



# **64<sup>th</sup> BCWF ANNUAL GENERAL MEETING & CONVENTION**

Hosted by: Nanaimo Fish & Game Protective Association

*The Future of Fisheries*  
**APRIL 1 - 4, 2020**  
**NANAIMO, B.C.**

## **SPONSORSHIP PACKAGE**

**BC Wildlife Federation**

*Protecting B.C.'s fish, wildlife &  
wild spaces for future generations.*

**To confirm or discuss your sponsorship, please contact:**

Shelley Morgan

Manager of Development & Marketing

604 - 882 - 9988 ext. 233

[Shelley.Morgan@bcwf.bc.ca](mailto:Shelley.Morgan@bcwf.bc.ca)

## Discover What We Do

We are British Columbia's leading conservation organization, made up of province-wide volunteers who aim to protect, enhance and promote the wise use of our environment on behalf of all British Columbians. The BCWF's mandate is to: consult with all levels of government, provide outdoor education and conservation expertise, lead outreach activities that promote British Columbia's outdoor heritage, support science-based fish and wildlife conservation and management, and to defend access to public resources.



## Strong Numbers for Change



**43,000+**

PASSIONATE MEMBERS



**100+**

ROD & GUN AND FISH & GAME CLUBS REPRESENTED



**10,000+**

YOUTH REACHED THROUGH OUR YOUTH PROGRAMS

## Discover More About the 2020 AGM & Convention

Become a part of the BC Wildlife Federation's largest event of the year. The AGM & Convention for 2020 will be held in beautiful Nanaimo, British Columbia. We expect over **250** guests to attend this 4 day event. By supporting the AGM & Convention, your organization will be advertised to our **43,000+** members and listed as one of our event sponsors.

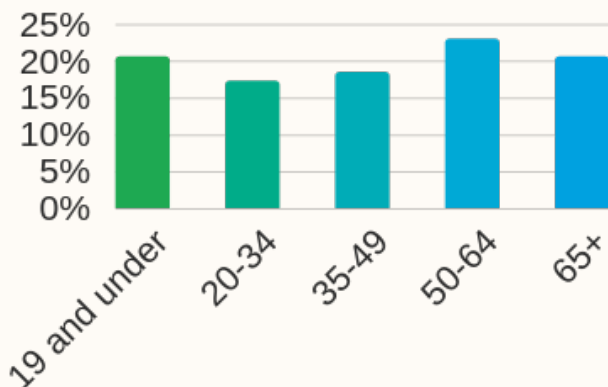
# Discover More About BCWF Members

Our Members are passionate and loyal, with the vast majority having been a part of BCWF for more than 10 years. BCWF Members are committed outdoor enthusiasts. During a recent member survey, nearly **75% of Members** expressed interest in a partnership with an outfitter or retailer who could provide exclusive BCWF Member deals .

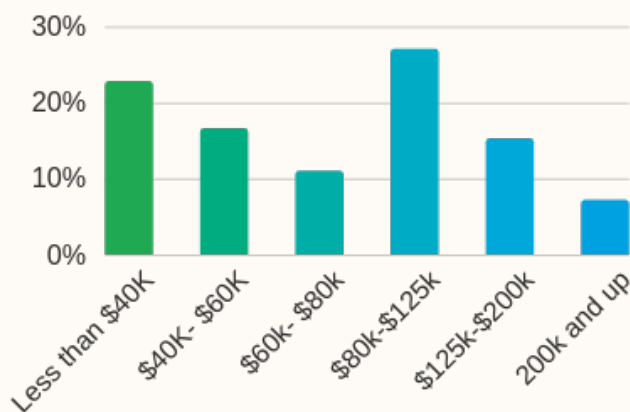
## BCWF Membership Insights

### 43k Active Members

Age:



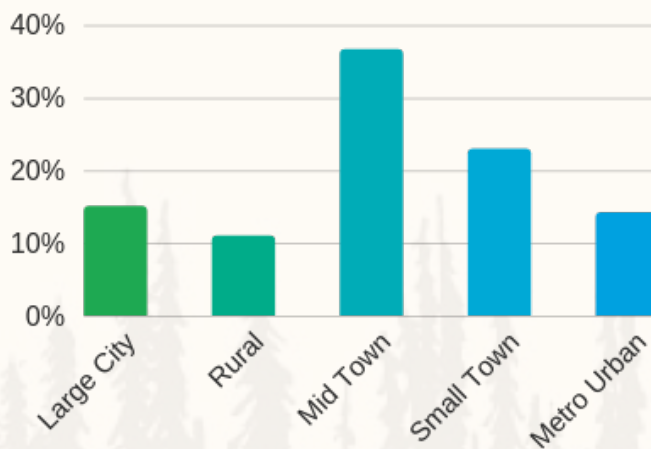
Household Income:



Occupation Type:



Settlement Type:



## Discover More About Our Social Media & Online Community



### BCWF Website

9k Active Users on average per month

8k New Users on average per month

22k Page Views on average per month



### Facebook

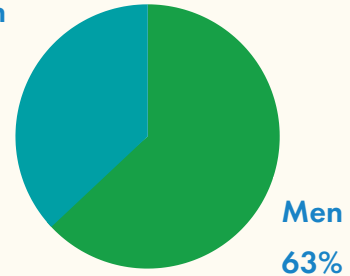


8.6k Followers

8k Page Likes

### Gender

Women  
37%



### Instagram

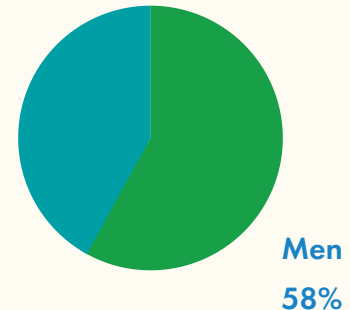
3.1k Followers

1.5k accounts reached per week

12.1k impressions per week

### Gender

Women  
42%



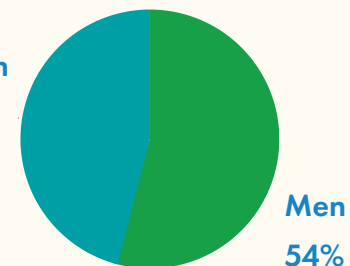
### Twitter

4.1k Followers

22.2k impressions on  
average per month

### Gender

Women  
46%





# Sponsorship Opportunities

## **GALA NIGHT DINNER \$10,000**

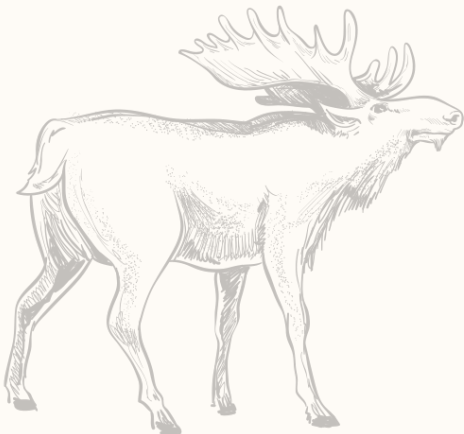


- 2 complementary 3-day event registrations
- Recognition with Logo in the BCWF Newsletter going to all Clubs and bcwf.bc.ca, BC Outdoors Magazine (circ. 45,000) and Western Woods and Waters (circ. 170,000)
- Logo with link to your website from the BCWF AGM & Convention webpage
- Logo inclusion on all email correspondence to our members related to 2020 AGM & Convention
- Social Media posts relating to 2020 AGM & Convention
- Exhibitor booth space including table
- Signage at Gala Dinner
- Signage at Registration Desk throughout event
- Announcement by Emcee at the Convention Gala Dinner
- Tent cards with your logo displayed on all tables during the Gala dinner
- Back outside cover of the event program and logo on Sponsor Thank You page

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## **GALA NIGHT COCKTAIL RECEPTION \$1,500**

- Recognition with Logo in the BCWF Newsletter going to all Clubs and bcwf.bc.ca, BC Outdoors Magazine (circ. 45,000) and Western Woods and Waters (circ. 170,000)
- Logo on BCWF AGM & Convention webpage
- Signage at Registration Desk throughout event
- Announcement by Emcee at the Convention Gala Dinner
- Logo on Sponsor Thank You page in event program
- Announcement by Emcee at the Convention Gala Dinner
- Opportunity to purchase a ½ page ad in the event program
- Discounted rate on exhibitor booth space



