



Inspired by  
nature to give

15<sup>th</sup> anniversary

# conservation *gala*

Presented by Lakeview Community Partners

2021 Sponsorship Opportunities



Credit Valley  
Conservation  
FOUNDATION



## A Message from Credit Valley Conservation Foundation

**We're back!** After postponing the 2020 Conservation Gala due to the pandemic, we're pleased to invite your organization to join us as a sponsor of the 15<sup>th</sup> Anniversary Conservation Gala - the signature environmental networking and fundraising event in the Credit River Watershed.

On November 18<sup>th</sup>, fully vaccinated guests will be welcomed to join us at the Mississauga Convention Centre to celebrate conservation successes and to renew your organization's commitment to conservation across the Credit River Watershed.

Credit Valley Conservation Foundation is proud to be the charitable partner of Credit Valley Conservation, and we rely on the generous support of our corporate partners to bring CVC's vision of a thriving environment that protects, connects, and sustains us, to life.

Proceeds from the gala support our area of greatest need. Our current fundraising priority is the Credit Valley Trail, a continuous 100-kilometre pathway through the Credit River Valley – from the Hills of the Headwaters in Orangeville to Lake Ontario in Port Credit. The trail will connect people to the beauty of nature, rich cultural experiences, Indigenous heritage and values, and to the sacred, sustaining waters of the Credit River. To date, 32 kilometres of the trail have been connected. Help us connect the remaining 68 kilometres!

The need for protected green space and outdoor recreational opportunities is more pressing than ever before. The pandemic has shown that access to natural spaces, like parks and trails, plays a critical role in maintaining health and wellness. The Credit Valley Trail puts nature at the heart of our communities and will be a protected, natural legacy for future generations.

In the event an in-person gala cannot proceed on November 18<sup>th</sup> due to public health restrictions or other related concerns, we will be shifting to our crowd-favourite Online Conservation Auction that will run from November 10<sup>th</sup> to 18<sup>th</sup> with extensive online promotion, reaching audiences in excess of 8,000. All gala sponsorships will be applied to the online auction and additional sponsor recognition will be provided.

We look forward to celebrating this special 15<sup>th</sup> anniversary with you – our partners in conservation.



A handwritten signature in blue ink that reads "Karen Ras".

Karen Ras  
Chair



A handwritten signature in blue ink that reads "Jon MacMull".

Jon MacMull  
Acting Executive Director

# Conservation Gala Event Overview



Celebrating its 15<sup>th</sup> anniversary, The CVC Foundation's Conservation Gala serves as a place for multi-sector stakeholders of the Credit River and beyond to celebrate successes and renew commitment to a thriving environment that protects, connects and sustains us.

Since its inception in 2006, the Gala has raised and invested over \$2.5 million in projects that protect and enhance our local natural environment for present and future generations.

## **We are pleased to share details of the 2021 Conservation Gala:**

- Thursday, November 18<sup>th</sup> 2021
- Mississauga Convention Centre
- 6 - 10 p.m.
- Fully vaccinated guests are welcome
- Reduced event capacity in effect
- Reduced number of guests per table (six)
- COVID-19 safety protocols in place
- Tickets: \$200 early bird price (until October 1) | \$250 regular price
- Tables (six people): \$1,100 early bird price (until October 1) | \$1,400 regular price

## **Fall-back Online Conservation Auction:**

In the event an in-person gala cannot proceed on November 18<sup>th</sup> due to public health restrictions or other related concerns, we will be hosting our crowd-favourite Online Conservation Auction that will run from November 10<sup>th</sup> to 18<sup>th</sup> with extensive online promotion, reaching audiences in excess of 8,000. All gala sponsorships will be applied to the online auction and additional sponsor recognition will be provided.

Learn more at [conservationgala.ca](https://conservationgala.ca)



## In Support of the Credit Valley Trail



A once in a lifetime project, the Credit Valley Trail will be a 100 km pathway through the Credit River Valley.

