



Peatland Programme

Sponsorship Proposal

**16TH ANNUAL IUCN UK PEATLAND
PROGRAMME CONFERENCE**



9 - 11 JUNE, 2026

SWANSEA UNIVERSITY BAY CAMPUS



PREVIOUS HIGHLIGHTS



About the Conference

OVERVIEW

The IUCN UK Peatland Programme conference is *the* leading annual event bringing together policy-makers, restoration practitioners, researchers, businesses and communities to discuss peatland conservation, restoration and sustainable management.

MISSION

Share knowledge, identify opportunities, find solutions and lead the way to a long-term sustainable future for peatlands.

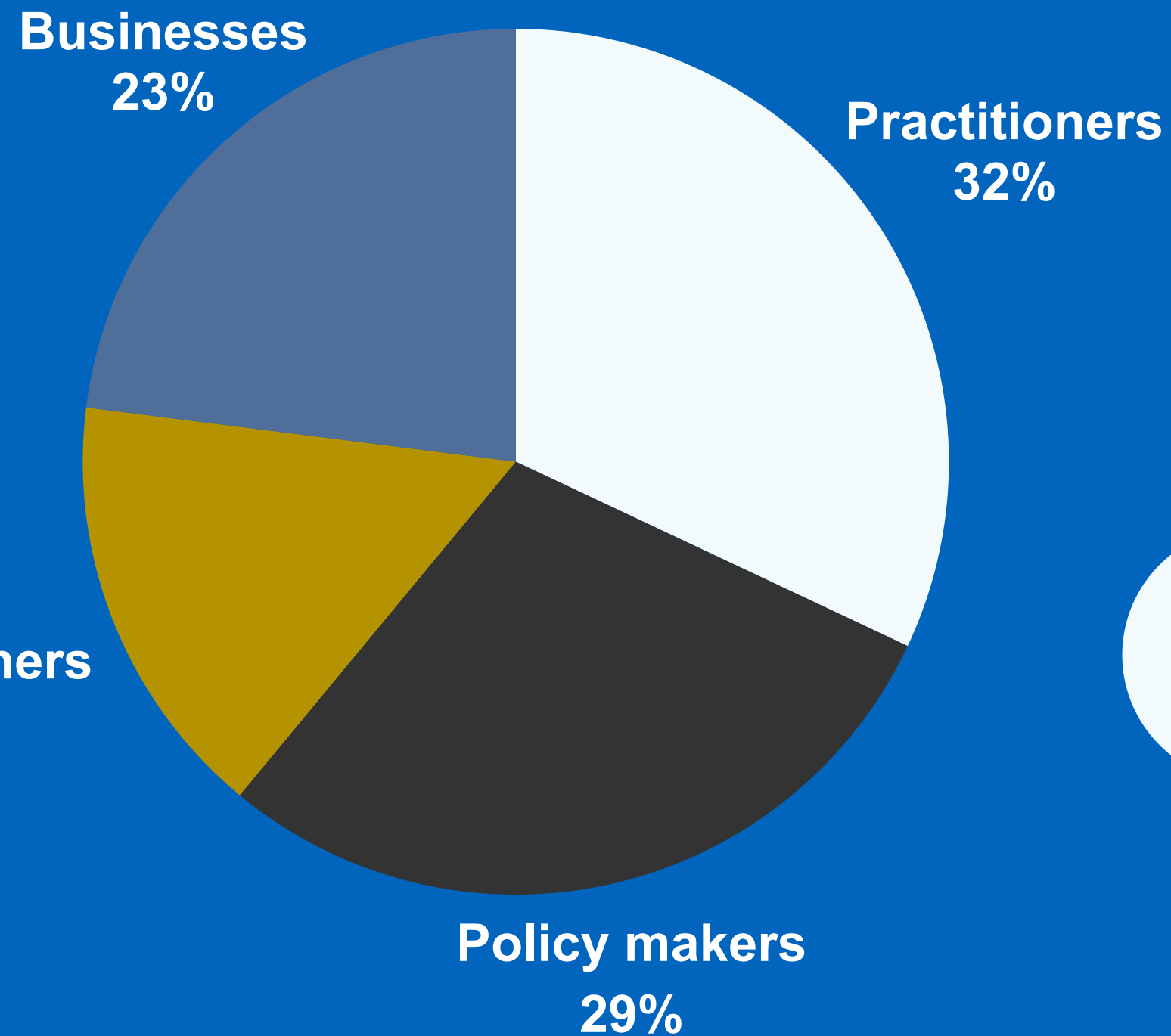
UNIQUENESS

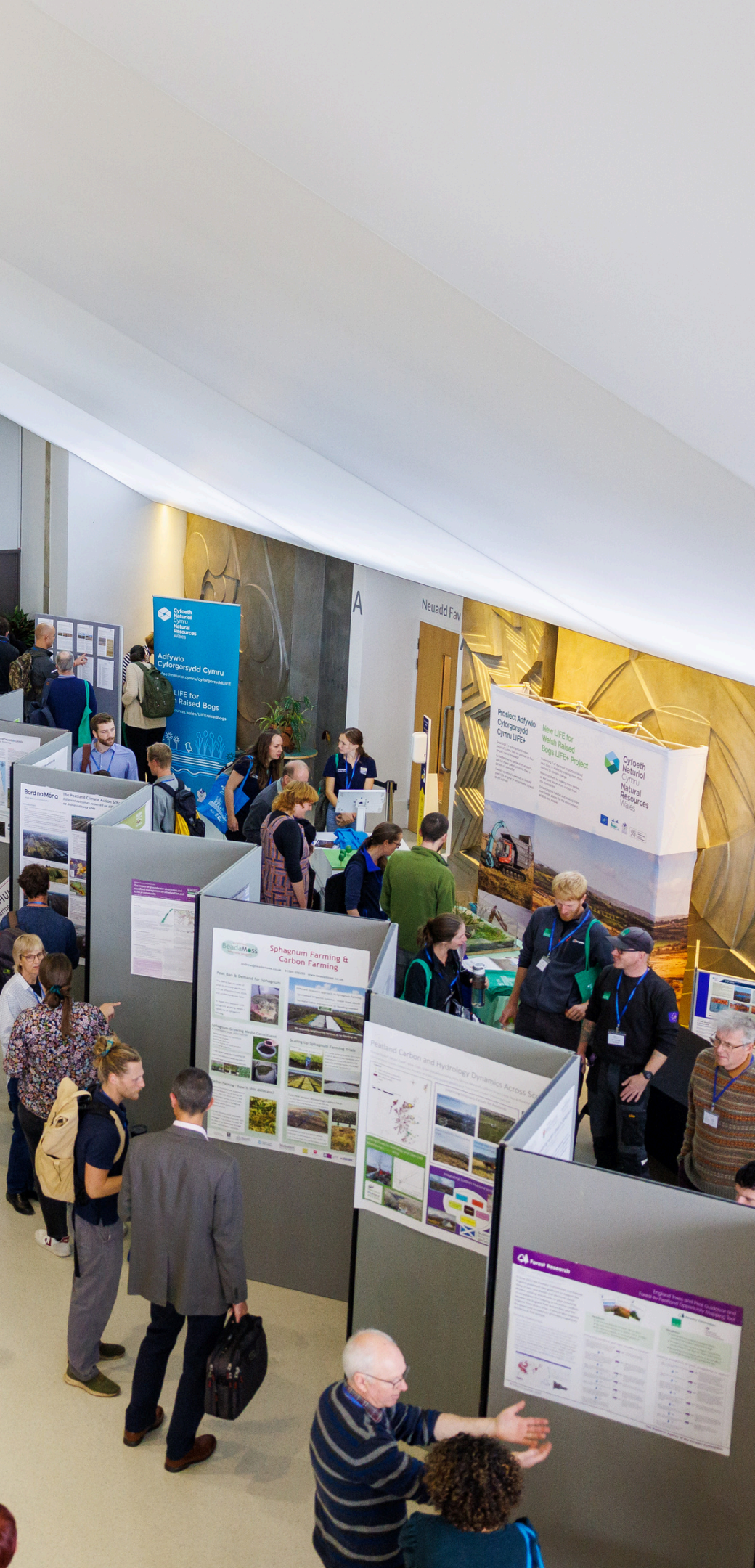
The only event bringing together multiple diverse sectors across borders and at scale for peatlands.

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Who's Coming?





Strategic Sponsorship Opportunity

REACH



DIVERSE AUDIENCE

350+ UK and international delegates. Attendees include government, statutory agencies, NGOs, land managers, researchers and the private sector.

