

Sponsor Package

*BOLD PLANS.
LOCAL ACTION.*

PLANNING INSTITUTE
OF BRITISH COLUMBIA
2026 ANNUAL CONFERENCE





JOIN US!

The 2026 Annual Conference of the Planning Institute of British Columbia (PIBC) will be hosted in beautiful Penticton, BC.

This year's theme — *Bold Plans. Local Action.* — reflects the evolving landscape of planning in British Columbia and the Yukon and the urgent need for courageous thinking paired with grounded, community-driven adaptation.

Take advantage of one of the limited opportunities available to become a partner at this signature event. Achieve your organization's goals and highlight to professional planners your role in helping to create great places to live!

EARLY SPONSOR PERKS

Please note – if confirmed by January 16, 2026, partner organizations will be acknowledged in PIBC's Planning West magazine winter issue, featuring key pre-conference promotional material (1,800+ circulation throughout BC, the Yukon and beyond), as well as recognized in PIBC's e-News email newsletter in advance of the conference.



PIBC 2026
PENTICTON, BC
BOLD PLANS. LOCAL ACTION



WHO WILL BE THERE?

Join hundreds of planners and other professionals from across BC, the Yukon, and beyond in Penticton!

Attendees work in big cities, small towns, and rural areas, practicing in many diverse fields of planning, including land use, policy, development, housing, agriculture, urban design, environment, First Nations, GIS & technology, natural resources, etc.

THE PROGRAM!

The three-day conference will be packed with various professional development opportunities, networking events, and more. The engaging, diverse program will include leading keynote speakers, diverse and informative breakout sessions, in-depth workshops, and engaging mobile workshops that give attendees a chance to get out, engage, and learn in the local region.

More information about the conference program will be available at:
<https://www.pibc.bc.ca/annual-conference>

BECOME A PARTNER!

There are various opportunities available to become a partner and sponsor the PIBC 2026 Annual Conference. Pre-designed packages are below, but we would be happy to work with you to create a unique, customized package that fits your organization's goals and budget – bring us your ideas!

OPPORTUNITY	AMOUNT	AVAILABLE
Premier Title Partner *	\$ 11,000	1
Platinum Partner *	\$ 7,000	2
Gold Partner *	\$ 6,000	1
Silver Partner *	\$ 4,500	5
Bronze Partner *	\$ 2,500	5
Conference Program Supporter	\$ 1,200	Multiple
Conference Exhibitor	\$ 1,900+GST	Per space
Custom Sponsorship	Contact us	

* Options to enhance and upgrade these sponsorship packages are available. Bundle breakfast, lunch, beverage, and/or exhibit space sponsorship at special rates. Refer to specific opportunities for more details.

EXHIBITOR SPACES

\$1,900
+GST

CONFERENCE EXHIBITOR

- One standard exhibit space (approximately 8 feet by 8 feet in size) consisting of one six-foot table (tablecloth and skirting included) and 2 chairs. Exhibitors may bring pop-up signage, banners, stands, or other reasonable display furnishings, etc. and place behind the table or otherwise within the prescribed exhibit space. No signage, furnishings or other display items may be placed outside the prescribed exhibit space);
- Located in high-traffic lobby areas of conference venue;
- Fully paid exhibit space includes exhibitor pass for up to two representatives from the exhibitor organization to facilitate staffing of the exhibit space during the conference. Additional exhibitor passes may be purchased as required;
- Complimentary access to basic on-site power and WiFi; and
- Exhibitor's name displayed as an exhibitor on all key conference materials, mobile app, website, signage and recognition on social media.

Note: Exhibitors are responsible for all their own other ancillary set-up requirements and materials (i.e., additional furnishings, special power or lighting, laptops, tv screens, handout materials, etc.).



SPONSORSHIP OPPORTUNITIES

PREMIER TITLE PARTNER

ONLY **ONE** OPPORTUNITY AVAILABLE.



Be recognized throughout the conference as the sole Premier Title Partner, and as the exclusive sponsor of **Wednesday's opening plenary session & keynote speaker** – including an opportunity for brief partner representative remarks and keynote speaker introduction.