### Environment

At the heart of the Credit Valley Trail is the desire to connect people to the Credit River and the Greenbelt, and empower them to become part of the solution to protect our natural environment.. The trail will be an outdoor living classroom to increase public awareness and knowledge of local environmental issues. It offers an opportunity to inspire and cultivate an ethic of care by bringing people to the river in an ecologically responsible manner, to help them appreciate, understand and develop a relationship with the local natural environment.

### Indigenous Values

Found hidden along the banks of the Credit are some of Canada's earliest stories. The trail will be built on the Treaty Lands and Territory of the Mississaugas of the Credit First Nation. An Indigenous Roundtable has been formed and will provide ongoing leadership on promoting Indigenous culture, sharing traditional knowledge and connecting trail users to Indigenous history, values and experience, within parks and public spaces along the Credit Valley Trail.

### Heritage

The trail will introduce trail users to the natural and cultural heritage of the Credit River Valley in new ways. As a place of passage, trade, settlement and industry, the Credit River Valley holds cultural memory old enough to illuminate the origins of our national identity yet contemporary enough to shape our understanding of what it means to be Canadian today. The urban river valley, wetlands, woodlands, valleylands, scenic vistas, conservation areas, escarpment the Great Lakes shoreline and various river settlements present opportunities for unforgettable natural and cultural heritage experiences.

### Recreation

The recreational value of trails is often their foremost attraction. In addition to entertainment value, trails offer significant health, well-being and fitness benefits. The Credit Valley Trail offers an abundance of recreation and active transportation experiences, such as walking, cycling, running, snowshoeing, cross-country skiing, birdwatching, fishing and paddling.



# Sponsorship Levels

15<sup>th</sup> Anniversary Presenting Sponsor - \$30,000 (only 1 available)

**SOLD!**

## Recognition & Benefits:

- Prominent recognition as 15<sup>th</sup> Anniversary Presenting Sponsor on all promotional materials
- Presenting Sponsor exclusivity
- Recognition on gala webpage (extra-large logo with presenting recognition)
- Inclusion in event press release

### In-person Gala

- Welcome address to gala audience by one of your corporate executives
- Recognition in opening remarks by Master of Ceremonies
- Recognition and advertising in gala programme: front and back cover logo, double-page ad
- Recognition in looped digital audio/visual presentation at event - customized full-page slide
- Opportunity for custom on-site marketing and brand activation
- Complimentary gala attendance – 18 tickets (3 tables)

### Fall-back Online Conservation Auction

- Video address to expanded online audience by one of your corporate executives
- Recognition and advertising in Online Conservation Auction bidding platform
- Online article celebrating your organization's generosity and commitment to conservation
- Distribution of online article through social media and email newsletter (electronic distribution to 8,000+ subscribers)

## Lasting Impact

- Recognition on CVCF Digital Lifetime Donor Wall
- Customized recognition plaque for display in your offices
- Donor Spotlight feature on gala webpage (6 months)
- Recognition in Credit Valley Conversations (electronic distribution to 8,000+ subscribers)
- CVC Annual Conservation Parks Membership passes for employee use (5)
- Corporate Partner discount on private employee engagement stewardship events (20%)



## Champion Sponsor - \$25,000

### Recognition & Benefits:

- Recognition in promotional materials
- Recognition on gala webpage (large logo)
- Inclusion in event press release

#### In-person Gala

- Recognition in opening remarks by Master of Ceremonies
- Recognition and advertising in gala programme: double-page ad
- Recognition in looped digital audio/visual presentation at event - full-page slide
- Opportunity for custom on-site marketing and brand activation
- Complimentary gala attendance – 18 tickets (3 tables)

#### Fall-back Online Conservation Auction

- Video address to expanded online audience by one of your corporate executives
- Recognition and advertising in Online Conservation Auction bidding platform
- Online article celebrating your organization's generosity and commitment to conservation
- Distribution of online article through social media and email newsletter (electronic distribution to 8,000+ subscribers)

