Future - Proofing Our Communities with Green Infrastructure

Marketing and Promotional Opportunities

June 22 & 23, 2022

www.greytogreenconference.org
Grey to Green 2022
Future Proofing our Communities
Green Infrastructure Virtual Conference

As we build back from the COVID-19 Pandemic, we can reimagine our communities as places where health and well being are at the forefront of design, planning and investment. At the 9th Annual Grey to Green Conference we will be exploring the most recent green infrastructure science, economic valuation, asset management, public policy, technologies, and best practices in design, installation and maintenance. Our goal is to help inform the current policy debate by making the case for a rapid and significant investment increase in green infrastructure, an occurring trend worldwide.

Grey to Green is presented by Green Roofs for Healthy Cities and the Green Infrastructure Foundation which attracts over 300 attendees.

With the uncertainty of the lingering pandemic, our 2022 Grey to Green conference will be hosted virtually. GRHC remains a strong and trusted voice within the design community. This conference will give contractors, architects, manufacturers, and policy makers with the tools needed to thrive in a post COVID-19 world.

What to Expect

Technical Presentations
Panel Q&A Sessions
Networking
Expert Round Table
Professional Development

Professional Development Opportunities

AIA, CES, LA CES,
APLD, BOMI, CNLA
CCA, RCI
GRP credits

Sessions
Trainings sessions
Tours

Previous media partners and supporters include the City of Toronto, The Toronto and Region Conservation Authority, Landscape Ontario, GIO Coalition, OPA, the Ontario Association of Landscape Architects, Conservation Ontario, TD Friends of the Environment, ReNew Canada Magazine, Gro-Bark, and Water Canada Magazine.
Why Invest in Grey to Green 2022?

We represent an industry that provides solutions for many of today’s problems like the increasing urban heat island, intense storms, and declining green space. The green roof and wall market in North America is progressing and growing. Sponsors obtain a direct value of more than 500,000 impressions of their company logo and several opportunities to connect via Business to Business or Business to Consumer while your investment supports the industry.

**BRAND DEVELOPMENT & MAINTENANCE**

Our marketing and promotional efforts reach across North America and generate more than 500,000 brand impression for your logo. We do this directly, and through various partnerships with media and association. The value of these marketing and branding efforts are from $12,500 to $40,000 depending on the level investment for more than 500,000 brand impression.

**GROWING THE MARKET THROUGH POLICY**

Grey to Green is designed to encourage governments to adopt and improve policies that support green roofs, walls and other forms of green infrastructure for market growth.

**BUSINESS TO BUSINESS & BUSINESS TO CONSUMER**

Build client relationships at Grey to Green by promoting and marketing your brand to a target audience by connecting directly with designers and other businesses like suppliers and manufactures in the industry. Your investment in Grey to Green attributes to low attendee cost in order to attract new design professionals in the industry.

**TRAINING & KNOWLEDGE EXCHANGE**

Through our policy, design, research and panel discussion tracks, attendees can earn CEUs from AIA CES, LA CES, APLD, BOMI, CNLA, CCA, GRP credits and learn the value and economic benefits of green roofs, walls and other forms of green infrastructure in their projects.

**ENGAGING DESIGN & LOCAL INDUSTRY LEADERS**

Industry leaders are relied on and trusted to address emerging issues. Grey to Green provides a place to connect with professionals at all levels to engage in meaningful discussion to address these issues by offering viable solutions for a sustainable built environment through green roofs and walls. The Local Advisory Committee of Grey to Green provides local champions with the opportunity to engage and promote themselves within the industry.

To enquire about the Advisory Committee please contact

Isabella Bubic

ibubic@greenroofs.org
Marketing and Promotional Opportunities

The Grey to Green Conference offers marketing and promotional opportunities that supports the benefits of green roofs and walls. Supporting Grey to Green establishes your leadership in a growing sector of green infrastructure. Opportunities abound with Grey to Green forms strategic partnerships, generates new clients, builds brand awareness, and advances transformative policy.

### Benefits

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<th>Non-Member</th>
<th>PLATINUM</th>
<th>GOLD</th>
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<tr>
<td>Member</td>
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- Minute feature highlighting a product or service: 4 Sessions | 3 Sessions | 1 Session
- Sponsor announcement: 4 Sessions | 3 Sessions | 2 Sessions
- Linkable Logo on GRHC website and e-programs: XXL | L | M
- Event Passes: 15 | 10 | 5
- Participation on the conference Advisory Committees
- Opportunity to have a local project Profiled on a tour
- List of contacts post conference
- Shareable social media banners Thanking you for your support

All packages come with online marketing promotions. Logo Exposure: + 500,000 Impressions

PLEASE NOTE: All prices for both sponsorship and the trade show are in CND and are subject to HST (13%). By credit card a 3% fee will be added to the total amount.

Since every business is unique, we strive to build partnerships that meet your needs. **Custom sponsorship opportunities are available.**

### KEY DATES:

- **Early Bird Pricing Deadline** | April 15, 2022
- Custom & A La Carte Packages Deadline | March 11, 2022
Grey to Green 2022 Sponsorship Form

Please complete and return to Green Roofs for Healthy Cities (GRHC). Please note that payment is due upon registration and that an invoice will be issued.

Date: ___________________ Name: ___________________ Company: ___________________

Telephone: ___________________ Fax: ___________________ Email: ___________________

Address: ___________________ City: ___________________

Province/State: __________ Postal/Zip Code: __________ Country: __________

☐ We are a GRHC Member ☐ We are NOT a Green Roofs for Healthy Cities Member

Marketing & Promotional Opportunities:
We are interested in the following opportunities (please check all that apply):

**Non-Member Rate:**
☐ PLATINUM CD $10,000
☐ GOLD CD $5,000
☐ SILVER CD $2,500
☐ CUSTOM (CD $______)

**Member Rate:**
☐ PLATINUM CD $5,000
☐ GOLD CD $2,000
☐ SILVER CD $1,000

Custom sponsorship opportunities are available. Please contact our team for more information.

Select Payment Method  ☐ Credit Card  ☐ Cheque*

*All Cheques are to be made payable to:
Green Roofs for Healthy Cities - North America, Inc.

Authorized Amount* (CD $): __________________

Name on Card: __________________

Card Number: __________________

Expiry Date: __________ CVV: __________

Signature: __________________

*Canadian dollars are subject to HST (13%). Credit Card Transactions are subject to a 3% service fee that will be added to your total. US transactions will multiply the Canadian total by 0.75 and will not include HST.

Send Your Payment
Scan this document and email to:
office@greenroofs.org

OR

Send by mail to:
Green Roofs for Healthy Cities North America, Inc.
406 King Street East
Toronto, ON, Canada, M5A 1L4

Contact

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