



PROS TIONS

 **ADVANCE**

 **How2Recycle Summit**

SPC Advance | September 29 - October 1

How2Recycle Summit | October 2

Omni Seaport Boston

Sponsorship Brochure



Boston, MA | Sep 29 - Oct 1 | 2025

570

Attendees

SPC Advance 2024
by the numbers

35%
brand owners &
retailers

30%
packaging
manufacturers

20%
material suppliers

15%
gov't agencies &
universities

SPC Advance 2025 is the members only 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 2025 Sponsors will have a chance to add on the summit day as part of their sponsorship.**



185

Attendees

How2Recycle
Summit 2024
by the numbers

117
member
companies

25
sessions + workshops

30+
speakers

1
Package InSight
Marketplace

The How2Recycle Summit 2025 is the fall event from How2Recycle, exclusive to How2Recycle members. This event brings members and participants together to discuss the data driven future of on-pack labeling instruction, while taking a deep dive into what goes into assigning a label, and how collaboration and partnerships can drive solutions to improve the recycling system.

New in 2025

SPC Advance Scholarship Program

The SPC Events Scholarship Program aims to immerse college students, who identify as part of a minority group, by creating opportunities for students to attend our SPC events with over 600+ sustainable packaging professionals. The program will provide opportunities for networking, enabling students to connect with industry professionals, thought leaders, and peers who share a commitment to sustainability. Students will be able to explore how their unique skills and perspectives can contribute to the evolving challenges of the packaging sector. This program not only seeks to empower underrepresented students but also enrich the packaging community as a whole, encouraging innovation and collaboration.

Event Sponsors will have the opportunity to add on a Scholarship to their Event Sponsorship Package.





Sponsorship Packages

🌟 Evening Social Networking Events

🌟 Live Music Sponsorship

🌟 Event WiFi

🌟 Branded Item Sponsor

🌟 Lunch

🌟 Networking Breaks

🌟 Main Stage Sponsors

🌟 Breakout Sessions Sponsors

🌟 Morning Yoga

🌟 Room Keycards Sponsor

🌟 Breakfast

🌟 Event Name Badges & Lanyards

🌟 Exhibit Only Package

- 4 Days of thought provoking sessions in a variety of engaging formats aimed at providing attendees with actionable takeaways, between SPC Advance and the How2Recycle Summit
- Visibility to over 700 attendees over two events, representing the entire value chain
- Visual prominence during main stage, breakout sessions at the sustainable packaging event of the year
- Organized networking opportunities during session breaks, meals
- Showcase your organization or brand through offsite evening socials & tours, which provide a casual, unique networking environment
- Develop impactful, collaborative relationships with mission driven organizations

Benefits of Sponsorship





Evening Social Networking Events

Price ranging from \$18K to \$27K depending on venue selection

The Evening Socials will be on the Evening of Monday, September 29th, 2025. Each Event will be for 80 attendees and will provide event attendees and sponsors with the chance to connect and jumpstart new collaborations in more relaxed and fun environments.

Venue Options to choose from::

- Trillium Brewing Fort Point 🌟
- Lifted Pool Bar at the Omni Seaport 🌟
- ~~Puttshack Boston Seaport 🌟~~ **SOLD**
- Lord Hobo 🌟

What's Included:

- 9-12 Event Passes to SPC Advance (number depending on venue)
- Dedicated branding at sponsored event
- Logo/invite to event with company logo
- Exhibit for duration of SPC Advance (Sept 29 - all day, Sept 30 - all day, Oct 1 - half day)
- Company logo on event marketing eblasts
- Company logo on onsite signage
- Company logo and description on event website
- Lead scanning app / Final attendee list (name/job title/company) post-event

Main Stage Sponsors

1 available | 1 per day | 2 SOLD

What's Included:

- 8 Event Passes
- Branding on signage on stage, session slides and corresponding program sessions on event website
- Exhibit for duration of SPC Advance (Sept 29 - all day, Sept 30 - all day, Oct 1 - half day)
- Company logo on event marketing eblasts
- Company logo on onsite signage
- Company logo and description on event website
- Lead scanning app / Final attendee list (name/job title/company) post-event

Price: \$18,500

Live Music Sponsorship

1 available

What's Included:

- 8 Event Passes
- Branding on signage on stage, session slides and corresponding program sessions on event website
- Exhibit for duration of SPC Advance (Sept 29 - all day, Sept 30 - all day, Oct 1 - half day)
- Company logo on event marketing eblasts
- Company logo on onsite signage
- Company logo and description on event website
- Lead scanning app / Final attendee list (name/job title/company) post-event

Price: \$18,000



Breakout Sessions Sponsors

11 available | 1 SOLD

What's Included:

- 5 Event Passes
- Branding on signage outside session, session intro slide and corresponding program session on event website (sponsoring company gets to select sponsored session)
- Exhibit for duration of SPC Advance (Sept 29 - all day, Sept 30 - all day, Oct 1 - half day)
- Company logo on event marketing eblasts
- Company logo on onsite signage
- Company logo and description on event website
- Lead scanning app / Final attendee list (name/job title/company) post-event

Price: \$12,500

Event Wi-Fi

What's Included:

- 8 Event Passes
- Branding on signage directing attendees to WiFi
- Sponsor selects password for WiFi
- Exhibit for duration of SPC Advance (Sept 29 - all day, Sept 30 - all day, Oct 1 - half day)
- Company logo on event marketing eblasts
- Company logo on onsite signage
- Company logo and description on event website
- Lead scanning app / Final attendee list (name/job title/company) post-event

