

Sponsorship Proposal

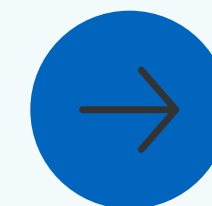


Peatland Programme

31 AUGUST -
2 SEPTEMBER, 2027

EXETER UNIVERSITY
CAMPUS

17TH ANNUAL IUCN UK PEATLAND PROGRAMME CONFERENCE





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.

PREVIOUS HIGHLIGHTS



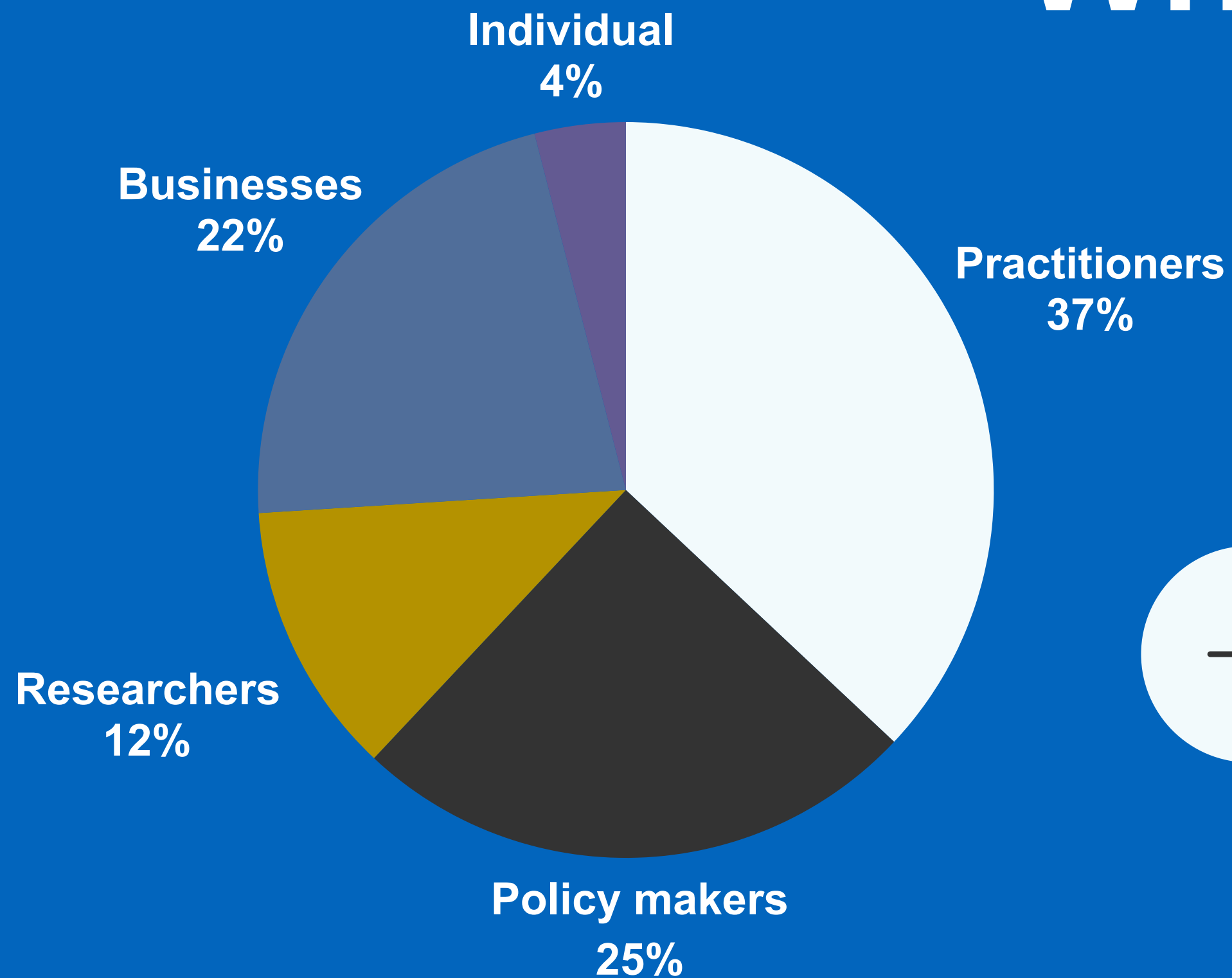
MISSION

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

UNIQUENESS

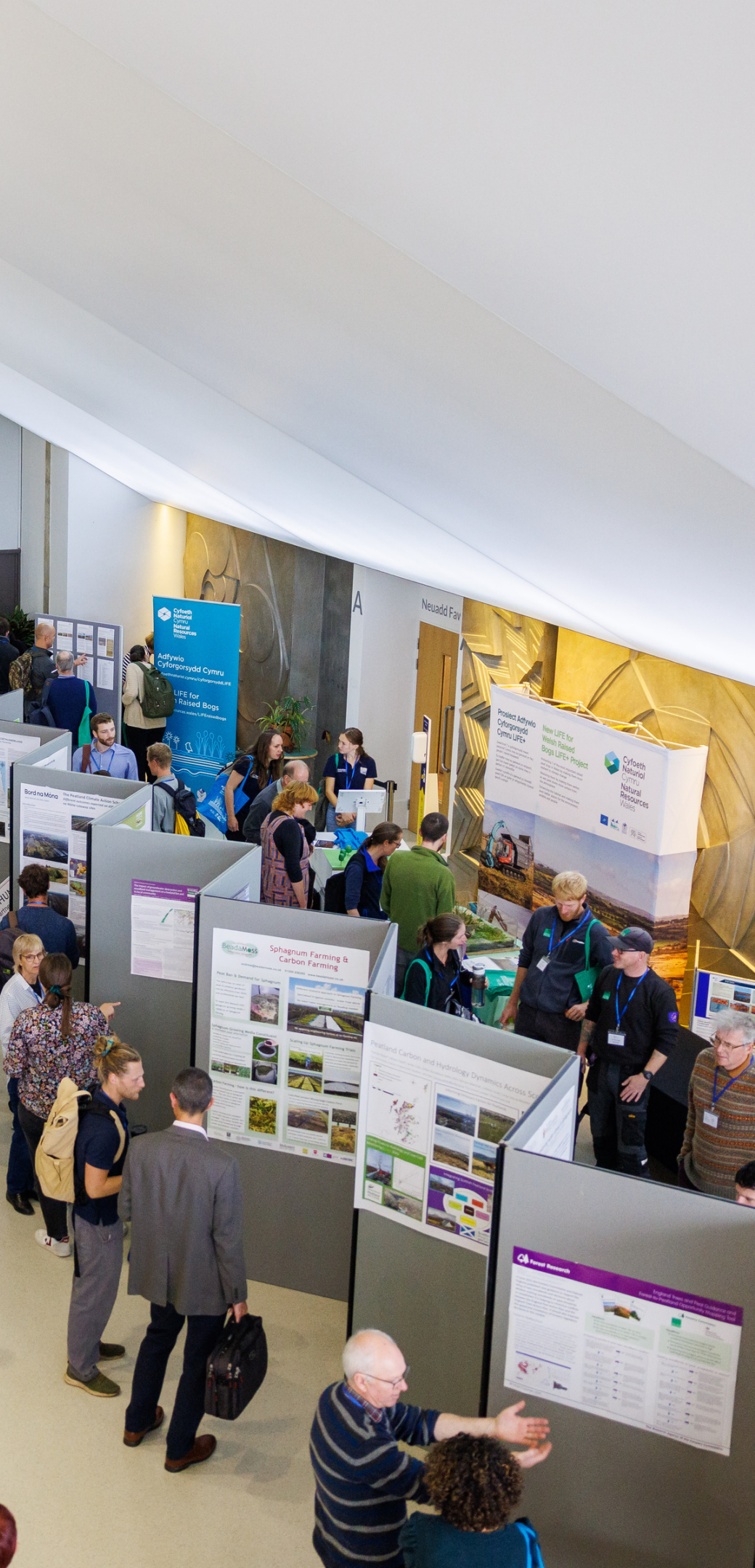
The only event bringing together multiple diverse sectors across borders and at scale for peatlands.

