



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.

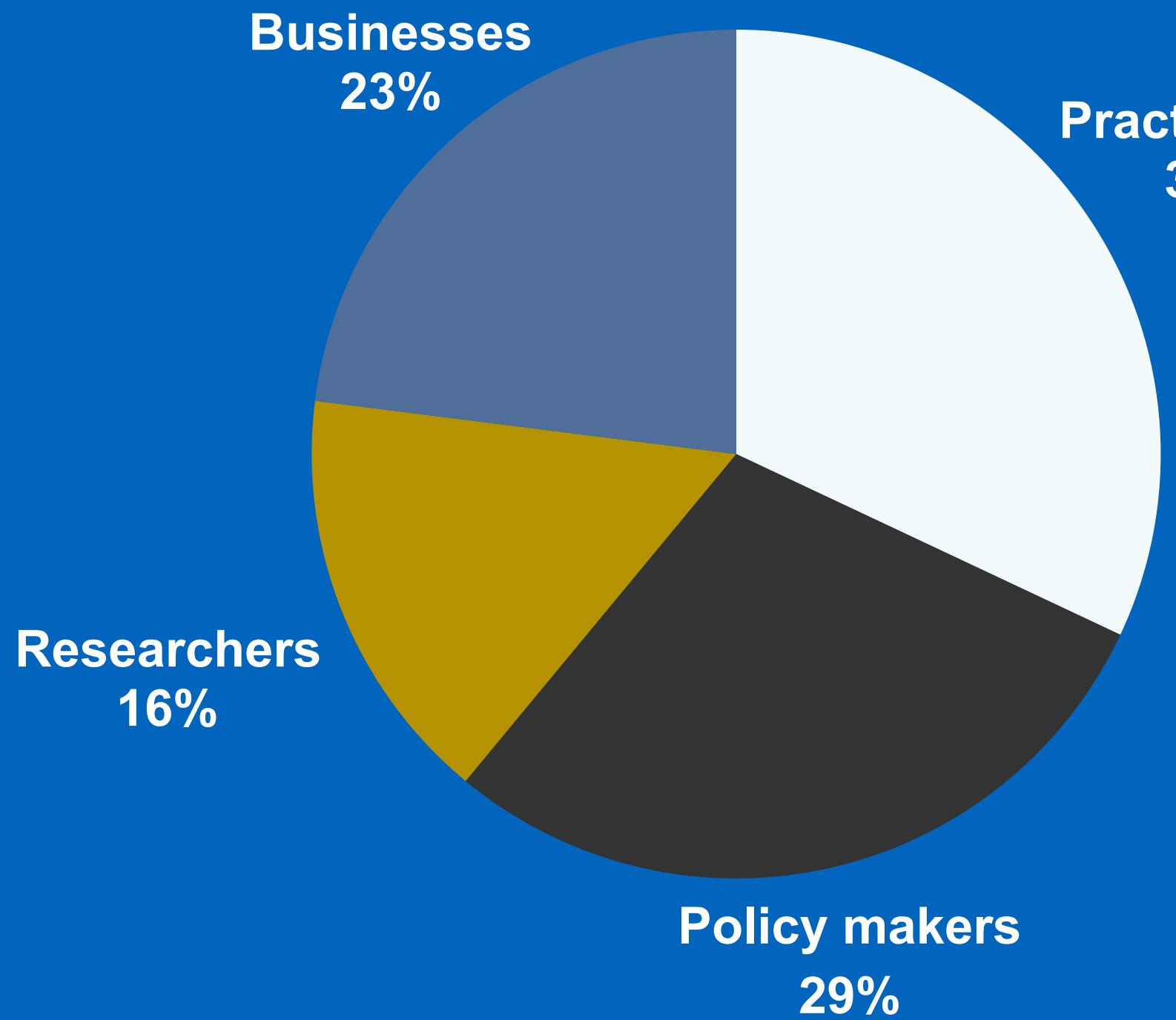
MISSION

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.

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.

How We Promote the

Event



SOCIAL MEDIA STRATEGY



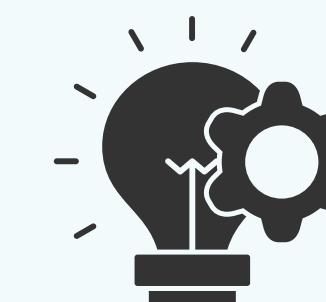
Our LinkedIn channel has over 5.5k followers and a 15% engagement rate for conference posts.

TRADITIONAL MEDIA



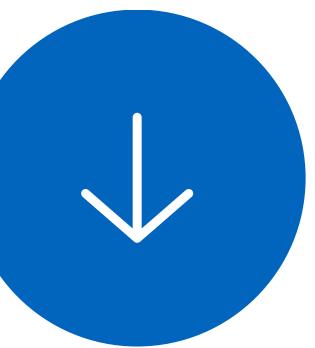
We work with local partners to support press engagement and local community involvement.