Benefits include:

- Exclusive, high-profile recognition as the overall premier title sponsor of the conference, and the principal sponsor of the conference mobile app;
- Option for customized conference lanyards with partner organization branding;
- One quarter-page advertisement in two issues of the PIBC quarterly publication, *Planning West* magazine;
- Complimentary accommodation at the Conference host hotel (1 standard room for 3 nights);
- The opportunity to supply partner promotional content (e.g. PowerPoint slide) for display at the conference during the opening plenary session;
- Two complimentary full conference registrations for partner organization representatives and reserved seating at the keynote speaker session;
- One complimentary exhibit space & table (please see Conference Exhibitor section for exhibit display details); and
- Partner's name and logo prominently displayed as the title partner on all key conference materials, mobile app, website, signage and recognition on social media.

ADD OPTIONAL WEDNESDAY BREAKFAST SPONSORSHIP



Add to your organization's Premier Title Partner recognition and benefits while enhancing your support for the Conference by adding sponsorship of the **Wednesday breakfast** (which precedes the opening keynote speaker) to your overall sponsorship at a special reduced rate.

Additional benefits include:

- Exclusive recognition as the sole sponsor of the Wednesday breakfast; and
- One additional complimentary full conference registration for a partner organization representative and reserved, preferred seating at the sponsored breakfast and keynote speaker session.

PLATINUM PARTNER

CHOOSE ONE OF **TWO** OPPORTUNITIES AVAILABLE AT THIS LEVEL.

Be recognized at the conference as one of only two Platinum Partners.



\$7,000

PLATINUM OPTION 1

Be the exclusive sponsor of
Tuesday's Welcome Reception.

Benefits include:

- The opportunity to display one promotional banner (or similar) at the reception venue during the sponsored event;
- The opportunity for partner organization representative(s) to welcome attendees at the venue entrance as they arrive (and provide a few words of welcome based on event venue and format);
- One complimentary full conference registration for a partner organization representative;
- One complimentary exhibit space & table (please see Conference Exhibitor section for exhibit display details);
- Partner's name and logo prominently displayed as a Platinum Partner on all key conference materials, mobile app, website, signage and recognition on social media; and
- One quarter-page advertisement in one issue of the PIBC quarterly publication, *Planning West* magazine.

ADD OPTIONAL WELCOME BEVERAGE SPONSORSHIP



+\$2,000

Add to your organization's Platinum Partner recognition and benefits while enhancing your support for the Conference by adding sponsorship of a **complimentary beverage** for attendees at the Tuesday Welcome Reception to your overall sponsorship at a special reduced rate.



PLATINUM OPTION 2

Be the exclusive sponsor of
Thursday's Gala Evening Reception & Awards Dinner.

Benefits include:

- The opportunity to display one promotional banner (or similar) at the reception and dinner venue during the sponsored event;
- One complimentary full conference registration for a partner organization representative and reserved, preferred seating at the Gala dinner;
- The opportunity to say a few words of welcome at the Gala dinner and to supply partner promotional content (e.g. PowerPoint slide) for display during the dinner;
- One complimentary exhibit space & table (please see Conference Exhibitor section for exhibit display details);
- Partner's name and logo prominently displayed as a Platinum Partner on all key conference materials, mobile app, website, signage and recognition on social media; and
- One quarter-page advertisement in one issue of the PIBC quarterly publication, *Planning West* magazine.

ADD OPTIONAL DINNER WINE SPONSORSHIP



Add to your organization's Platinum Partner recognition and benefits while enhancing your support for the Conference by adding sponsorship of a **complimentary glass of wine** for attendees at the Thursday's Gala dinner to your overall sponsorship at a special reduced rate.





GOLD PARTNER

ONLY **ONE** OPPORTUNITY AVAILABLE.

Be recognized at the conference as a Gold Partner as the exclusive sponsor of **Thursday's morning plenary session & keynote speaker** – including an opportunity for brief partner representative remarks and keynote speaker introduction.

Benefits include:

- Two complimentary full conference registrations for partner organization representatives and reserved seating at the keynote speaker session;
- One complimentary exhibit space & table (please see Conference Exhibitor section for exhibit display details);
- The opportunity to supply partner promotional content (e.g. PowerPoint slide) for display at the conference during the morning plenary session; and
- Partner's name and logo prominently displayed as a gold partner on all key conference materials, mobile app, website, signage and recognition on social media.