BRANDING



BRAND EXPOSURE

Sponsorship packages offer logo placement at the event, across multiple digital channels, and beyond the event itself.

ENGAGEMENT



HIGH FOOT TRAFFIC & ONLINE COVERAGE

Exhibition, press and digital engagement opportunities across channels totalling more than 10,000 subscribers.

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How We Promote the Event



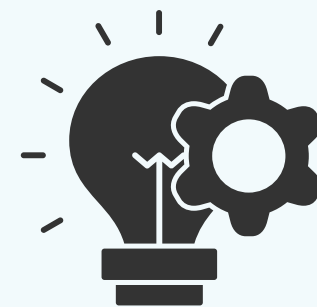
SOCIAL MEDIA STRATEGY

Our LinkedIn channel has over 5.5k followers and a 15% engagement rate for conference posts.



TRADITIONAL MEDIA

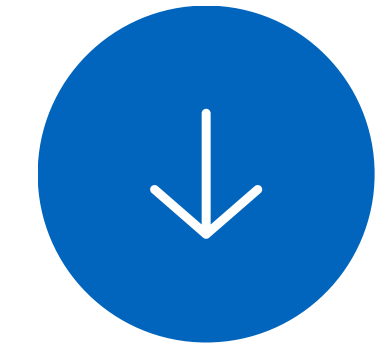
We work with local partners to support press engagement and local community involvement.



LASTING LEGACY

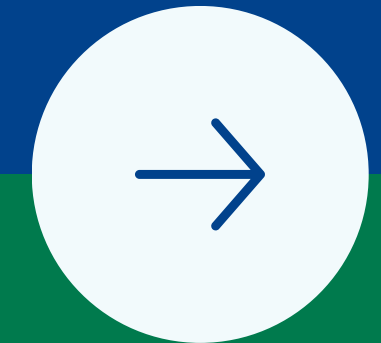
Our website and YouTube channel create a lasting legacy for conference content.

Sponsorship Packages



BENEFIT (EXC.VAT)	DRAGONFLY: £5K	SUNDEW: £1.5K
Exhibition Stand	✓	✓
Logo on Event Backdrop	✓	-
Logo on Website & Email Blast	✓	-
Social Media Exposure	1 video showcase	Shared mention
Guest Blog or Newsletter Article	✓	-
Delegate Passes	3	2

Pay **It** Forward



LINDSAY PEATLAND CONSERVATION AWARD

Support us in recognising those who have made an outstanding contribution to the cause of peatland conservation.



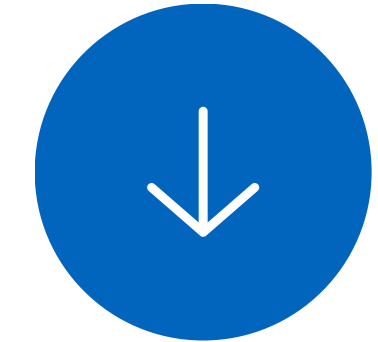
SPONSOR ATTENDANCE

Champion inclusivity and diverse voices by supporting those facing financial barriers to attendance.