Who's Coming?



Percentages derived from IUCN UK PP conference 2026





Strategic Sponsorship Opportunity

REACH



DIVERSE AUDIENCE

400+ 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.

31 AUG - 2 SEPT, 2027

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How We Promote the Event



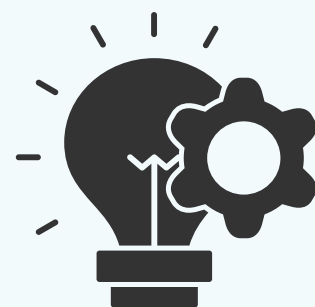
SOCIAL MEDIA STRATEGY

Our LinkedIn channel has over 6.5k followers and a 15% engagement rate for conference posts.



TRADITIONAL MEDIA

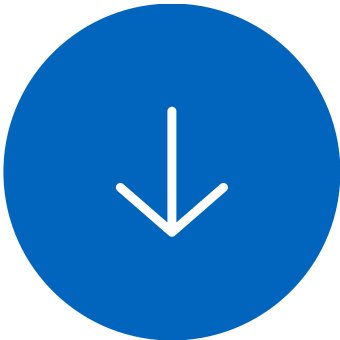
We work with local partners to support press engagement and local community involvement.



LASTING LEGACY

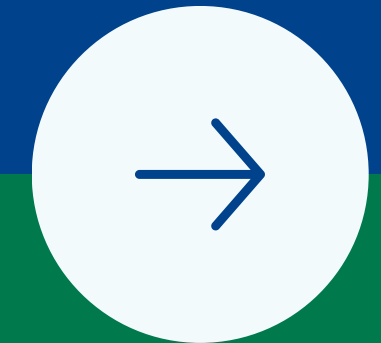
Our website and YouTube channel create a lasting legacy for conference content.

Sponsorship Packages



BENEFIT (EXC.VAT)	CURLEW: £6K	DRAGONFLY: £3K	SUNDEW: £1.5K
5-minute Speaker Slot* *presentation must align with IUCN UK PP policies and values	✓	-	-
Exhibition Stand	✓	✓	✓
Logo on Event Backdrop	✓	✓	-
Logo on Website & Email Blast	✓	✓	-
Social Media Exposure	1 video showcase	Dedicated Post	Shared mention
Guest Blog or Newsletter Article	✓	-	-
Delegate Passes	4	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.



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.”**

SPONSOR ATTENDANCE

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

PHOTOGRAPHY COMPETITION & ART EXHIBITION

Support a peatland-focused art exhibition and sponsor the Peatland Photography Competition, helping showcase the beauty, cultural significance, and conservation value of peatlands through creative expression.



