



NATURE TRUST  
BRITISH COLUMBIA

GALA | 2023

SPONSORSHIP  
OPPORTUNITIES

Thursday October 5, 2023  
Fairmont Hotel Vancouver  
900 West Georgia Street

PRESENTED BY



Anna's Hummingbird by Bill Murdock



## IT'S IN OUR NATURE

Over the years, The Nature Trust of BC Gala has brought together philanthropic communities of business leaders and generous individuals across the Lower Mainland for an inspiring evening dedicated to land conservation. Thank you for being part of our conservation success story.

Together, we have raised vital funds to protect British Columbia's critical habitat and natural diversity. This wouldn't be possible without our community of supporters, ambassadors, leaders, partners, and now, you.

### IT'S IN OUR NATURE TO CELEBRATE.

Celebration was the theme of our 2022 gala. Celebrating coming together in one room for the first time in three years, and celebrating the conservation successes achieved throughout a momentous year of land conservation achievements.

### 2022 GALA AT A GLANCE

- The return of our first in-person gala in three years
- 360 business and community leaders—the largest attendance to date
- 30 sponsors—the most sponsors to date

### IT'S IN OUR NATURE TO COME TOGETHER.

**This year, we invite you to join us on Thursday October 5th, 2023 at The Fairmont Hotel Vancouver.**

#### BEING THE NATURE TRUST OF BC 2023 GALA SPONSOR MEANS:

- 1 Highlighting your organization as a key partner in BC land conservation success
- 2 Publicly aligning your organization with BC's leading land conservation charity
- 3 Recognition amongst an audience of loyal, philanthropic, high-capacity individuals, community and business leaders
- 4 Developing a long-lasting connection with The Nature Trust of BC and its supporters and partners



Breton Island – Whitridge Reserve, Nature Trust property

### SPOTLIGHT ON CONSERVATION

*The intertwined global crises of biodiversity loss and climate change were front and centre of the Biodiversity Conference (COP 15), resulting in a renewed call to action.*

# EVENT SPONSORSHIP

| SPONSORSHIP OPTIONS   | EMERALD                  | SAPPHIRE            | GOLD               | WELCOME RECEPTION  | TABLE WINE   | DESSERT RECEPTION  |
|---|--------------------------|---------------------|--------------------|--|--|--|
| Sponsorship fee   | \$10,000                 | \$7,500             | \$5,000            | \$8,500  | \$7,000  | \$4,500  |
| Special returning sponsor rate  | \$9,000                  | \$6,500             | \$4,500            | X  | X  | X  |
| PRE-EVENT   |                          |                     |                    |  |  |  |
| Logo on pre-event marketing materials   | Top priority placement   | Priority placement  | ✓                  | Priority placement                                       | ✓  | ✓  |
| Exclusive post on social media  | ✓                        | ✓                   | X                  | ✓  | X  | X  |
| Mention on social media sites   | Minimum 2 mentions       | Minimum 2 mentions  | Minimum 1 mention  | Minimum 2 mentions                                       | Minimum 2 mention  | Minimum 1 mention  |
| Logo/wordmark on website  | Top priority placement   | Priority placement  | ✓                  | Priority placement                                       | ✓  | ✓  |
| ONSITE/EVENT  |                          |                     |                    |  |  |  |
| Guest invitations   | 10 guests (1 table)      | 10 guests (1 table) | 8 guests (1 table) | 8 guests (1 table)                                       | 6 guests   | 4 guests   |
| Logo/wordmark on digital screens & sponsor board                              | Top priority placement   | Priority placement  | ✓                  | Priority placement                                       | ✓  | ✓  |
| Recognition by host during the event program                                  | ✓                        | X                   | X                  | ✓  | X  | X  |
| Content in gala program   | Full page in program     | ½ page in program   | ¼ page in program  | Full page in program                                     | ½ page in program  | ¼ page in program  |
| Custom activation   | Potential for discussion | X                   | X                  | Meet and greet, and potential for named welcome cocktail | Custom branded wine hang tags around each bottle. Guests to receive a bottle<br><br>Magnum photo contest opportunity | Branded edible dessert topper<br><br>Branded take-home treat box |
| POST-EVENT  |                          |                     |                    |  |  |  |
| Mention in post-event social media posts                                      | Minimum 2 mentions       | Minimum 2 mentions  | Minimum 1 mention  | Minimum 2 mentions                                       | Minimum 2 mentions   | Minimum 1 mention  |
| Logo/wordmark in post-event email communication to all attendees and sponsors | Top priority placement   | Priority placement  | ✓                  | Priority placement                                       | ✓  | ✓  |
| Feature in eNews or blog post   | ✓                        |                     |                    | ✓  |  |  |

We are happy to tailor sponsorship packages to suit each of our sponsors. For additional information please contact Emma Liffen at 604.924.9771 ext. 237 or [eliffen@naturetrust.bc.ca](mailto:eliffen@naturetrust.bc.ca). Individual tickets available at \$300 each.

## WHY SPONSOR? BECAUSE NATURE NEEDS YOU

From the tree-covered coast and dry interior grasslands, to rushing rivers and lush wetlands, British Columbia is adorned with spectacular biodiversity—with your help, we will keep it this way.

For more than half a century, The Nature Trust of BC has been a leader in land conservation. We secure, protect and care for spaces of ecological significance in BC—the most biologically diverse province in Canada. Our focus is finding nature-based solutions—like protecting and managing BC's carbon-rich wetlands, grasslands and forests.

## IT'S IN OUR NATURE....

|                     |   |
|---------------------|---|
| TO PROTECT          | 180,000 acres and counting—the equivalent of 180 Stanley Parks. We focus on regions facing the greatest risk of being lost forever, like coastal estuaries, interior grasslands and wildlife migration corridors. |
| TO RESTORE          | to maintain, or enhance the health of habitats essential for wildlife, fish and plant survival in BC.   |
| TO BUILD RESILIENCE | through effective land management so forests, grasslands and estuaries are better equipped to withstand the impacts of climate change, such as BC's recent extreme weather events.                                |

## IT'S IN OUR NATURE TO GIVE

The Nature Trust of BC is led by a volunteer Board of Directors, renowned scientists and business leaders who generously give their time and expertise to land conservation.

Emily Griffiths-Hamilton, CPA CA, Chair  
Peter Armstrong  
Nancy Baron  
Trisha Beaty  
Bill Cox, FCPA FCA

Rob Doyle  
Larry Kenyon  
Andrea MacLeod, PhD  
Sarah Otto, PhD  
Justin Roach

Ellen Simmons  
Biran Springinotic  
Jack Woods, RPF  
Jim Wyse

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Charitable Registration Number: 10808 9863 RR0001



Bobcat kitten by Larry Tooze

## IT'S IN OUR NATURE, IS IT IN YOURS?

Thank you for your time and consideration of this proposal. To discuss your sponsorship interests, and options to customize activation, please contact Emma Liffen at 604.924.9771 ext. 237 or [eliffen@naturetrust.bc.ca](mailto:eliffen@naturetrust.bc.ca).

We can't wait to see you there!