



CONSERVATION OPTIMISM SUMMIT 2019



**SPONSORSHIP
OPPORTUNITIES**

**2ND - 4TH SEPTEMBER, 2019
ST CATHERINE'S COLLEGE
OXFORD**

CONSERVATION OPTIMISM SUMMIT 2019



Conservation Optimism in partnership with the University of Oxford and Synchronicity Earth is organising a ground-breaking summit which will bring together passionate and creative people from around the globe to share ideas and offer solutions for more empowering conservation while continuing to disrupt the doom and gloom narrative.

Wild nature is declining rapidly but it is important to remember that amongst the stories of loss there are inspiring stories of regeneration and positive change as well with nature making a difference in people's lives, and people valuing and nurturing their natural environment.

The event, which is the second summit organised by Conservation Optimism, will build on the success of the first summit by touching on a number of themes: Creative Conservation, Conservation Works, Optimism & Wellbeing, and 2020 And Beyond.

“I really liked the open-mindedness between science, art, social science, and people. There was a real generosity towards other people's expertise!”

The summit, to be held this year from 2-4 September at St Catherine's College, Oxford, will gather people from the worlds of conservation, government, industry, journalism, NGOs, academia, and the creative arts to highlight ways in which we can cross-pollinate new ideas and share our strength and resources.

We are very excited to announce that this year's summit will also include a panel session featuring young leaders in the Conservation Optimism movement from across the globe, and a film festival which will highlight positive stories from the conservation and environmental sectors.

The festival will accept submissions from both professional and amateur filmmakers of short films fitting into categories such as People and Nature, Learning from Failure, and Conservation Champions.

summit.conservationoptimism.org

The Conservation Optimism movement began in 2017 with the first Conservation Optimism Summit in London. As the community we began to foster in the lead up to the summit grew, it quickly became apparent that our work would not be done at the conclusion of the three-day event. Rather, with our help, the conversations and collaborations begun there continued to grow and blossom across continents, disciplines, and sectors.

We are excited to announce the final plenary speakers joining us at the Conservation Optimism Summit. We warmly welcome Dr. Robin Moore, Brisetha Hendricks, Dr. Alice Bell, Laurie Parma, and Dr. Alex Dehgan.

“I've learned a lot about communicating positively, getting your message out there and attracting attention in a short amount of time.”

The 2019 summit has a truly international focus, with speakers from as far apart as the USA, Namibia, Uzbekistan and India, hailing from academia, business, NGOs, politics, media and the arts.

Our delegates will reflect the interdisciplinary nature of the event, with attendees from all over the world. The public will be welcome to attend our film festival at Oxford University Museum of Natural History on the evening of the 2nd of September.

2019 SUMMIT THEMES

CONSERVATION WORKS: LESSONS LEARNED & MODELS FOR SUCCESS

OPTIMISM AND WELLBEING: LIVING & WORKING IN CONSERVATION

CREATIVE CONSERVATION: ENGAGING THROUGH STORYTELLING & THE ARTS

2020 & BEYOND: A TIPPING POINT FOR NATURE AND PEOPLE

HOW CAN SPONSORSHIP BENEFIT YOUR ORGANISATION



Sponsorship of the Conservation Optimism Summit will promote your organisation, services and products to a diverse audience of professional delegates, ranging from academics, NGOs, government agencies, leading research organisations and other conservation organisations, as well as professional educators, schoolchildren and the media. Not forgetting the general public during our film festival at Oxford Museum of Natural History.

Additionally, the summit will provide the ability for you to reach a global audience through our targeted communication activities, including press and media work, syndicated blogs, our website, Twitter, Facebook and Instagram.

We anticipate the event will gain significant traction in the media and will be featured in the national and international press. Our outreach coordinator will work towards maintaining a high profile for the event, which would extend to your organisation through posts, mentions and links to your website or channels.

Our Twitter channel reaches over 7,000 people and is growing rapidly. We have regular guest bloggers on our website (www.conservationoptimism.org) who are keen to amplify our message.