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

Sponsorship

Photography Competition and Art Exhibition



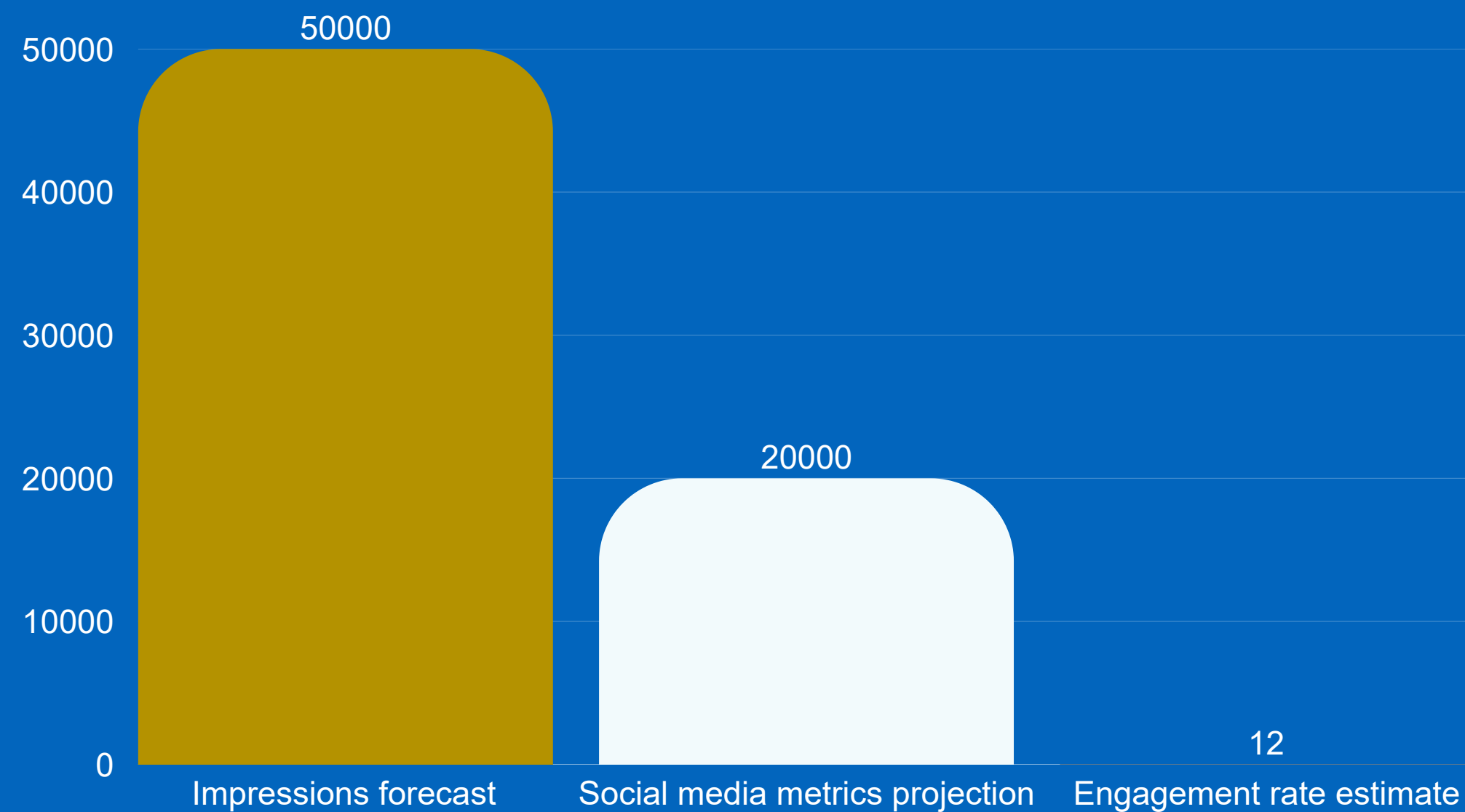
BENEFIT (EXC.VAT)	SPONSORSHIP: £8K+
5-minute Speaker Slot* *presentation must align with IUCN UK PP policies and values	✓
Logo on Event Backdrop, Website & Social Media	✓
Logo on Exhibit Signage	✓
Social Media Exposure	Dedicated post

Support the Peatland Photography Competition and Art Exhibition, celebrating the beauty, heritage and conservation value of peatlands through creative expression and visual storytelling. Your sponsorship will help engage wider audiences through public exhibitions and workshops, pay for competition prizes and fund the physical exhibition and compilation of the competition photos in a Peatland Calendar.



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Measurable Reach & ROI



Measurable Reach & ROI



50,000+
IMPRESSIONS FORECAST

20,000+
SOCIAL MEDIA METRICS
PROJECTION

15%
ENGAGEMENT RATE ESTIMATE

What Our Delegates Say

“THE IUCN UK PP CONFERENCE IS THE HIGHLIGHT OF MY WORK YEAR.”

“A FANTASTIC OPPORTUNITY TO PLATFORM YOUNG VOICES.”

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

“I CAME HOME FULL OF IDEAS AND INSPIRATION.”



Contact & Next Steps

#PEATCONF27



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IUCN UK Peatland Programme

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

