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Sponsorship Opportunities

Atlantic Planners Institute Conference **2025** Colloque de l'Institut des urbanistes de l'Atlantique

WEATHERING THE STORM

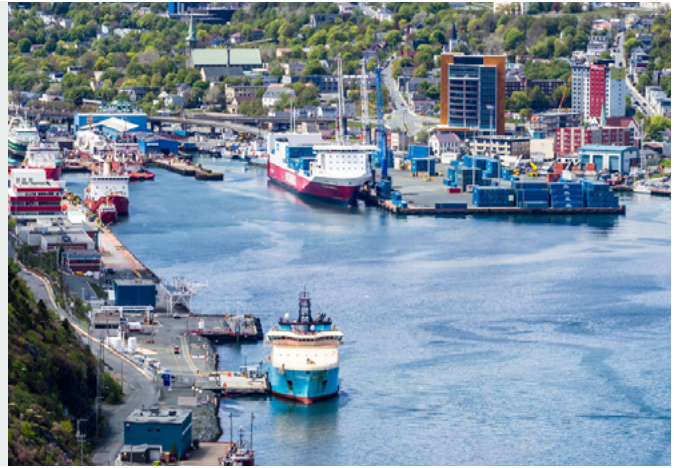
October 22-24 • St. John's, NL • 22-24 octobre



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JOIN US!

The 2025 Annual Conference of the Atlantic Planners Institute (API) will be held **October 22nd to 24th, 2025** at the eastern edge of the Atlantic provinces in the colourful city of St. John's, Newfoundland and Labrador at the Sheraton Hotel. Take advantage of one of the limited opportunities available to become a sponsor at this signature event.

THE 2025 CONFERENCE

The theme for the 2025 API Conference, **Weathering the Storm**, is inspired by recent challenges experienced by planners across the Atlantic provinces and the country. Between climate change impacts, social discord, the spread of misinformation, a housing crisis, and the aftermath of a global pandemic, it's been a tough few years in the planning profession. How does planning and the work we do address these challenges?

It's often during the storm that we see creative and practical solutions arise. Whether it's an emphasis on community engagement during a municipal plan review, or a drastic change in policies to encourage housing construction, the planning profession adapts to challenges in order to meet the needs of our communities. Come learn how your colleagues are weathering their storms, on an island known for its wild weather!

CONFERENCE SUBTHEMES

- **Navigating a Housing Crisis & Unprecedented Growth:** Communities across Atlantic Canada have been exploring ways to tackle the headwinds of the housing crisis and quickly manage unprecedented population growth. Navigating these headwinds has brought several challenges to the forefront including affordability and the delivery of services and infrastructure. This subtheme is intended to focus on the innovations and responses to the housing crisis and managing growth.
- **Adjusting the Sails & Adapting to Change:** With significant winds of change, from climate change to foggy economic futures, communities and planners have needed to become more

nimble and responsive. This subtheme is intended to focus on planning for change, adapting to change, and raising resiliency.

- **Anchored in Culture:** We want to hear about how your community has navigated the changing tides to become stronger. This subtheme is intended to focus on authentically connecting to local culture, old or new, to share stories and support communities.
- **Lifting Through the Fog:** It's often during the storm that we see creative and practical solutions arise. How have practitioners and groups worked through complex problems to achieve surprising and inclusive outcomes? We want to hear stories about innovations that have made impacts on changing places and neighbourhoods. This subtheme is intended to focus on collaboration, equitable engagement, and navigating barriers.
- **Embracing New Directions:** Communities have had to adjust to uncertain winds and take ideas, processes, and procedures in new directions. This subtheme is intended to focus on topics related to how communities have adapted and innovated to changing economic circumstances and new technologies.

Now, more than ever, practicing planners are hungry for the knowledge, skills and expertise that will be needed to help communities interpret and respond to the social, environmental and technological changes that are occurring.

WHO'S COMING?

Weathering the Storm 2025 will attract professional planners, planning students, municipal staff, elected officials, those in interconnected fields and others with an interest in planning. The conference will provide an important opportunity for professionals from diverse fields to come together to network and explore ways to further integrate the relationship between planning, our communities, and the new environment.

THE PROGRAM

The three-day event will be packed with professional development opportunities, networking events, workshops, walking tours, and more. With an active and diverse program, attendees will learn from leading keynote speakers, diverse and normative breakout sessions, and engaging mobile workshops.

Become a Sponsor or Exhibitor!

PLATINUM SPONSOR — \$5000

- 3 full conference registrations
- Trade Show booth opportunity where organization can interact with conference attendees
- Opportunity to speak at Opening Reception
- Verbal acknowledgement of sponsorship during Thursday and Friday morning Opening Remarks and during Banquet
- Logo featured on printed signage throughout the conference

- Logo featured on slideshow loop in keynote and breakout sessions
- Logo featured on conference program
- Logo featured on conference web page
- Promotion of sponsorship on social media sites

GOLD SPONSOR — \$2500

- 1 full conference registration
- Trade show booth opportunity where organization can interact with conference attendees, (includes exhibitor's pass for one representative) or be recognized as the sponsor of one nutrition break on either Thursday or Friday
- Verbal acknowledgement of sponsorship during Thursday and Friday morning Opening Remarks
- Logo featured on slideshow loop in keynote and breakout sessions
- Logo featured on conference program
- Logo featured on conference web page
- Promotion of sponsorship on social media sites

SILVER SPONSOR — \$1000

- 50% off one conference registration
- Trade show booth opportunity where organization can interact with conference attendees, (includes exhibitor's pass for one representative)
- Logo featured on slideshow loop in keynote and breakout sessions
- Logo featured on conference program
- Logo featured on conference web page
- Promotion of sponsorship on social media sites

BRONZE SPONSOR — \$500

- Inclusion of logo on conference program
- Inclusion of logo on conference webpage
- Inclusion of logo on slide show loop in keynote and breakout sessions

OTHER OPPORTUNITIES TO SPONSOR INCLUDE:

LUNCH SPONSOR — \$3500

Become an exclusive sponsor for lunch on Thursday of the conference. Includes:

- Signage with logo and verbal acknowledgement or opportunity to speak during lunch

- 2 full conference registration
- Logo featured on slideshow loop in keynote and breakout sessions
- Logo featured on conference program
- Logo featured on conference web page
- Promotion of sponsorship on social media sites

NUTRITION BREAK SPONSOR — \$1500

- Become an exclusive sponsor of a nutrition break on either Thursday or Friday. Includes:
- Signage with logo and verbal acknowledgement
- 50% discount on one full conference registration
- Logo featured on slideshow loop in keynote and breakout sessions
- Logo featured on conference program
- Logo featured on conference web page
- Promotion of sponsorship on social media sites

EXHIBITOR ONLY — \$750

- Trade show booth opportunity where organization can interact with conference attendees, (includes exhibitor's pass for one representative). Booth includes a draped table and two chairs.
- Exhibitor's name displayed as an exhibitor on website and in conference program
- Promotion on social media

LOOKING FOR SOMETHING UNIQUE OR DIFFERENT?

Contact us for a customized sponsorship opportunity that fits your organization's goals and budget.

› **Alton Glenn, Sponsorship Committee, altonglenn30@gmail.com**

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