# **BREAKFAST** ALL 3 DAYS!

## **\$5,000**

- Recognition with Logo in the BCWF Newsletter going to all Clubs and bcwf.bc.ca, BC Outdoors Magazine (circ. 45,000) and Western Woods and Waters (circ. 170,000)
- Logo on BCWF AGM & Convention webpage
- Logo inclusion on all email correspondence to our members related to 2020 AGM & Convention
- Social Media posts relating to 2020 AGM & Convention
- Exhibitor booth space including table
- Signage at all THREE Breakfasts
- Signage at Registration Desk throughout event
- Announcement by Emcee at the Convention Gala Dinner
- Logo on Sponsor Thank You page in event program
- Page 2 in the event program



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# **LUNCH**

## **\$4,000**

- Thursday, Friday or Saturday
- Recognition with Logo in the BCWF Newsletter going to all Clubs and bcwf.bc.ca, BC Outdoors Magazine (circ. 45,000) and Western Woods and Waters (circ. 170,000)
- Logo with link to your website from the BCWF AGM & Convention webpage
- Logo inclusion on all email correspondence to our members related to 2020 AGM & Convention
- Social Media posts relating to 2020 AGM & Convention
- Exhibitor booth space including table
- Signage at Lunch
- Signage at Registration Desk throughout event
- Announcement by Emcee at Lunch
- Logo on Sponsor Thank You page in event program
- Inside back page in the event program



# WELCOME RECEPTION

**\$2,000**

- Recognition with Logo in the BCWF Newsletter going to all Clubs and bcwf.bc.ca, BC Outdoors Magazine (circ. 45,000) and Western Woods and Waters (circ. 170,000)
- Logo with link to your website from the BCWF AGM & Convention webpage
- Logo inclusion on all email correspondence to our members related to 2020 AGM & Convention
- Social Media posts relating to 2020 AGM & Convention
- Signage at Welcome Reception and Registration Desk throughout event
- Announcement by Emcee at the Convention Gala Dinner
- Logo on Sponsor Thank You page in event program
- Opportunity to purchase a ½ page ad in the event program
- Discounted rate on exhibitor booth space

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## COFFEE BREAKS **ALL 3 DAYS!**

**\$1,500**

- Recognition with Logo in the BCWF Newsletter going to all Clubs and bcwf.bc.ca, BC Outdoors Magazine (circ. 45,000) and Western Woods and Waters (circ. 170,000)
- Logo with link to your website from the BCWF AGM & Convention webpage
- Logo inclusion on all email correspondence to our members related to 2020 AGM & Convention
- Social Media posts relating to 2020 AGM & Convention
- Signage at Coffee Stations and Registration Desk throughout event
- Announcement by Emcee at the Convention Gala Dinner
- Logo on Sponsor Thank You page in event program
- Opportunity to purchase a ½ page ad in the event program
- Discounted rate on exhibitor booth space

## DELEGATE BAG

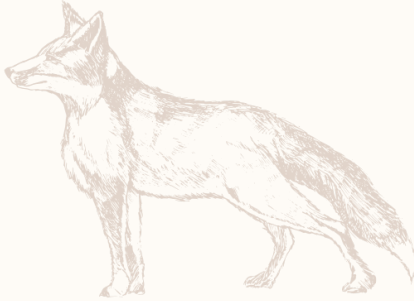
**\$1,500**

- Recognition with Logo in the BCWF Newsletter going to all Clubs and bcwf.bc.ca, BC Outdoors Magazine (circ. 45,000) and Western Woods and Waters (circ. 170,000)
- Logo with link to your website from the BCWF AGM & Convention webpage
- Logo inclusion on all email correspondence to our members related to 2020 AGM & Convention
- Social Media posts relating to 2020 AGM & Convention
- Signage at Registration Desk throughout event
- Your company logo on all delegate bags
- Announcement by Emcee at the Convention Gala Dinner
- Logo on Sponsor Thank You page in event program
- Opportunity to purchase a ½ page ad in the event program
- Discounted rate on exhibitor booth space



