORKING & CONNECTING SPONSORSHIPS

ANCHOR

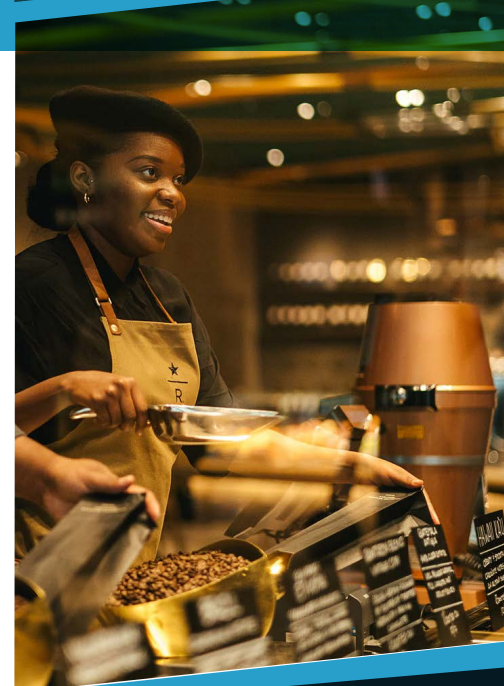
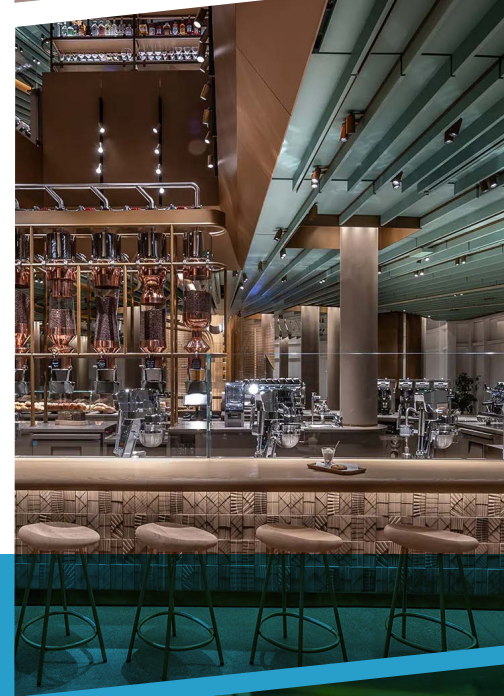
Evening Social at Starbucks Reserve Roastery

Treat a group of 100 event attendees to a two-hour drinks and nibbles networking reception at the beautiful Starbucks Reserve Roastery on Michigan Avenue. The evening social will be on the 4th floor of the roastery.

Price: 25k
SOLD

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 event website
- Logo on all marketing eblasts
- Inclusion on event app



NETWORKING & CONNECTING SPONSORSHIPS

ANCHOR

Evening Social at Cruz Blanca Brewery

Treat a group of 75 attendees to an evening of beers, margaritas and Cruz Blanca's specialties in the popular Fulton Market neighborhood. Cruz Blanca is the craft brewery and taco place from famous Chef Rick Bayless.

Price: \$20K

Benefits for Sponsor:

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



NETWORKING & CONNECTING SPONSORSHIPS

ANCHOR

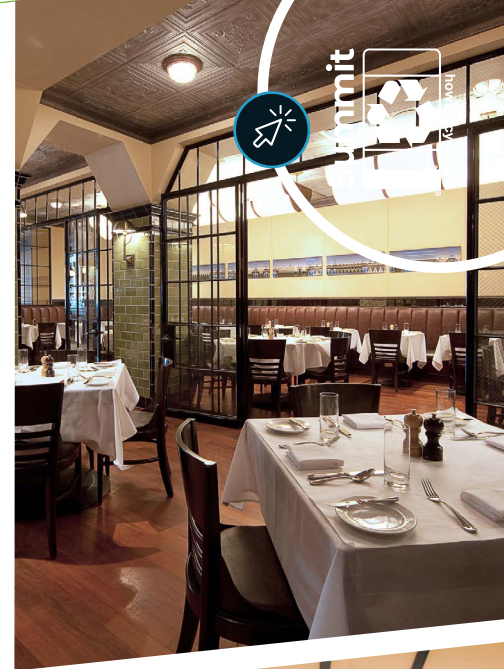
Evening Social at The Gage

Treat a group of 100 attendees to an evening social at The Gage, located across the street from Millenium Park. The Gage takes its name from the architecturally significant Gage Group of buildings (18-24 South Michigan). Constructed in the late 1800s and now historically landmarked, the buildings housed three milliners, including Gage Brothers & Co. founded by David and George Gage.

Price: \$20K

Benefits for Sponsor:

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



NETWORKING & CONNECTING SPONSORSHIPS

ANCHOR

Evening Social at Ravinia Brewing Co

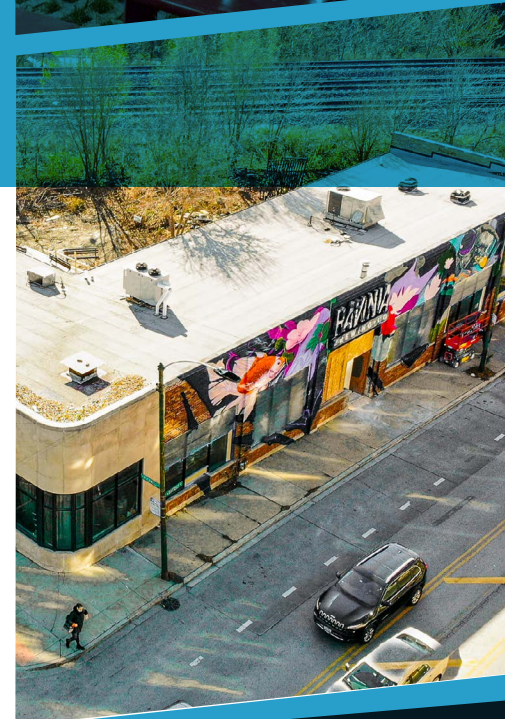
Treat a group of 100 attendees to an evening of tacos and local craft beers at the Ravinia Brewing in Logan Square.