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

9 - 11 JUNE

SWANSEA UNIVERSITY BAY CAMPUS

LINDSAY PEATLAND CONSERVATION AWARD

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

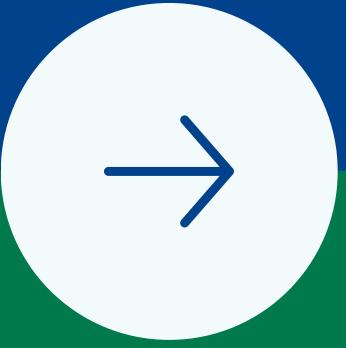


SPONSOR ATTENDANCE

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.”

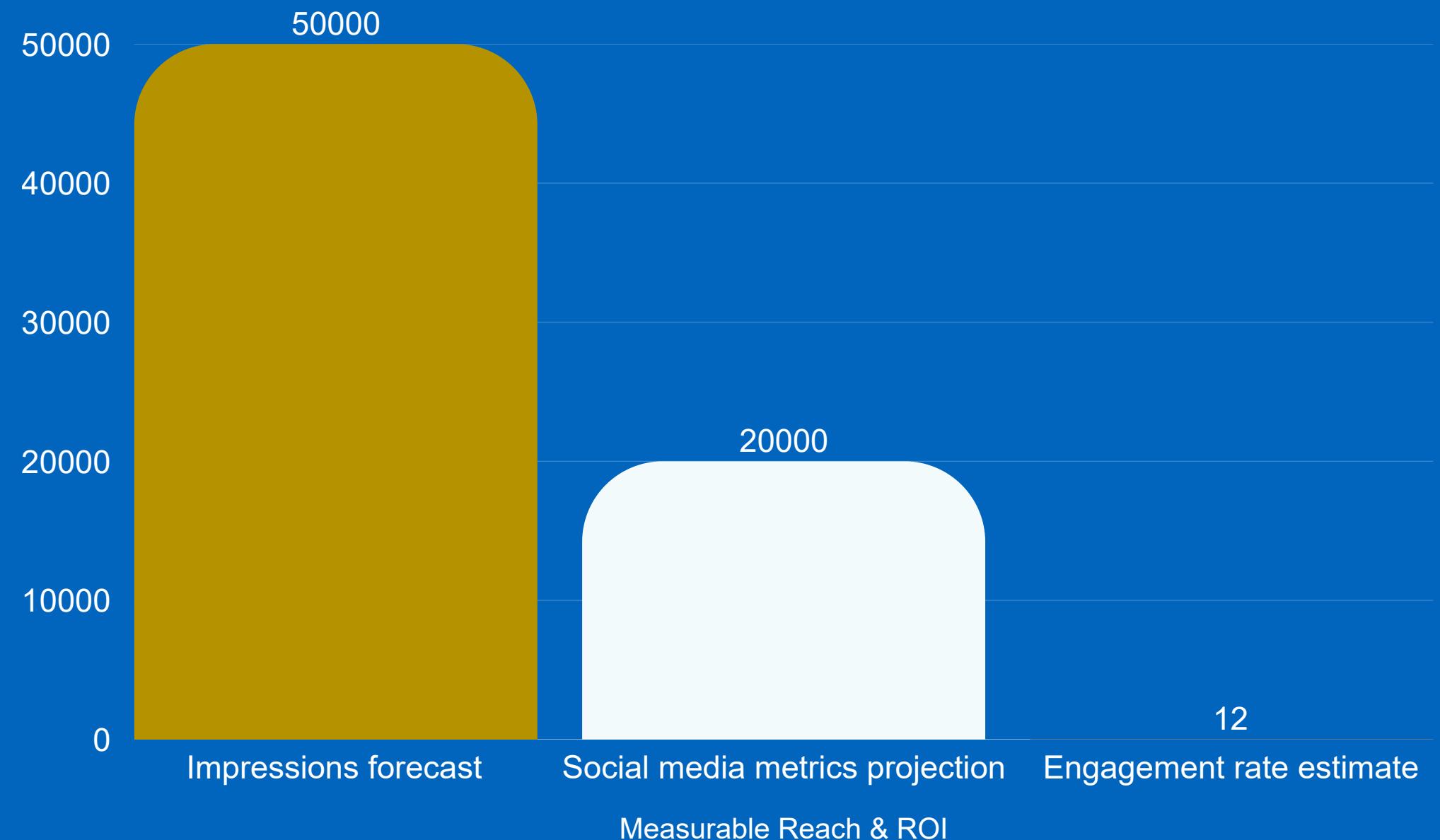


Sponsorship Packages



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:



www.iucn-uk-peatlandprogramme.org



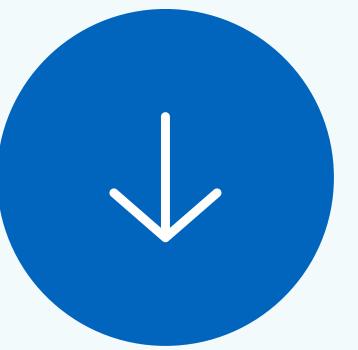
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IUCN UK Peatland Programme



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

