



Peatland Programme

Peatland Connections: Building Prosperity Sponsorship Prospectus



IUCN UK Peatland Programme conferences at a glance...



Delegates travel from across the globe to attend:
Norway Canada FINLAND
GERMANY *Russia* China
Republic of Ireland Sweden
Netherlands **United Kingdom**



“The conference is a one-stop shop for peatland people to get together and talk about restoration, research and current issues.”

CONFERENCE NO. 8
 THE ONLY PLACE WHERE THE WHOLE UK PEATLAND COMMUNITY COME TOGETHER.



150+

people are expected to attend the 8th Annual IUCN UK Peatland Programme Conference in Loch Lomond this year.



“An excellent mix of policy-makers, restoration practitioners and researchers in attendance.”

A new approach

The United Kingdom is leading the way in safeguarding one of our most valuable ecosystems. Rich in history, home to rare and endangered wildlife, store of carbon and floodwater – peatlands are vitally important to human society in many ways.

More and more people are recognising the value of these beautiful and dramatic landscapes, and this awakening couldn't have come at a more critical time. With 80% of our peatlands in a damaged or deteriorating state, conservation is imperative if we are to save our protector against worsening climate change and flooding, and supplier of high quality drinking water.

Join the individuals, organisations and businesses who are leading the way in creating a sustainable future, and build considerations about the natural environment into your future strategies so that you continue to prosper. Gain insight into the peatland issue and how restoration work can help build your resilience at the 8th IUCN UK Peatland Programme Conference.

“Peatlands are among the most valuable ecosystems on Earth and a stark example of how important our natural environment is to our wellbeing.

“There is a growing recognition of peatlands as a ‘nature-based’ solution to climate change both internationally and in the UK.”

Inger Andersen
Director General, IUCN

Why peatlands?

Peatlands are vitally important for people, support essential wildlife habitats, hold vast stores of carbon, supply much of our drinking water, provide archaeological and environmental archives, natural flood management and offer a breathing space for those that dare to explore. Yet, their importance has not been appreciated until recently, leading to the demise of this valuable habitat.

Urgent steps are required to ensure the future of our peatland resource, made ever more critical in the face of a changing political environment and warming climate.

During this conference we will endeavour to find the solutions to turnaround the peatland issue and create lasting management structures that see the United Kingdom continue as leaders in the global effort to look after our peatland natural capital and leave future generations a healthy, functioning landscape.

“From a climate perspective, [peatlands] are the most essential terrestrial ecosystem.”

Tim Christophersen
UN Environment Programme (UNEP)

The Conference:

2nd – 4th October 2018, The Shore, Balloch, Loch Lomond and The Trossachs National Park

Three over-arching streams

Delegates from around the globe will attend sessions from three over-arching streams, which seek to address the following topics:

Rural Development

- Sustainable management of peatlands with compatible land uses
- Natural capital: Boosting rural economy and employment
- Sustainable and empowered communities

Conservation and Land Management

- Conserve, restore and enhance the best peatlands
- Restore damaged peatlands to functioning ecosystems (carbon, water and biodiversity)

Public Engagement and Visitor Experience

- Communicating the value of peatlands
- Appreciating natural and cultural heritage
- Recreation and managing visitor pressures

Networking opportunities

- Conference Dinner – Tuesday 2nd October
- Evening Reception and Posters – Wednesday 3rd October
- Networking breaks, including refreshments and lunches throughout the conference.

Sponsorship packages

Principal Sponsor

Be the organisation at the fore, bringing about change for the benefit of society. This unique packages includes:

- Accreditation as Principal Sponsor in all publicity materials
- Two three day delegate passes
- Two places at the conference dinner
- One poster at evening reception
- A mention in the opening and closing plenaries
- PR opportunities
- Branding in prime position on conference programme
- Plus, all the benefits associated with Lead Sponsor and Sponsor.

£5,000 + VAT

Lead Sponsor

This flexible package includes all the advantages associated with the Sponsor package, but with these added benefits:

- One three day delegate pass
- One place at the conference dinner
- Opportunity for an exhibition stand at evening reception
- Potential to contribute to workshop session
- On-site branding opportunities
- Plus, all the benefits associated with Sponsor.

£2,500 + VAT

Sponsor

Perfect for those organisations who would like to be associated with the conference, but not take a leading role.

- Accreditation on the conference webpages, with a hyperlink to your website
- Branding on the conference programme
- Opportunity to add one promotional item to delegate packs
- 20% discount on up to two delegate three day passes.

£1,000 + VAT

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One-off opportunities

Conference Dinner

A unique opportunity to promote your company at the main social event, where business leaders and landowners mingle alongside conference delegates.

- Prominently displayed roller banner at the entrance of the dinner hall
- Logo exposure in the conference programme and conference webpage with link
- Chance to distribute a promotional flyer or good to dinner guests
- Sponsor recognition during the conference dinner
- Two places at the conference dinner.

£2,500 + VAT

Evening Reception

Join us at this informal, fun event where delegates mingle and view posters, whilst enjoying the conference beer and a buffet dinner.

- Opportunity for a display stand amongst the posters
- Logo exposure in the conference programme and conference webpage with link
- Opportunity to add one promotional item to delegate packs
- Two tickets for the evening buffet.

£1,500 + VAT



Peatland Programme

Contact us

If you have any enquiries about any of the sponsorship options or would like to discuss how you might get involved please get in touch.

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Peatland Programme

The International Union for the Conservation of Nature (IUCN) UK Peatland Programme exists to promote peatland restoration in the UK and advocates the multiple benefits of peatlands through partnerships, strong science, sound policy and effective practice.

www.iucn-uk-peatlandprogramme.org

 @iucnpeat