ADD OPTIONAL THURSDAY BREAKFAST SPONSORSHIP



Add to your organization's Gold Partner recognition and benefits while enhancing your support for the Conference by adding sponsorship of the **Thursday breakfast** (which precedes the morning keynote speaker) to your overall sponsorship at a special reduced rate.

Additional benefits include:

- Exclusive recognition as the sole sponsor of the Thursday breakfast;
- The opportunity to display one promotional banner (or similar) at the breakfast venue during the sponsored event; and
- One additional complimentary full conference registration for a partner organization representative and reserved, preferred seating at the sponsored breakfast and keynote speaker session.



SILVER PARTNER

CHOOSE ONE OF **FIVE** OPPORTUNITIES AVAILABLE AT THIS LEVEL.

Be recognized at the conference as a Silver Partner.

SILVER OPTION 1

THREE OPPORTUNITIES AVAILABLE.

Be the exclusive sponsor of any one of the **Wednesday, Thursday, or Friday Breakfasts** at the conference.

Benefits include:

- One **discounted** full conference registration for partner organization representative and reserved seating at the sponsored breakfast;
- The opportunity to display one promotional banner (or similar) at the breakfast venue during the sponsored event; and
- Partner's name and logo prominently displayed as a silver partner on all key conference materials, mobile app, website, signage and recognition on social media.

SILVER OPTION 2

TWO OPPORTUNITIES AVAILABLE.

Be the exclusive sponsor of any one of the **Wednesday or Thursday Lunches** at the conference.

Benefits include:

- One **discounted** full conference registration for partner organization representative and reserved seating at the sponsored lunch;
- The opportunity to display one promotional banner (or similar) at the lunch venue during the sponsored event; and
- Partner's name and logo prominently displayed as a silver partner on all key conference materials, mobile app, website, signage and recognition on social media.

ADD OPTIONAL SILVER LEVEL DISCOUNTED EXHIBITOR SPACE



Add to your organization's Silver Partner recognition and benefits while enhancing your support for the Conference by adding an **Exhibitor Space & Table** to your overall sponsorship at a special reduced rate (please see Conference Exhibitor section for exhibit display details).

BUNDLE & UPGRADE YOUR SPONSORSHIP

Consider enhancing, extending and upgrading your conference sponsorship by bundling more than one breakfast or lunch sponsorship into a customized, expanded level of sponsorship. Contact us for more details.



BRONZE PARTNER

CHOOSE ONE OF **FIVE** OPPORTUNITIES AVAILABLE AT THIS LEVEL.

Be recognized at the conference as a Bronze Partner. Be the exclusive sponsor of any one of the **Wednesday, Thursday, or Friday Refreshment & Networking Breaks** at the conference.

Benefits include:

- One **discounted** full conference registration for partner organization representative; and
- Partner's name and logo prominently displayed as a bronze partner on all key conference materials, mobile app, website, signage and recognition on social media.

ADD OPTIONAL BRONZE LEVEL DISCOUNTED EXHIBITOR SPACE



Add to your organization's Bronze Partner recognition and benefits while enhancing your support for the Conference by adding an **Exhibitor Space & Table** to your overall sponsorship at a special reduced rate (please see Conference Exhibitor section for exhibit display details).

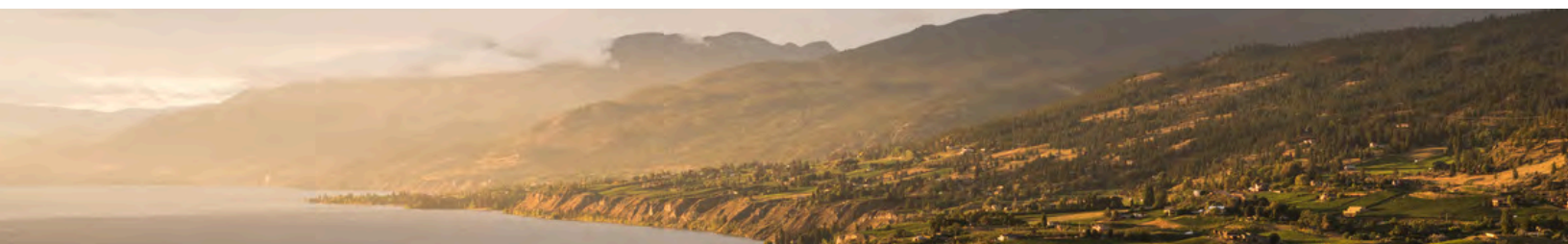


CONFERENCE PROGRAM SUPPORTER

Be recognized as a Conference Program Supporter, with multiple opportunities available! Be the exclusive sponsor of one of the many unique and diverse conference breakout sessions, in-depth workshops, or local off-site mobile workshops/tours.