### Lasting Impact

- Recognition on CVCF Digital Lifetime Donor Wall
- Customized recognition plaque for display in your offices
- Donor Spotlight feature on gala webpage (8 weeks)
- Recognition in Credit Valley Conversations (electronic distribution to 8,000+ subscribers)
- CVC Annual Conservation Parks Membership passes for employee use (4)
- Corporate partner discount on private employee engagement stewardship events (20%)

## Guardian Sponsor - \$20,000

### Recognition & Benefits:

- Recognition in promotional materials
- Recognition on gala webpage (large logo)
- Inclusion in event press release

#### In-person Gala

- Recognition in opening remarks by Master of Ceremonies
- Recognition and advertising in gala programme: full-page ad
- Recognition in looped digital audio/visual presentation at event - full-page slide
- Opportunity for custom on-site marketing and brand activation
- Complimentary gala attendance – 12 tickets (2 tables)

#### Fall-back Online Conservation Auction

- Video address to expanded online audience by one of your corporate executives
- Recognition in Online Conservation Auction bidding platform
- Online article celebrating your organization's generosity and commitment to conservation
- Distribution of online article through email newsletter (electronic distribution to 8,000+ subscribers)

### Lasting Impact

- Recognition on CVCF Digital Lifetime Donor Wall
- Customized recognition plaque for display in your offices
- Donor Spotlight feature on gala webpage (4 weeks)
- Recognition in Credit Valley Conversations (electronic distribution to 8,000+ subscribers)
- CVC Annual Conservation Parks Membership passes for employee use (3)
- Corporate partner discount on private employee engagement stewardship events (20%)

## Protector Sponsor - \$10,000

### Recognition & Benefits:

- Recognition in promotional materials
- Recognition on gala webpage (medium logo)
- Inclusion in event press release

#### In-person Gala

- Recognition and advertising in gala programme: half-page ad
- Recognition in looped digital audio/visual presentation at event - half-page slide
- Complimentary gala attendance – 6 tickets (1 table)

#### Fall-back Online Conservation Auction

- Recognition in Online Conservation Auction bidding platform
- Online article celebrating your organization's generosity and commitment to conservation

### Lasting Impact

- Recognition on CVCF Digital Lifetime Donor Wall
- Donor Spotlight feature on gala webpage (2 weeks)
- Recognition in Credit Valley Conversations (electronic distribution to 8,000+ subscribers)
- CVC Annual Conservation Parks Membership passes for employee use (2)
- Corporate partner discount on private employee engagement stewardship events (20%)

## Advocate Sponsor - \$5,000

### Recognition & Benefits:

- Recognition in promotional materials
- Recognition on gala webpage (small logo)
- Inclusion in event press release

#### In-person Gala

- Recognition and advertising in gala programme: quarter-page ad
- Recognition in looped digital audio/visual presentation at event - quarter-page slide
- Complimentary gala attendance – 4 tickets

#### Fall-back Online Conservation Auction

- Recognition in Online Conservation Auction bidding platform
- Online article celebrating your organization's generosity and commitment to conservation

### Lasting Impact

- Corporate partner discount on private employee engagement stewardship events (20%)

## Supporter Sponsor - \$2,500

### Recognition & Benefits:

- Recognition on gala webpage (small logo)

#### In-person Gala

- Recognition and advertising in gala programme: quarter-page ad
- Recognition in looped digital audio/visual presentation at event - quarter-page slide
- Complimentary gala attendance – 2 tickets

#### Fall-back Online Conservation Auction

- Recognition in Online Conservation Auction bidding platform
- Recognition in promotional materials

## Friend of the Credit Donor Opportunity - \$1,000

### Recognition & Benefits:

- Recognition on gala website (name listed)
- Charitable tax receipt issued for donation

#### In-person Gala

- Recognition & advertising in Gala programme – company name listed
- Recognition in looped digital audio/visual presentation at event – company name listed