Price: \$17,500

Morning Yoga

2 available | 1 SOLD

What's Included:

- 4 Event Passes
- Branding on signage outside session
- Exhibit for duration of SPC Advance (Sept 29 - all day, Sept 30 - all day, Oct 1 - half day)
- Company logo on event marketing eblasts
- Company logo on onsite signage
- Company logo and description on event website
- Lead scanning app / Final attendee list (name/job title/company) post-event

Price: \$10,000

Branded Item Sponsor

Option: Notebooks, Umbrellas, Event Bags or Coffee Travel Tumblers

SOLD: Reusable Water Bottles

What's Included:

- 8 Event Passes
- Logo on Branded item
- Exhibit for duration of SPC Advance (Sept 29 - all day, Sept 30 - all day, Oct 1 - half day)
- Company logo on event marketing eblasts
- Company logo on onsite signage
- Company logo and description on event website
- Lead scanning app / Final attendee list (name/job title/company) post-event

Price: \$17,500



Room Keycards Sponsor

What's Included:

- 5 Event Passes
- Branding on signage outside session, session intro slide and corresponding program session on event website (sponsoring company gets to select sponsored session)
- Exhibit for duration of SPC Advance (Sept 29 - all day, Sept 30 - all day, Oct 1 - half day)
- Company logo on event marketing eblasts
- Company logo on onsite signage
- Company logo and description on event website
- Lead scanning app / Final attendee list (name/job title/company) post-event

Price: \$12,500

Lunch

2 available for SPC Advance
1 available for How2Recycle Summit

What's Included:

- 8 Event Passes
- Branding on signage during lunch, including table tent signs with sponsors logo and QR code to sponsors website
- Exhibit for duration of SPC Advance (Sept 29 - all day, Sept 30 - all day, Oct 1 - half day)
- Company logo on event marketing eblasts
- Company logo on onsite signage
- Company logo and description on event website
- Lead scanning app / Final attendee list (name/job title/company) post-event

Price: \$18,000

Breakfast

3 available for SPC Advance
1 available for How2Recycle Summit

What's Included:

- 6 Event Passes
- Branding on signage during breakfast
- Exhibit for duration of SPC Advance (Sept 29 - all day, Sept 30 - all day, Oct 1 - half day)
- Company logo on event marketing eblasts
- Company logo on onsite signage
- Company logo and description on event website
- Lead scanning app / Final attendee list (name/job title/company) post-event

Price: \$16,000

Networking Breaks

5 available for SPC Advance
2 available for How2Recycle Summit

What's Included:

- 5 Event Passes
- Branding on signage during break
- Exhibit for duration of SPC Advance (Sept 29 - all day, Sept 30 - all day, Oct 1 - half day)
- Company logo on event marketing eblasts
- Company logo on onsite signage
- Company logo and description on event website
- Lead scanning app / Final attendee list (name/job title/company) post-event

Price: \$17,500



Event Name Badges & Lanyards

What's Included:

- 6 Event Passes
- Company logo on lanyards and name badges
- Exhibit for duration of SPC Advance (Sept 29 - all day, Sept 30 - all day, Oct 1 - half day)
- Company logo on event marketing eblasts
- Company logo on onsite signage
- Company logo and description on event website
- Lead scanning app / Final attendee list (name/job title/company) post-event

 ADVANCE Price: \$16,000


 How2Recycle Summit Price: \$7,500 (Includes 3 Passes to Summit)

Exhibit Only Package

4 available | 5 SOLD

Exhibitors selecting this package can only select from booths:

#1, 2, 21, 22, 45, 18, 19, 20 and 44.

What's Included:

- 2 Event Passes
- Exhibit for duration of SPC Advance (Sept 29 - all day, Sept 30 - all day, Oct 1 - half day)
- Company logo on event marketing eblasts
- Company logo on onsite signage
- Company logo and description on event website
- Lead scanning app / Final attendee list (name/job title/company) post-event

Price: \$8,500

How to Confirm Your Sponsorship Package

To Discuss and Book one of these options please fill out this [form](#) and 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.



Payment terms are Net 30 upon invoice receipt.

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

BOSTON



Sponsorship Confirmation Form

Name Job Title

Email Company

Phone Point of contact for Sponsorship Logistics/Exhibit

Billing Address Line 1 Name

Billing Address Line 2 Email

Select sponsorship package:

Evening Social Networking Events

Please select a 1st and 2nd choice from the pull down menu

- 1.
- 2.

Live Music Sponsorship

~~SOLD~~ **Event WiFi**

Branded Item Sponsor

Please select 1 from the pull down menu

Breakfast

Lunch

Networking Breaks

Main Stage Sponsor

Breakout Session Sponsor

Morning Yoga

~~SOLD~~ **Room Keycards Sponsor**

Event Name Badges & Lanyards

~~SOLD~~ **ADVANCE** | ~~SOLD~~ **How2Recycle Summit**

Exhibit Only Package

Add Ons:

One SPC Event Scholarship to SPC Advance for Student: \$3,500

One day exhibit at How2Recycle Summit: \$3,500

1 Event Pass for How2Recycle Summit, discounted price for SPC Advance sponsors: \$600



Terms & Conditions

I understand that by submitting this form and confirmation, this sponsorship and add-ons cannot be canceled, changed or transferred to another event.