# EARLY BIRD DRAW

## \$500

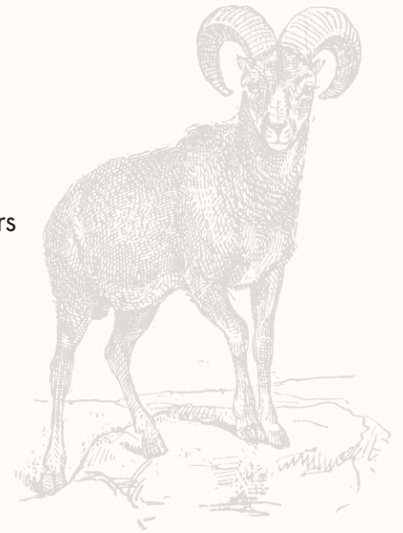


- Recognition with Logo in the BCWF Newsletter going to all Clubs and [bcwf.bc.ca](http://bcwf.bc.ca), BC Outdoors Magazine (circ. 45,000) and Western Woods and Waters (circ. 170,000)
- Logo on BCWF AGM & Convention webpage
- Signage at Registration Desk throughout event
- Announcement by Emcee at the Convention Gala Dinner
- Logo on Sponsor Thank You page in event program
- Opportunity to purchase a ½ page ad in the event program
- Discounted rate on exhibitor booth space

# SPOUSE GIFT

## \$500

- Recognition with Logo in the BCWF Newsletter going to all Clubs and [bcwf.bc.ca](http://bcwf.bc.ca), BC Outdoors Magazine (circ. 45,000) and Western Woods and Waters (circ. 170,000)
- Logo on BCWF AGM & Convention webpage
- Signage at Registration Desk throughout event
- Announcement by Emcee at the Convention Gala Dinner
- Logo on Sponsor Thank You page in event program
- Opportunity to purchase a ½ page ad in the event program
- Discounted rate on exhibitor booth space



# LIFE MEMBER & YOUTH BREAKFAST

## \$500

- Recognition with Logo in the BCWF Newsletter going to all Clubs and [bcwf.bc.ca](http://bcwf.bc.ca), BC Outdoors Magazine (circ. 45,000) and Western Woods and Waters (circ. 170,000)
- Logo on BCWF AGM & Convention webpage
- Signage at Breakfast
- Signage at Registration Desk throughout event
- Announcement by Emcee at the Convention Gala Dinner
- Logo on Sponsor Thank You page in event program
- Opportunity to purchase a ½ page ad in the event program
- Discounted rate on exhibitor booth space

## BOOK NOW!

To confirm or discuss your sponsorship, please contact:

Shelley Morgan

Manager of Development & Marketing

P: 604 - 882 -9988 ext. 233 E: [Shelley.Morgan@bcwf.bc.ca](mailto:Shelley.Morgan@bcwf.bc.ca)



# 2020 SPONSORSHIP APPLICATION FORM



Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City/ Prov./ Postal Code: \_\_\_\_\_

Email Address: \_\_\_\_\_

**Please check the sponsorship option(s) you would like:**

Type of Contribution	Description	Amount	Indicate Choice
Sponsorship	Gala Night	\$10,000	<b>SOLD</b>
Sponsorship	Gala Night Cocktail Reception - <b>NEW for 2020!</b>	\$1,500	
Sponsorship	Breakfast - <b>ALL 3 Days!</b>	\$5,000	<b>SOLD</b>
Sponsorship	Lunch - Thursday or Saturday <b>Friday is SOLD!</b>	\$4,000	
Sponsorship	Welcome Reception - <b>NEW for 2020!</b>	\$2,000	
Sponsorship	Coffee Break - <b>ALL!</b>	\$1,500	<b>SOLD</b>
Sponsorship	Delegate Bag	\$1,500	
Sponsorship	Early Bird Draw - <b>NEW for 2020!</b>	\$500	<b>SOLD</b>
Sponsorship	Spouse Gift - <b>NEW for 2020!</b>	\$500	
Sponsorship	Life Member & Youth Breakfast - <b>NEW for 2020!</b>	\$500	<b>SOLD</b>
Exhibitor Space	Call (604) 882-9988 to book!		
Program Advertising	1/2 Page Exclusive to Sponsors ONLY - <b>NEW for 2020!</b>	\$200	
		<b>Total:</b>	

**Please complete and submit by February 28.**

MAIL:

BC Wildlife Federation

101 – 9706 188th Street, Surrey, BC V4N 3M2

FAX: 1.604.882.9933

EMAIL: Please fill out the form and submit by email to  
giving@bcwf.bc.ca

**Payment:**

☐

I have enclosed a cheque (cheque made out to the BC Wildlife Federation)

Card Holders Name: \_\_\_\_\_

Card Number: \_\_\_\_\_ Card Expiry Date: \_\_\_\_\_ / \_\_\_\_\_ CVV: \_\_\_\_\_

Signature: \_\_\_\_\_

**THANK YOU FOR SUPPORTING THE BC WILDLIFE FEDERATION!**