Celebrate the power of Canada’s clean-growth economy

The Fermenting Cellar, 28 Distillery Lane, Distillery District, Toronto
Thursday, Jan. 27, 2022
6 p.m. – 9:30 p.m.
PEMBINA INSTITUTE
unGALA

2022 ORGANIZING COMMITTEE
Chair: Julia Langer, The Atmospheric Fund
John Coyne, Unilever
Lisa DeMarco, Resilient LLP
Kathleen Gnocato, MaRS Discovery District
Ted Gruetzner, Global Public Affairs
Robert Nicholson, RBC Capital Markets
Mark Rudolph, justenvironment
Chad Schella, Canada Post
Laurie Simmonds, Green Living Enterprises

SPONSORSHIP OPPORTUNITIES
Pembina Institute’s unGALA event creates a unique space for clean economy leaders and influencers to convene, network and share their vision for a prosperous Canada.

- Clean Economy Champion & Presenting Sponsor $50,000
- Innovation Leader $35,000
- Clean Energy Leader $25,000
- Sustainability Supporter $15,000
- Corporate Table $10,000
2020’S SOLD-OUT EVENT
brought together over 400 guests including entrepreneurs and a diversity of leaders from industry, clean tech, governments, non-profits and start-ups to celebrate a bold and inclusive clean economy in Canada.

PEMBINA INSTITUTE

DON’T MISS unGALA 2022!
The Pembina Institute's unGALA will once again be held in January 2022. After a one-year hiatus due to the COVID-19 pandemic, we’ll all be ready to get together, put on our cowboy hats and celebrate the power of a clean energy future that drives a prosperous, connected Canadian economy. For more than a decade now, the annual Pembina Institute unGALA gathers leaders in government, industry, academia and non-governmental organizations, all committed to developing evidence-based, practical solutions to Canada’s greatest energy challenges. It’s called the unGALA because it’s an unconventional party, beloved for the casual atmosphere and western attire.

The night will be full of delicious eats and plenty of networking with Canada's who's who of the sustainability sector, so be sure to secure your 2022 sponsorships early!

All 2022 unGALA sponsors will have access to all of the Pembina Institute’s virtual events in 2021, and all applicable sponsorship fees are risk-free – if for any reason the event cannot be held in 2022, all sponsorships are eligible for a refund, or sponsors can choose to convert their sponsorship fee to a charitable donation to the Pembina Institute.

ABOUT THE PEMBINA INSTITUTE
We gather leaders in government, industry, academia and non-governmental organizations, all committed to developing evidence-based, practical solutions to Canada’s greatest energy challenges.

Our more than 50 staff in Ontario, Alberta and B.C. aim to deliver clean energy solutions into the hands of decision makers, thought leaders, the industry and media. Although we're a hard-working, strategic and productive bunch, it’s still a tall order for a team of our size. We don’t do this alone! Our success ultimately depends on people like you.

By supporting the Pembina Institute, you are helping transform Canada for the better.
## Recognition & Benefits

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- **Clean Economy Champion & Presenting Sponsor**
  - $50,000
- **Innovation Leader**
  - $35,000
- **Clean Energy Leader**
  - $25,000
- **Sustainability Supporter**
  - $15,000
- **Corporate Table**
  - $10,000

### Sponsorship Opportunities

<table>
<thead>
<tr>
<th>Recognition &amp; Benefits</th>
<th>Clean Economy Champion &amp; Presenting Sponsor</th>
<th>Innovation Leader</th>
<th>Clean Energy Leader</th>
<th>Sustainability Supporter</th>
<th>Corporate Table</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of tables (8 guests per table)</td>
<td>4</td>
<td>2</td>
<td>2</td>
<td>1</td>
<td>1</td>
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<tr>
<td>Number of tickets to the VIP reception</td>
<td>16</td>
<td>8</td>
<td>8</td>
<td>4</td>
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<tr>
<td><strong>Presenting Sponsor &amp; category exclusivity</strong></td>
<td>★</td>
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<tr>
<td>Centre stage seating placement, hosting VIP guests</td>
<td>★</td>
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<td>Champagne service at table</td>
<td>★</td>
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<td>Brief opportunity on stage</td>
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<td>Opportunity for a Pembina Institute speaker at an organization event</td>
<td>★</td>
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<tr>
<td>Photo opportunities with VIPs</td>
<td>★</td>
<td>★</td>
<td>★</td>
<td>★</td>
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<tr>
<td>Customized digital event slides, displayed on video screens throughout the event</td>
<td>3</td>
<td>2</td>
<td>2</td>
<td>1</td>
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<tr>
<td>Adjacent to head table</td>
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<td>Recognition by MC</td>
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<td>Logo placement:</td>
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<td>- All printed event signage,</td>
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<td>- unGALA invitations sent to approximately 8,000 corporate and individual contacts,</td>
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<td>- unGALA program,</td>
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<td>- The Pembina Institute unGALA website with hyperlink to your site.</td>
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<td>Logo recognition placed at the bar and whisky tasting station</td>
<td>★</td>
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<td>Acknowledgement in Pembina Institute's social media channels</td>
<td>★</td>
<td>★</td>
<td>★</td>
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<td>Acknowledgement in post-event Pembina Institute e-newsletter sent to approximately 8,000 contacts</td>
<td>★</td>
<td>★</td>
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<td>★</td>
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<td>With permission, mutual use of trademarks to promote support for one year</td>
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</tbody>
</table>
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Stage 8 x 12 feet
FOR SPONSORSHIP ENQUIRIES
PLEASE CONTACT

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Strategic Partnerships
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Thank you for your support!

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