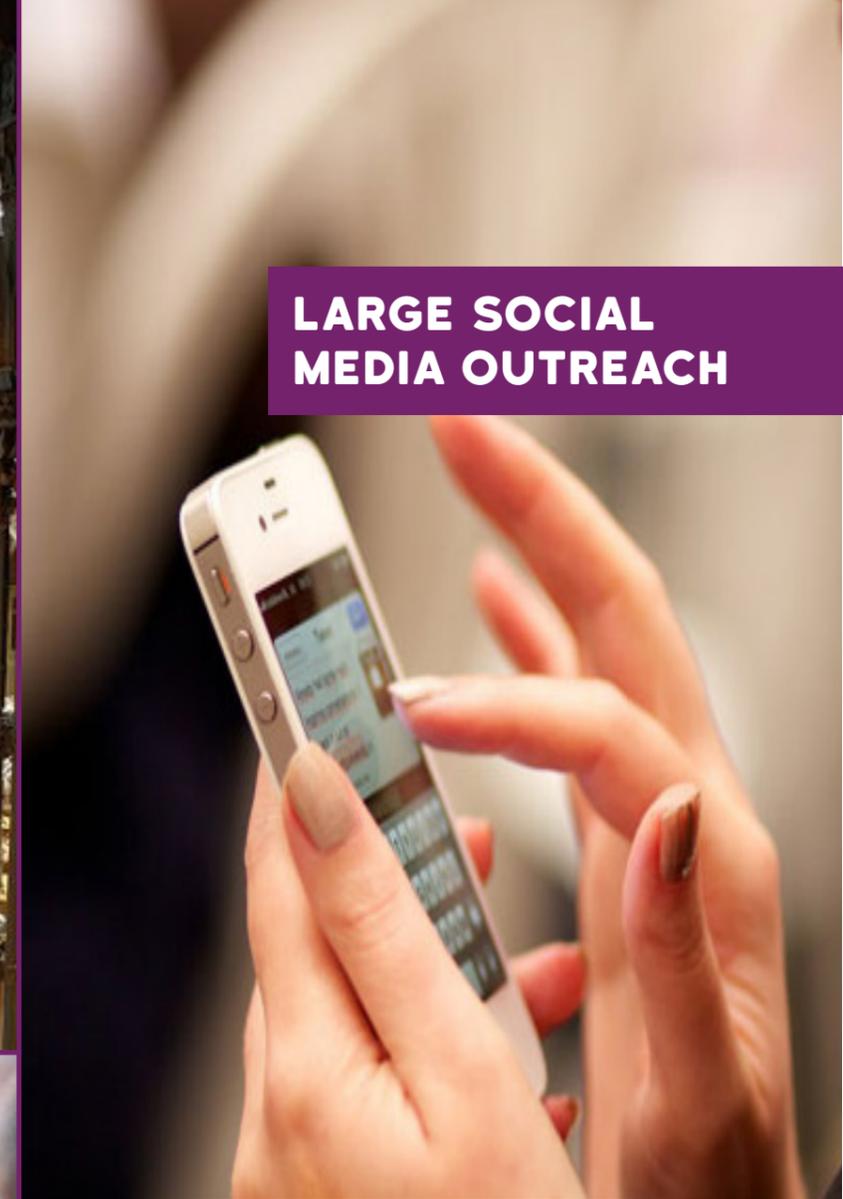
We also foster a Conservation Network of Optimists Worldwide of over 40 organisations such as the Durrell Wildlife Conservation Trust, the Marine Stewardship Council and ZSL.

In addition to branding before, during and after the summit, all sponsors have the opportunity to send representatives to the summit.