Benefits include:

- Signage at sponsored session (or activity) using partner's logo and verbal acknowledgement; and
- One **discounted** full conference registration for partner organization representative; and
- Partner's name displayed as a supporter on all key conference materials, mobile app, website, signage and recognition on social media.





UNIQUE & CUSTOMIZED OPTIONS AVAILABLE

Looking for something unique or different?
Looking to customize something to fit your organization's budget or engagement objectives (such as a unique conference event, social activity, or on-site activation)? Our sponsorship team would be happy to work with you to create a customized sponsor and partnership package that fits your organization's goals and budget. Contact us for more details.

THE TEAM

Reach out to any one of our sponsorship team members to become a partner:



Sophie King

sophie.king@pibc.bc.ca



Allyson Friesen

info@innovateplanningandco.ca



Emily Proskiw

eproskiw@pib.ca



Brayden Alexander

bralexan@gmail.com



Stephen Collyer

steven.collyer@penticton.ca

SPONSORSHIP & PARTNERSHIP DETAILS

Please fill out the form below and send a completed copy back to your sponsorship team member to confirm your organization as a partner at the PIBC 2026 Annual Conference. Cheque payments should be made payable to "Planning Institute of BC" and sent directly to the PIBC office in Vancouver. Payment by Visa or MasterCard can also be accepted.

CONTACT DETAILS

Organization Name			
Street Address			
City	Province	Postal Code	
Contact First Name	Contact Last Name		
Contact E-mail			

\$ 11,000 \$ 3,500	Premier Title Partner Add optional Wednesday breakfast sponsorship at a reduced rate.						
\$ 7,000 \$ 2,500	Platinum Partner - Tuesday Welcome Reception Add optional welcome beverage sponsorship at a reduced rate.						
\$ 7,000 \$ 2,500	Platinum Partner - Thursday Gala Evening Reception Add optional Gala dinner wine sponsorship at a reduced rate.						
\$ 6,000 \$ 3,500	Gold Partner - Thursday plenary & keynote Add optional Thursday breakfast sponsorship at a reduced rate.						
\$ 4,500	Silver Partner - Breakfast - Please indicate one or more breakfast option(s) below: <table><tr><td>Wednesday</td><td>Thursday</td><td>Friday</td></tr></table>	Wednesday	Thursday	Friday			
Wednesday	Thursday	Friday					
\$ 500+GST	Add optional Silver level discounted exhibitor space at a reduced rate.						
\$ 4,500	Silver Partner - Lunch - Please indicate one or more lunch option(s) below: <table><tr><td>Wednesday</td><td>Thursday</td></tr></table>	Wednesday	Thursday				
Wednesday	Thursday						
\$ 500+GST	Add optional Silver level discounted exhibitor space at a reduced rate.						
\$ 2,500	Bronze Partner - Please indicate one or more break option(s) below: <table><tr><td>Wednesday - AM</td><td>Thursday - AM</td><td>Friday - AM</td></tr><tr><td>Wednesday - PM</td><td>Thursday - PM</td><td></td></tr></table>	Wednesday - AM	Thursday - AM	Friday - AM	Wednesday - PM	Thursday - PM	
Wednesday - AM	Thursday - AM	Friday - AM					
Wednesday - PM	Thursday - PM						
\$ 950+GST	Add optional Bronze level discounted exhibitor space at a reduced rate.						
\$ 1,200	Conference Supporter - Sponsored conference session/workshop/mobile workshop Session Title:						
\$ 1,900+GST	Conference Exhibitor - One exhibit space & table, with two exhibitor passes						
\$	Custom Sponsorship:						

I have read and agree to the terms of the sponsorship/partnership arrangements contained herein.

Signature _____ Date _____

Please e-mail completed form to Sophie King, Manager of Professional Learning Events & Partnerships: sophie.king@pibc.bc.ca