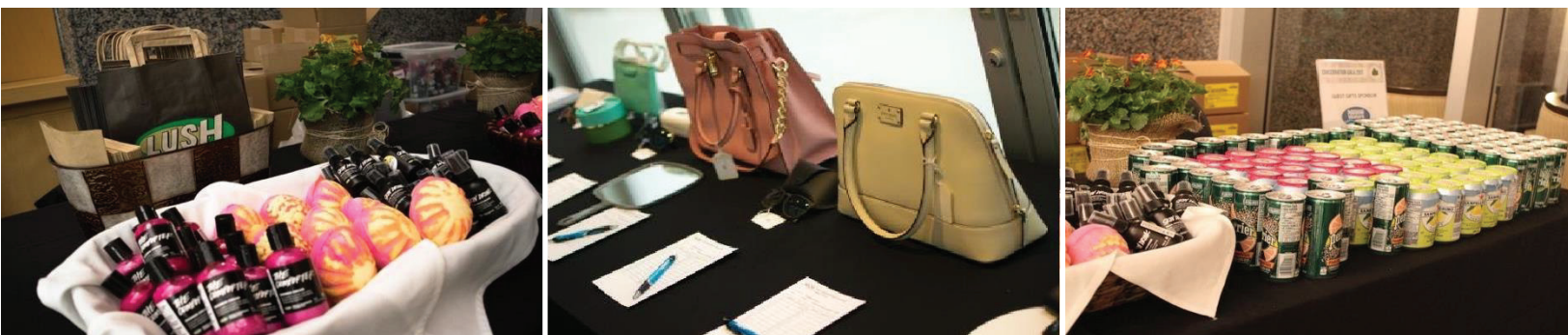
#### Fall-back Online Conservation Auction

- Recognition in Online Conservation Auction bidding platform (name listed)

## In-kind Donation and Auction Support

There is an opportunity for your company to augment your sponsorship of the 2021 Conservation Gala with in-kind donations for our auctions, raffles and guest favours.

This is a unique opportunity to profile your products and position your brand as a leader in corporate social responsibility to our audience while helping us generate revenue for a great cause!





## 2021 Sponsorship Opportunities

The Conservation Gala attracts a diverse range of supporters from various sectors. We believe that your company is strongly aligned to support the 15<sup>th</sup> annual Conservation Gala in a mutually beneficial partnership that will provide you with a high level of exposure and customized activation opportunities to engage with our audience.

Partnering with the CVC Foundation is an opportunity for your company to make your mark at the local level in a meaningful and engaging manner. Becoming a corporate partner of the Conservation Gala will provide your company with strong brand recognition opportunities and a significant level of exposure to an audience that aligns well with your target markets.

Joining the Gala as a corporate supporter has many great benefits. Here are some of the many highlights associated with becoming a Conservation Gala partner:

- Networking with executives and leaders from various sectors
- Cultivating partnerships with our attendees to further your business goals
- Entertaining current and prospective clients
- Building brand positioning through associative imagery
- Creating internal emotional commitment to your brand
- Leveraging CVC and CVCF's channels for brand exposure and promotion
- Creating impactful on-site brand and product activations

### **Marketing & Brand Activation**

Opportunities for customized activation opportunities at the gala are plentiful, and we would be pleased to work with you to develop targeted and impactful on-site activations. We welcome creative and innovative ideas to showcase your brand, including exclusive opportunities for promotions and product giveaways.

## With Gratitude

Thank you for considering support for the 15<sup>th</sup> Anniversary Conservation Gala. We look forward to the opportunity to build a lasting partnership with your organization.

To discuss next steps or to confirm the details of your 2021 sponsorship, please feel free to reach out at your convenience.

**Sharlene Hardwar**

Philanthropy Specialist  
Credit Valley Conservation Foundation  
sharlene.hardwar@cvc.ca  
905-670-1615 ext 557  
M: 647-285-8738