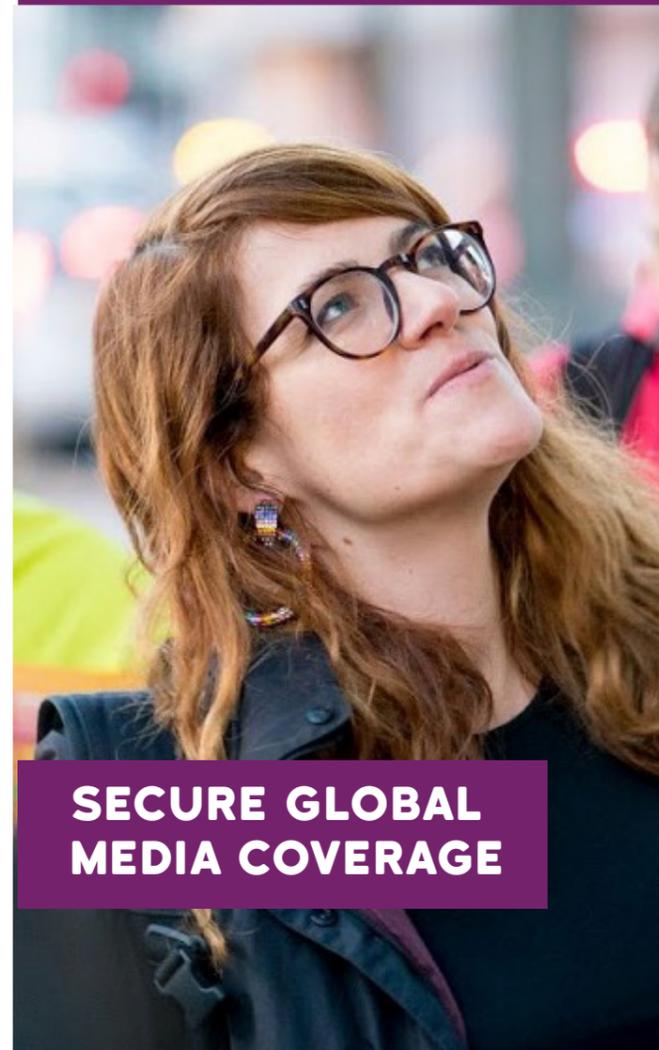
Attendees will be able to spend time networking with over 250 respected, successful conservationists, including conservation leaders and rising stars from developing nations, decision makers and up and coming players who are developing inspiring interventions and ways of approaching the challenges facing biodiversity.



HIGH PROFILE EVENT



LARGE SOCIAL MEDIA OUTREACH



SECURE GLOBAL MEDIA COVERAGE



ACCESS AN INFLUENTIAL NETWORK

THE SPONSORSHIP PACKAGES



If you would like to discuss any aspect of this sponsorship proposal or determine how your company or organisation could benefit from being involved in our Conservation Optimism Summit then please do get in touch with our Outreach Coordinator, Julia Migné: julia@conservationoptimism.org

The Gold, Silver and Bronze Packages all include the following benefits:

Acknowledgement on Summit website	Acknowledgement as a Conservation Optimism Summit supporter on our website, your logo and link to your homepage from our website.
Logo on the summit programme	Your organisation's logo to be displayed on the online conference programme.
Media awareness	Acknowledgement of your organisation's support in relevant social media and press outreach.
Exhibition table	A table top exhibition during our Not A Poster session.
Summit Registration	All sponsors receive one full summit registration for a delegate that includes attendance at all functions.

GOLD PACKAGE - £5,000

By choosing this package you will receive exclusive sponsorship of one of the following: Film Festival, Banquet or Drinks Reception.

Welcome address	Possibility to make a brief address to delegates during the summit.
Registrations	Full summit registration for two additional delegates that includes attendance at all functions and three additional passes for the Drinks Reception and the Film Festival.
Logo on sponsors banner	Your organisation's banner and information displayed during the Summit and the Film Festival.
Advertisement	Short video advert to be shown at the start of the Film Festival, social media shoutouts and advertisement of your brand/organisation within our online programme.

FILM FESTIVAL

Our Film Festival will take place at Oxford Museum of Natural History. The event will be opened to the public in addition to the delegates and will include a panel discussion between filmmakers from all over the globe and a screening of the films shortlisted by our experts. Winners will then be officially announced by our international judges and will be given their prizes.

