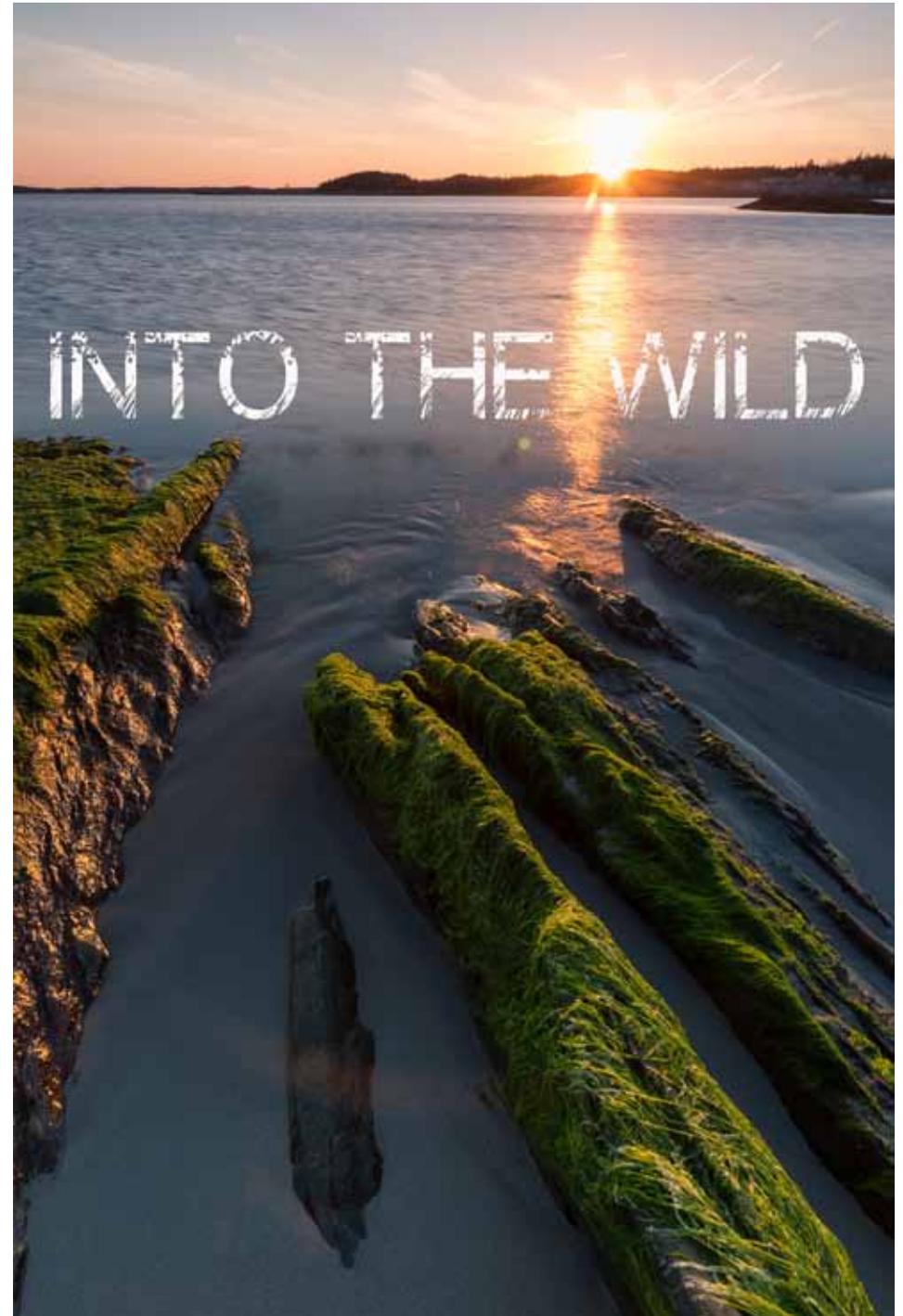




Annual Dinner & Auction
2017 Sponsorship Package



Nature Trust Annual Dinner & Auction



The Nova Scotia Nature Trust's Annual Dinner and Auction has a 20 year history as one of the highest profile and most prestigious environmental events in Nova Scotia.

This year our keynote speaker is Brian Keating, a conservationist and adventurer who has explored and helped conserve some of the planet's most incredible wild areas and fascinating wildlife. A regular guest on CBC and the Discovery Channel, he has also written several childrens book. He will lead us **Into the Wild**, taking us on an exciting visual journey to some of the 50 countries he has explored over the past 25 years.



