

Conservation LEARNING CENTRE

Sponsorship Guidelines

April 2005

Contributions, in the form of cash and/or in-kind products, are appreciated and necessary for the ongoing operation of the CLC. The purpose of the sponsorship guidelines is to:

- 1) Provide a general guideline of *sponsorship opportunities* for agencies and businesses wishing to invest in the continuing operation and activities of the CLC
- 2) Provide a framework for *recognizing the value* of sponsorships offered.

Sponsorship and support falls into seven (7) general categories, defined and recognized as follows:

Category	Value^a	Recognition
Partner	Determined by: Financial equivalent Length of commitment Mutual agreement	<i>Invitation to attend board meetings</i> All items of recognition as awarded to Gold Sponsors
Gold Sponsor	\$10,000 per year	<i>Special recognition in the School Program</i> All items of recognition awarded to Silver Sponsors
Silver Sponsor	\$5,000 - \$9,999 per year	<i>Corporate flag at yard entrance</i> <i>Corporate logo on annual Project Summary, brochure and booth</i> <i>Opportunity for custom on-site project (no fee) subject to approval</i> All items of recognition awarded to Bronze Sponsors
Bronze Sponsor	\$1,500 - \$4,999 per year	<i>Corporate logo on highway and yard sponsorship boards</i> <i>Opportunity for private guided tours with company signage</i> All items of recognition awarded to Supporters
Supporter	Up to \$1,499 per year	Acknowledgement on field signage for products donated Acknowledgement in printed materials Opportunity to suggest projects Receive annual Project Summary and updates
Member	\$20 per year OR \$50 for 3 years	Right to vote at annual meeting and be nominated to board Opportunity to suggest projects Receive annual Project Summary and updates CLC lapel pin
Friend of the CLC	Cash donation	Recognition as per the appropriate sponsorship level Charitable receipt issued upon request

^a >Value= includes cash and in-kind contributions. In-kind contributions are subject to CLC approval.