

FSC General Assembly

26-31 October 2025

Sponsorship Guide



FSC[®]
**General
Assembly**
2025 *Panama*

January 2025. Subject to be updated.

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General
Assembly
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Trailblazers in Action

Meet our early sponsors



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About FSC

Healthy forests help life on Earth thrive. The Forest Stewardship Council® (FSC®) - a nonprofit organization that covers more than 150 million hectares of certified forests - provides the world's most credible sustainable forestry solution, trusted by NGOs, consumers, and businesses to help promote healthy and resilient forests, for all, forever. FSC helps forest managers, smallholders, and governments ensure thriving forest ecosystems and safeguard the livelihoods of forest communities. FSC's forestry standards, linked to a strict chain of custody certification, are a proven solution to fight the climate and biodiversity crises.

About the FSC General Assembly

The FSC General Assembly (GA) is FSC's highest decision-making body, with hundreds of participants, leaders, and key decision makers from indigenous people, environmentalists, businesses, and others in FSC membership convening to chart a path forward. At the GA, FSC members advocate for different social, economic, and environmental interests which and make important decisions related to the future of FSC and responsible forest management. Our democratic system ensures all voices are heard and respected, with equal decision-making rights for the environmental, social, and economic chambers, representing both high and low to middle-income countries for fair global representation.

About the location

The 2025 General Assembly will take place in Panama City, Panama. Panama is one of the only three countries in the world that are carbon negative, meaning its forests absorb more carbon than the country emits in total greenhouse gases. Panama hosts several global partnerships on climate, technology, and energy, including the [Copernicus Project](#). Panama is also home of the FSC Indigenous Foundation, an Indigenous-led global organization governed by Indigenous representatives from around the world.

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Support the mission of FSC and help ensure Forests for All, Forever

Supporting the FSC General Assembly presents a unique opportunity for sponsors to grow awareness and affinity for their brand within the global forest community.

Why sponsor?

- **Impact**: By sponsoring the General Assembly, you are supporting positive change in the world.
- **Brand Visibility**: Communicate your commitment to the FSC mission and sustainable practices to your community, employees, and stakeholders.
- **Membership Engagement**: Support and represent members from your chamber and field, contributing to a diverse and inclusive dialogue.
- **Positive Public Relations**: Raise your organization's profile at the General Assembly, showcasing your leadership in forest stewardship and sustainability.
- **Employee Engagement**: Sponsoring the General Assembly can boost employee morale and engagement. Many employees appreciate working for a company or organization that supports meaningful causes, and involvement in charitable activities can foster a sense of pride, teamwork, and purpose among your staff.
- **Leadership**: Maintain a competitive advantage and differentiate yourself in the market by amplifying FSC's values and mission.
- **Motivation**: Sponsorship motivates others to contribute and helps recruit new participants in FSC's mission, strengthening the organization.

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Making this General Assembly more impactful and inclusive than ever

We're updating sponsorship offerings based on feedback from previous General Assembly sponsors and are committed to help you make the most of your sponsorship.

What's new in 2025?

- Benefits beyond the walls of the GA: Sponsorships include additional opportunities for recognition and support of the FSC mission in the lead up to the General Assembly.
- New tailored offerings: We'll work with sponsors to determine which elements of sponsorship are most important to them. This includes:
 - Opportunities for your sponsorship to support priorities including Climate, Biodiversity and Restoration and Community and Family Forests.
 - New opportunities for acknowledgement throughout the General Assembly and in events leading up to the main event.
 - Opportunities to underwrite specific events at the General Assembly like coffee breaks and lunches but also translation services, internet, and other exclusive items.
- Nonprofit sponsorship tier: Acknowledging the status of nonprofit, charitable, and nongovernmental organizations, not for profit entities will have lower rates to access all sponsorship tiers.

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2025 Sponsorship Levels

Green Level Sponsor

USD \$250,000

Diamond Level Sponsor

USD \$150,000

Gold Level Sponsor

USD \$75,000

Silver Level Sponsor

USD \$50,000

Bronze Level Sponsor

USD \$25,000

2025 Sponsorship Benefits

In Person Logo and Signage

Prominent logo recognition on displays & bespoke signage	●				
Display booth*	●	○	●		
Logo on banners and signs*	●	○	●	●	●
Logo on hard copy GA materials*	●	○	●	●	●
Sponsor-provided items in welcome bags	●	○	●	●	●

Digital Promotions

Sponsor logos and messages prominently displayed on the event website, social media channels, and email marketing campaigns*	●	○	●	●	●
Detailed Sponsor highlight on event website	●				
Sponsor profile on GA website*	●	○	●		
Recognition on an FSC General Assembly-related podcast	●	○			
Logo on GA promotional materials	●	○	●	●	●
Recognition in FSC Annual Report	●	○	●	●	●

Events and Networking

Sponsor-run event opportunity, tbd	●				
Speaking opportunities at panels or plenaries, tbd	●				
Acknowledgement at welcome event	●	○	●	●	●
Number of complimentary registrations	15	6	4	2	1
Acknowledgement at regional meetings*	●	○	●	●	

- Green Level
- Diamond Level
- Gold Level
- Silver Level
- Bronze Level

* indicates offerings sized according to sponsorship levels

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Additional Sponsorship Opportunities

Add on to your sponsorship or sponsor individually. Available on a limited basis.

Offering	Amount	Details
Lunch Sponsorship	\$10,000	Includes sponsor logo signage and displays at lunch location, one complimentary general assembly registration, logo recognition on general assembly promotional materials, general assembly website and newsletter.
Coffee Break Sponsorship	\$6,000	Includes sponsor logo signage and displays at coffee breaks, logo recognition on general assembly promotional materials, general assembly website and newsletter
FSC Member Sponsorship	<i>TBD</i>	Sponsor the full participation of an FSC member who could not attend otherwise
Podcast Sponsorship	\$2,500	Sponsor an FSC Forests for the Future podcast about or during the GA
Side Event or Meeting Sponsorship	<i>varies</i>	Contribute to support the cost of a specific meeting or side-event.
Custom Sponsorship Offering	<i>varies</i>	i.e. internet access, materials, etc.

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Thank you to our 2021-2022 General Assembly Sponsors!

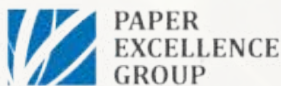
GREEN SPONSOR



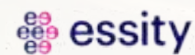
GOLD SPONSOR



SILVER SPONSORS



BRONZE SPONSORS



OTHER SPONSORS



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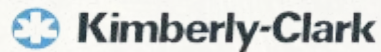
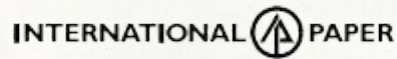
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Thank you to our 2017 General Assembly Sponsors!

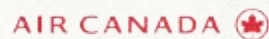
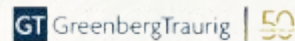
GREEN SPONSOR



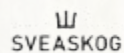
GOLD SPONSORS



SILVER SPONSORS



BRONZE SPONSORS





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Ready to become a sponsor? Interested in more information?

Please contact Lillie Wright at donate@fsc.org