Price: \$20K

Benefits for Sponsor:

- 7 Event Passes
- Exhibit at Conference venue and location of event
- Branding and signage at Event Reception Venue
- Logo and profile on event website
- Logo on all marketing eblasts
- Inclusion on event app

SOLD



NETWORKING & CONNECTING SPONSORSHIPS

ANCHOR

Private Dinners for 50 People

This medium-sized events are seated dinners for 50 people and are by invitation only. They provide the sponsoring company a more intimate setting with a good size group, to connect with fellow attendees over dinner. They are organized by GreenBlue including the logistics, menus and invitations and RSVPs to the dinners.

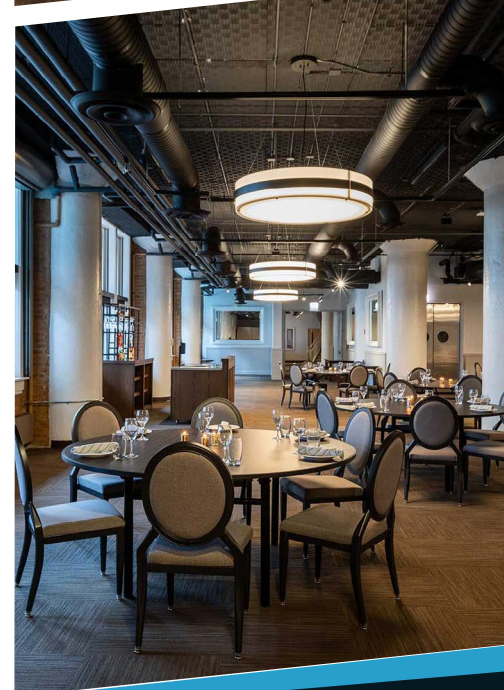
Venues to choose from:

- *Chicago Firehouse Restaurant*
- *Grant Park Bistro*
- *River Roast Chicago*

Price: \$17,500

Benefits for Sponsor:

- *6 Event Passes*
- *Exhibit at Conference venue for duration of event*
- *Dedicated invitation with sponsor's logo and collection of RSVPs*
- *Organization of event by GreenBlue*
- *Branding on signage during dinner*
- *Logo and profile on SPC Advance website*
- *Logo on all marketing eblasts*
- *Inclusion on event app*



NETWORKING & CONNECTING SPONSORSHIPS

ANCHOR

Networking 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: 2

Available: 3

Price: \$12,000

Benefits for sponsor:

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

Private Networking Dinners

This 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

Sold: Girl & the Goat

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).

Venues to choose from:

Girl & the Goat

- The Dearborn
- Rick Bayless Frontera Grill and Topolobambo



THOUGHT LEADERSHIP & CONTENT SPONSORSHIPS

ANCHOR

Main Stage Sponsor

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

Sold: 3
Available:

SOLD

Price: \$17,500

Benefits for Sponsor:

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



THOUGHT LEADERSHIP & CONTENT SPONSORSHIPS

ANCHOR

Breakout Session Sponsor

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

Sold: 2
Available: 6

Price: \$9,500

Benefits for sponsor:

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



ATTENDEE EXPERIENCE SPONSORSHIP

Event App Sponsor

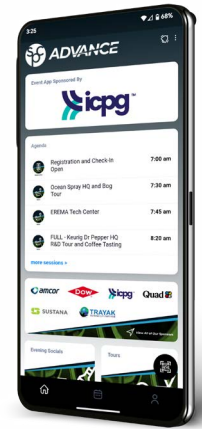
Sponsor the event app that will serve as a networking tool, and as a guide to the venue and the event programming for the event.

Available: 1

Price: \$15,000

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 event website
- Logo on all marketing eblasts
- Inclusion on event app



Event Wifi Sponsor

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

SOLD

Available: 1

Price: \$15,000

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

Event Name Badges and Lanyards Sponsor

Sponsor the name badges and lanyards for our fall event, with your logo on both name badges and on lanyards for a prominent display via all attendees.

SOLD

Available: 1

Price: \$15,000

Benefits for sponsor:

- 5 Event Passes
- Logo on lanyards and Name badges
- Exhibit at Conference venue for duration of event
- Logo and profile on event website
- Logo on all marketing eblasts
- Inclusion on event app

ATTENDEE EXPERIENCE SPONSORSHIP

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: 3

Price: \$16,500

Benefits for sponsor:

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



ATTENDEE EXPERIENCE SPONSORSHIP

Branded Item Sponsor

Option of Notebooks, Blunt Umbrellas, Event Bags or Travel Tumblers

Sold: Reusable Water Bottles

Your logo would be included in the branded item.

Price: \$16,500

Benefits for sponsor:

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

Morning Yoga Session

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

Sold: 1

Available: 2

Price: \$8,500

Benefits for sponsor:

- 2 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.