Becoming a sponsor will:

- **Promote** and showcase our company as a **leader** in environmental conservation, stewardship and philanthropy.
- **Align** your brand with the **province's foremost** land and wildlife conservation charity.
- Provide **unique networking** opportunities and connection to 350-400 individuals, including like-minded businesses, organizations and prospective new clients
- **Grow brand awareness, exposure** and **profile** via our growing network of Nature Trust supporters through our mailings to over 4,000 households, 1,200 e-list subscribers, 8,000 social media (Facebook, Twitter and Instagram) followers and an estimated reach of 2,000 individuals through additional communication and outreach events including tradeshows and community events
- Help **build a lasting, natural legacy** for Nova Scotians and visitors alike by contributing to the protection our Province's incredible natural landscapes and the



About the Nova Scotia Nature Trust



We protect Nova Scotia's unique natural legacy, in perpetuity, from habitat for endangered wildlife, to pristine coastal islands and old growth forests.

- We work cooperatively with private landowners to **secure and protect** significant natural areas, which we **steward forever**.
- Our **community-based**, private land conservation approach is crucial to **conservation success in Nova Scotia** and complements conservation efforts of our government partners on government land.
- We provide **innovative** and **hands-on educational opportunities** to build knowledge of and support for nature conservation.





Conservation Hero

\$12,500

**All Conservation Champion benefits plus:*

Highlights

- Industry exclusivity
- Exclusive opportunity to renew sponsorship
- On-stage presence for company representative (e.g. drawing prizes)
- 2 seats at the head table and 12 complimentary tickets (Value \$150 per ticket)
- Opportunity to distribute gifts to guests
- 1/2 page advertisement space in event program
- Opportunity for company display or interactive activity in reception area

Marketing and Promotion

- 50-word write up, company logo and link to company page on Nature Trust's Dinner & Auction event webpage year-round
- Company introduction in event program
- Full-screen logo on individual slide in rolling slideshow at event
- Full story in print newsletter, Natural Landscapes
- Recognition from the stage by emcee on at least 3 occasions
- At least 6 mentions throughout year with logo in e-newsletter, "Landlines"

"Everything the Nature Trust does is stellar! We are always inspired by their leadership and their clarity of focus. As an organization, they stay true to their purpose and we come away from their events impressed by their graciousness and professionalism."

- Judy Farnell, Farnell Packaging Ltd.
(Conservation Leader, 2017)

Conservation Champion

\$7,500



****All Conservation Leader benefits plus:***

- 1/4 page advertisement in the event program
- Company logo on all print media advertisements
- Company logo on all print collateral
- Opportunity to display company banner in the reception area
- Company logo on all dinner mailings
- Company introduction in the event program
- At least two mentions by the emcee during the event
- 10 complimentary tickets to the event (\$150 value each)
- 25 words with company logo on Nature Trust Dinner & Auction page year-round
- At least four mentions with company name in Nature Trust e-newsletter Landlines
- At least five mentions on Nature Trust social media

Conservation Leader

\$5,000



****All Conservation Friend benefits plus:***

- Company name on print collateral
- Opportunity to display a sign (max 2' x 3') in the reception area at the event
- Company name on at least two mailings
- Company logo on event program
- 6 complimentary tickets to the event (\$150 value each), with preferred seating
- Company logo and link to company page on Nature Trust Dinner & Auction website page year-round
- At least three mentions with company name in Nature Trust e-newsletter Landlines
- At least three mentions on Nature Trust social media

Conservation Friend

\$3,000



- Opportunity to donate to the silent auction
- Company name on at least one mailing
- Company name in event program
- 4 Complimentary tickets to the event (\$150 value), with preferred choice of seating
- Table signage recognizing support
- Company name on Nature Trust Dinner & Auction website page year-round
- Company logo on rolling slideshow with other sponsors during the event
- At least 1 mention by the emcee during the event recognizing your support
- At least 2 mentions with company name in Nature Trust e-newsletter Landlines
- At least one mention on Nature Trust social media
- Invitation for you and stakeholders to visit land protected by the Nature Trust
- Invitation for you, your employees to attend Connecting with Nature event series (guided excursions and adventures on Nature Trust conservation lands)

Nature Trust Annual Dinner & Auction



2017 SPONSORS

Presenting



Conservation Hero **1 opportunity available*

YOUR LOGO HERE

Conservation Leader **1 opportunities available*



YOUR LOGO HERE

Conservation Friend **2 opportunities available*

YOUR LOGO HERE

YOUR LOGO HERE

**We would be pleased to discuss additional creative ideas for sponsorship.*