

Conference Series Sponsorship Prospectus



IUCN UK Peatland Programme conferences at a glance...



Delegates travel from across the globe to attend:
Norway **Canada** **FINLAND**
GERMANY **Indonesia** **UK**
Kenya **Republic of Ireland**
Sweden **Netherlands**



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

Conference #14

THE ONLY PLACE WHERE THE WHOLE UK PEATLAND COMMUNITY COMES TOGETHER.



400+

people are expected to attend the **14th annual IUCN UK Peatland Programme conference in Aviemore, Scotland and online this year.**



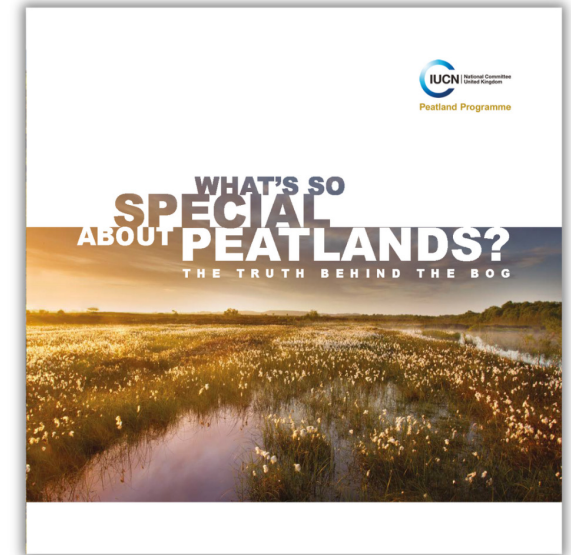
“An excellent mix of policy-makers, restoration practitioners and researchers in attendance.”

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, a store of carbon and floodwater, supplier of clean drinking water and crucial to rural economies - 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 an estimated 80% of our peatlands in a damaged or deteriorating state, restoration and conservation are imperative if we are to protect these precious habitats.

Whether managed for farming, sport, or as a nature reserve, peatlands provide a tranquil retreat and include some of the country's most important protected areas for their species and outstanding natural beauty.



“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 have a conference series?

Our conferences provide a unique convening opportunity for those with an interest in peatlands to share knowledge, identify opportunities, find solutions and lead the way towards a long-term sustainable future, in which we invest not only in healthy, functioning peatlands, but in the benefits and risk mitigation they provide.

During this conference we will endeavour to find solutions to challenges facing the peatland community and create lasting change that sees the United Kingdom continue as a leader in the global effort to look after our peatland natural capital and leave future generations a healthy, functioning landscape.

Join the individuals, organisations and businesses who are leading the way in creating a sustainable future. Gain insight into peatland issues and how restoring peatlands creates positive change for society at the 14th annual IUCN UK Peatland Programme Conference.



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

Tim Christophersen
UN Environment Programme (UNEP)

14th IUCN UK Peatland Programme Conference

17th – 19th September, Aviemore, Scotland

Peatland Programme

Our conferences present an opportunity for policy makers, scientists, land managers, practitioners, businesses and communicators to connect and share their knowledge, expertise and enthusiasm for peatlands.

Over 400 local, national and international delegates from across sectors will come together in person and online over three days to explore themes including:

- The UK Peatland Strategy 5-year report and progress made by each UK nation
- Scaling up delivery capacity
- Engaging local communities and addressing cultural challenges
- Training and development for the next generation of peatland practitioners
- Peatland research highlights and research gaps
- Partnership working across governments, practitioners and communities
- Monitoring and celebrating past and present peatland biodiversity
- Valuing natural capital and nature-based solutions

Abundant opportunity for knowledge exchange and networking

Across the three days, activities and promotional opportunities include:

- Visibility on online conference webpages and other digital communications such as our X channel (8.5K+ followers), LinkedIn (1.9K+ followers) and our newsletters (2.2K+ subscribers)
- Evening reception and poster session at the **Macdonald Aviemore Resort** – *Tuesday 17th September*
- Field visits and conference dinner – *Wednesday 18th September*
- Networking breaks, including refreshments and lunches throughout the conference

Sponsorship packages

Peatland Programme

The Peatland Programme exists on a self-financing basis and sponsorship of our conferences is essential in supporting us to cover our costs and provide an important and highly valued convening function for the UK peatland community. If you are interested in supporting the wider work of the Programme, please contact info@iucn.org.uk.

To support this year's event, the following sponsorship packages are available and can be tailored according to your requirements:

Dragonfly Package - £5,000 + VAT

A unique opportunity for any of the following options:

- Exhibition stand at a prime location throughout the three days (worth £480)
- Video showcase of your organisation presented online and to all delegates on Day 1
- Bespoke article in one of our online newsletters
- Dedicated page in the online conference programme
- Social media showcase of your organisation ahead of the conference on our LinkedIn and X channels
- Three full delegate passes, plus a 10% discount for additional delegates
- Branding on the conference webpages, with links to your website and contact details

Curlew Package - £3,000 + VAT

Choose from any of the following options:

- An exhibition stand throughout the three days (worth £480)
- A social media showcase of your organisation ahead of the conference on our LinkedIn and X channels
- Two full delegate passes, plus a 10% discount for additional delegates
- Branding on the conference webpages, with links to your website and contact details



Sponsorship packages continued

Peatland Programme

To support this year's event, the following sponsorship packages are available and can be tailored according to your requirements:

Sundew package - £1,500 + VAT

- An exhibition stand throughout the three days (worth £480)
- One full delegate pass, plus a 10% discount for additional delegates
- Branding on the conference webpages, with links to your website and contact details

Exhibition space available from £400 + VAT.

Bespoke packages starting at £400 + VAT are also available for alternative options such as sponsoring specific sessions, e.g. field visits, workshops, networking events, etc.

Or use our **'Pay it Forward' bespoke package** to support conference attendance for those on low incomes.



Please note: Exhibition space will be available in **the Osprey Arena at the Macdonald Aviemore Resort**.

Visit www.macdonaldhotels.co.uk/aviemore/venue/meetings-and-events/meeting-and-event-suites/osprey-arena to see the space.



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

For more information on the conference, sponsorship options or to discuss how you would like to be involved, please contact info@iucn.org.uk.