BANQUET

Our second evening event offers the opportunity to sponsor the banquet, which will take place at St Catherine's College.

DRINKS RECEPTION AT THE MUSEUM

Our first evening event offers the opportunity to sponsor the drinks reception, which will take place at the astonishing Oxford Museum of Natural History. Artistic performances will take place on the night and it will provide our delegates and sponsors with a chance to network before the Film Festival.



SILVER PACKAGE - £2,500

By choosing this package you will receive exclusive sponsorship of one of the following: Interactive Sessions, Plenary Panel Sessions or Not A Poster Sessions.

Welcome address	Possibility to make a brief address to delegates during the summit.
Registrations	Full summit registration for one additional delegate that includes attendance at all functions and two additional pass for the Drinks Reception and the Film Festival.
Logo on sponsors banner	Your organisation's banner and information displayed during the Summit.
Advertisement	Social media shoutouts and advertisement of your brand/organisation within our online programme.

INTERACTIVE SESSIONS

Each morning and afternoon, between plenary speakers, we will be holding Interactive Workshop sessions. These workshops will follow one of our main themes (Creative Conservation, Conservation Works, Optimism & Wellbeing, 2020 And Beyond) and will be specifically chosen for their novelty, ability to present conservation messages, big ideas, tools and techniques, cutting edge technology, experiences and successes, and to present and inspire conservation in new, engaging ways.

Each session can be up to an hour and a half long and there is the opportunity for organisations to support a workshop of their choice (on a first come first served basis). This will allow the workshop organisers to offer support for the travel and registration costs of their presenters, thereby enabling the workshops to go ahead.

PLENARY PANEL SESSION

We will be inviting four inspiring young conservation stars of the future from around the world to take part in a panel session during the summit to discuss how they are working towards reframing the conservation narrative in their countries and their involvement with Conservation Optimism.

Sponsors will cover the costs of bringing the speakers to Oxford and recording and streaming the results to a wider audience.

NOT A POSTER SESSION

The Not a Poster session has been designed so that individuals or groups can get creative, and present their conservation messages of hope in new and innovative ways, by using any prop or medium other than a poster. The session will take place just before our drinks reception and banquet allowing for people to break the ice before networking during the dinner. Sponsoring this session will enable new ideas to be shared by people who would otherwise not be able to attend.



BRONZE PACKAGE - £1,000

By choosing this package you will sponsor one of our bursaries for delegates from developing nations.

Advertisement	Social media shoutouts and advertisement of your brand/organisation within our online programme.
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BURSARIES FOR DELEGATES FROM DEVELOPING NATIONS

The ethos of the summit is about sharing conservation success and inspiring delegates that they can make a difference with their work and in their everyday lives. We are part of a global community all with the same aim; to save our planet's biodiversity for future generations.

We are mindful that there are many conservationists who would greatly benefit from the ability to network with their peers, present their work, and learn from the wealth of experience and ideas which will be shared during the summit, but who otherwise would not be able to attend the summit. We are targeting particularly conservationists from developing nations and students from all over the world.

This offers the opportunity for organisations to support these individuals or groups to attend the summit, who otherwise would not have been able to attend. Sponsors can provide funding to support individuals or groups from particular countries or regions of the world, or specialists in particular conservation areas.

EUROPEAN STUDENTS SPONSORSHIP - £500

Advertisement	Social media shoutouts and advertisement of your brand/organisation within our online programme.
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IN KIND DONATIONS

Advertisement	Social media shoutouts and advertisement of your brand/organisation within our online programme.
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FOR MORE INFO

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-  summit.conservationoptimism.org



THE SUMMIT
2ND - 4TH SEPTEMBER



FILM FESTIVAL
MONDAY 2ND SEPTEMBER



BANQUET
TUESDAY 3RD SEPTEMBER



KEY SUMMIT DATES



DRINKS RECEPTION
MONDAY 2ND SEPTEMBER

