



THE WILDLIFE SOCIETY

Leaders in Wildlife Science, Management and Conservation

22nd Annual Conference • Winnipeg, Manitoba • October 17-21, 2015

This October The Wildlife Society will be hosting one of the largest gatherings in North America of wildlife professionals, influencers, educators, students and supporters in Winnipeg, Manitoba. During five days packed with presentations, working group meetings, workshops, social and networking events, attendees will experience unparalleled educational, professional development and networking opportunities.

This year's conference provides added value to sponsors and a unique opportunity for contributors to show their support as it's the first time in a decade we're holding the conference in Canada. Manitoba, the "Land of 100,000 lakes" is known as the polar bear capital of the world. We've significantly enhanced our sponsorship opportunities to include member engagement, brand recognition, announcements, and special access to maximize sponsors' return on investment.

A wide variety of individuals from universities, conservation organizations, natural-resources consulting companies, and federal and state agencies will be among the attendees. Sponsors and contributors will also reach our nearly 9,000 members and more than 50,000 wildlife professionals, educators, students, and supporters through pre- and post-conference positioning in our magazine, website, and e-newsletters.

Our new program for sponsors offers three levels of engagement. All sponsors will have access to marketing support and insights from our team to customize a sponsorship solution that helps them achieve their desired results.

Our goal is to provide a depth and range of educational programming and networking that ensures that attendees leave the conference more inspired, empowered and enabled to sustain healthy wildlife populations and habitats for generations to come. With your support as a sponsor or contributor, we know that we can deliver on that promise.

Please review the attached information and contact us with any questions you may have. We appreciate your support of The Wildlife Society Annual Conference and look forward to thanking you there in person!

Best Regards,

Ed Thompson
Chief Operating Officer
The Wildlife Society



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Questions?

If you have any questions about your support of our conference, please contact **Chuck Shively, Development Manager** at 301-897-9770 or chuck.shively@wildlife.org, or **Brian Joynt**, Fundraising Subcommittee Chair at brian.joynt@gov.mb.ca

Contributor, Sponsor, or Exhibitor?

There are **three** distinct ways to support The Wildlife Society Annual Conference:

- **Contributors** are typically businesses, organizations, and individuals who want to provide financial support for the conference or a specific activity at the conference with no expectation of tangible return on investment. Contributors will receive recognition for their support by tier in a variety of communications channels and will receive an invitation to a contributor recognition event during the conference.
- **Sponsors** are typically businesses and organizations who desire tangible value and return on investment through engagement opportunities, brand recognition and visibility, marketing and advertising through multiple communications channels, free exhibit space and/or registrations, and invitations to a sponsor recognition event.
- **Exhibitors** are typically businesses or organizations who desire face-to-face engagement with our highly targeted audience to build brand equity, generate sales, donations and/or leads. Exhibitors benefit from direct access to an estimated 1,500 wildlife professionals, educators, students and supporters—many of whom are influencers in their organizations and make purchasing decisions.

Still unsure as to which category best matches your intent? Read the more detailed information on the following pages or contact Chuck Shively, Development Manager at 301-897-9770 or at chuck.shively@wildlife.org and we'll be happy to help!

Contributors

All contributors receive the same types of recognition as outlined below, but the tiers will distinguish you or your organization by the level of support provided.

Benefactor: \$10,000+ Patron: \$5,000+ Associate: \$2,500+

Affiliate: \$1,000+ Friend: \$250+

Recognition

Contributors will be recognized for their generous support by tier with text recognition in the conference program, on the conference website, on the thank you recognition signs at this conference and in one issue of *The Wildlife Professional*. They will also receive tickets to the contributor recognition event held during the conference.

While we encourage contributors to support the entire conference, if a donation must be used to support a specific program or activity, TWS will honor that request. If desired, TWS will also provide recognition in connection with the designated program or activity through messaging such as “underwritten through the generous support of (contributor name)” in the conference program, on the conference website and through signage at the event, as practical.

Contribute

It's easy to contribute! Complete the attached [Contributor Pledge Form](#) and email it to Chuck Shively at chuck.shively@wildlife.org, mail it to The Wildlife Society, 5410 Grosvenor Lane, Suite 200, Bethesda, MD 20814, fax it to 301-530-2471, or call us at 301-897-9770 and we'll complete it for you.

Sponsors

TWS offers several sponsorship packages that provide a mix of member engagement, brand recognition, announcements, and special access. Each package can be customized to help you achieve your desired return on investment and/or return on objectives.

All sponsor levels, from \$2,500 - \$20,000, include the opportunity to sponsor or co-sponsor a wide range of events or activities. Our team will help you select from a listing of activities that will best position your brand to support your goals.

Sponsors also receive a mix of free exhibit space and/or registrations, pre- and post-conference visibility through multiple communications channels, free advertising in the conference program, invitations to a sponsor recognition event, and a variety of signage opportunities to recognize your support.

Additionally, some levels offer opportunities such as:

- Pre- or post-conference email sent by TWS with a special offer or information from your organization to the entire membership
- Option to provide a handout or premium
- “Sponsor Spotlight” feature/offer on our website
- Verbal recognition on-stage and at sponsored location/activity
- Photo opportunities with TWS leadership, as appropriate and available

- Customized opportunities/activities developed collaboratively

Contact Chuck Shively, Development Manager at 301-897-9770 or at chuck.shively@wildlife.org schedule a conference call and we'll help you find a sponsorship solution that fits your budget and helps you drive desired results for your organization!

Exhibitors

TWS offers exhibition booths located within our Member Activity Center; a high-traffic location that includes registration, poster sessions, refreshment breaks and other popular activities.

In addition to their booth space and prior to the conference, exhibitors are listed with a link to their website on The Wildlife Society's conference website. Exhibitors also are recognized in the *eWildlifer* newsletter and in the Conference Program Guide. Call or email Chuck Shively at 301-897-9770 or chuck.shively@wildlife.org today for more information.



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CONTRIBUTOR PLEDGE FORM

- Benefactor (\$10,000+)** _____
- Patron (\$5,000+)** _____
- Associate (\$2,500+)** _____
- Friend (\$1,000+)** _____
- Affiliate (\$250+)** _____

If restricted for use in support of a specific program or event, please list it here:

Please note that contributor levels are non-exclusive due to multiple contributors in each level.

PAYMENT

Contribution enclosed (Check in U.S. funds drawn on a U.S. bank, payable to The Wildlife Society)

Visa MasterCard American Express Discover

Card #: _____ Expire Date _____ CCV Code _____

Signature _____

Name as it appears on the card: _____

Please send invoice to:

Name _____

Phone _____

Email _____

Address _____

RECOGNITION

(Please print exactly as it should appear in our publications.)

Signature _____ Date _____

Thank you for your support. Please return this form to: Chuck Shively at chuck.shively@wildlife.org or mail to, The Wildlife Society