TESTIMONIAL

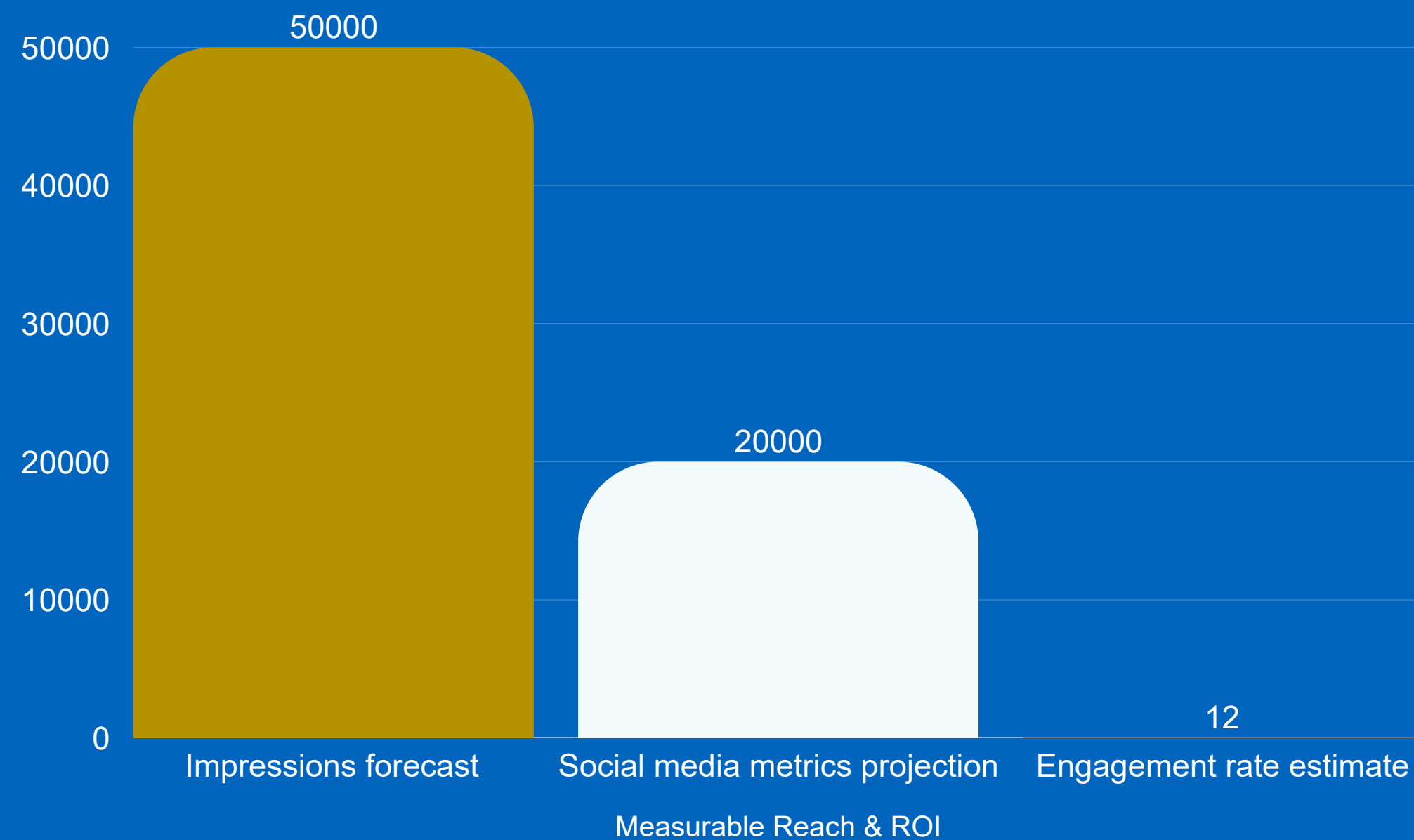
“AS A FINAL YEAR PHD
STUDENT NAVIGATING
HEALTH CHALLENGES WITH
FINANCIAL IMPLICATIONS,
THIS OPPORTUNITY
ENABLED ME TO RECONNECT
WITH LEADING EXPERTS AND
BOOSTED MY PERSONAL
AND PROFESSIONAL
CONFIDENCE.”

Sponsorship Packages



BENEFIT (EXC.VAT)	PAY IT FORWARD SPONSOR: £1K+	LINDSAY PEATLAND CONSERVATION AWARD SPONSOR: £1K
Logo on Event Backdrop	✓	✓
Logo on Website & Email Blast	✓	✓
Social Media Exposure	Dedicated post	Dedicated post
Delegate Passes	You pay for those on low incomes to attend	You pay for the award winner to attend

Measurable Reach & ROI



50,000+
IMPRESSIONS FORECAST

20,000+
SOCIAL MEDIA METRICS
PROJECTION

15%
ENGAGEMENT RATE ESTIMATE

What Our Delegates Say

**“I CAME HOME
FULL OF IDEAS
AND
INSPIRATION.”**

**“THE MOST
EDUCATIONAL
AND MEANINGFUL
CONFERENCE I’VE
ATTENDED.”**

**“A FANTASTIC
OPPORTUNITY
TO PLATFORM
YOUNG VOICES.”**



Contact & Next Steps

#PEATCONF26



Partnership contact:



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IUCN UK Peatland Programme

**“AS A NON-PROFIT
ORGANISATION, WE
NEED YOUR SUPPORT
FOR PEATLANDS!”**

