



22 December 2017

Re: Sponsorship request: 2018 Environmental Flow Needs conference

The Okanagan Basin Water Board and the Canadian Water Resources Association, BC Branch are pleased to inform you of our plans to co-host a national *Environmental Flow Needs* conference, to be held on October 17-18, 2018 in Kelowna, British Columbia.

Environmental Flow Needs are critically important for integrated water management. The conference will balance a local case study approach combined with learning from national and international efforts to measure and apply Environmental Flow Needs to policy. At this year's two day conference, themes will include: current stressors, natural resources and ecosystem services, groundwater and surfacewater cumulative impacts and human dimensions. A gala dinner will be hosted on the evening of October 17th showcasing local cuisine and wine.

Sponsorship will demonstrate your leadership in Environmental Flow Needs and provides an excellent opportunity to include your brand as part of this important national water conference with professional government and private sector participants. Various sponsorship packages are available offering different levels of exposure and opportunities to show your organization's support and are detailed in the attached sponsorship package.

We expect to host over 275 participants from B.C., elsewhere in Canada, and internationally. This year's conference held in beautiful Kelowna, British Columbia coincides with our regionally famous Okanagan wine celebrations hosted throughout October.

We hope that you will be part of this successful conference. Let us know how we may best collaborate and incorporate your marketing, branding and environmental leadership as part of the 2018 Environmental Flow Needs conference. For further information feel free to contact sponsorship co-chairs: Nelson Jatel at 250.469.6295, email nelson.jatel@obwb.ca or Lawrence Bird at (250) 545-3672, e-mail birdl@ae.ca.

Sincerely,

A handwritten signature in black ink, appearing to be "Lawrence Bird", written over a horizontal line.

Lawrence Bird, Fundraising co-chair
Canadian Water Resource Association, BC Branch

A handwritten signature in black ink, appearing to be "Nelson Jatel", written over a horizontal line.

Nelson Jatel, Fundraising co-chair
Okanagan Basin Water Board

Attachments: 2018 Environmental Flow Needs conference sponsorship information package



OBWB-CWRA Conference 2018

October 17-18, Kelowna BC



Environmental Flow Needs: Science, Policy & Practice

SPONSORSHIP PACKAGES



CWRA ACRH
Canadian
Water
Resources
Association
Association
Canadienne
des Ressources
Hydriques

SPONSOR INFORMATION



The *Okanagan Basin Water Board* and the B.C. Branch of the *Canadian Water Resources Association* are excited to be hosting the Environmental Flow Needs Conference, October 17-18, 2018, in Kelowna, B.C. Up to 275 water resource professionals from Canada and abroad are expected to attend. “**Environmental Flow Needs: Science, Policy and Practice**” will explore important contemporary water, science and social issues relating to in-stream flows and their importance to social-ecological systems.

Table 1. CONFERENCE SPONSORSHIP OFFERS

Features & benefits	SPONSORSHIP PACKAGES		
	Gold \$ 5,000	Silver \$2,500	Bronze \$ 1,000
Complimentary conference registration (each conference registration includes a Gala dinner ticket)*	2	1	1
Advertising in program	1 page	½ page	¼ page
Social media promotion through social media channels (Gold/Silver – Logo, Bronze – name)	✓	✓	✓
Recognition in conference program (Gold/Silver – Logo, Bronze – name)	✓	✓	✓
Recognition on conference web site (Gold/Silver – Logo, Bronze – name)	✓	✓	✓
Large Poster on Site (Gold/Silver – Logo, Bronze – name)	✓	✓	✓
Logo on Screen in Rooms (Gold/Silver – Logo, Bronze – name)	✓	✓	✓
Coffee breaks sponsor board (Gold/Silver – Logo, Bronze – name)	✓	✓	✓
Breakfast and Lunch brand recognition (Logo)	✓	✓	
Complimentary Exhibition space	✓	✓	
Gala dinner – sponsor recognition	✓		
Keynote speakers - sponsor recognition	✓		
VIP table at conference social event + speech	✓		
Promo materials for inclusion in conference bags (provided by sponsor)	✓		
TAILORED SPONSORSHIP PACKAGES AVAILABLE ON REQUEST (Starting at \$1,000)			

***Note:** Additional Gala banquet tickets may be purchased for CAD\$ 75 and will be sold on a first-come, first-served basis.

SPONSOR INFORMATION



This event will take place in Okanagan Syilx territory, on the ancestral lands of a salmon nation and in the heart of Okanagan wine country, Kelowna, British Columbia. We will be gathering to learn from each other's experience and share new innovative ideas for building a common water future.

Sponsoring the conference

The Environmental Flow Needs 2018 conference is seeking your sponsorship. This is an excellent opportunity for your organization to showcase your services, products or professionals. Your primary audience will be individuals and organizations interested in Environmental Flow Needs and the management of our shared water.

This conference brings together researchers, fisheries and water managers, regulators, and policy-makers from a range of organizations including: academia, First Nations, other governments, non-profit water organizations, and consultants. Participants will be discussing the state of knowledge, showcasing recent work in the Okanagan and elsewhere in B.C. and Canada, addressing challenges in implementing B.C.'s new water regulations, and developing recommendations to improve the process of determining environmental flows, policy-making, and regulations. The conference will include plenary sessions, a gala banquet, and exhibitor hall with many great networking opportunities.

Gold sponsors represent a premium financial commitment to this conference and will have the opportunity to have a large logo displayed at all of the various events and meals as well as have a representative say a few words to the delegation during the Gala dinner. Gold sponsors will have the opportunity to set-up a display at the conference.

Silver sponsors represent a significant financial commitment to this conference and will have the opportunity to have a medium logo displayed at all of the various events and meals. Silver sponsors will have the opportunity to set-up a display at the conference.

Bronze sponsors will have the opportunity to have their organization's name displayed on conference promotional materials.

FOR MORE INFORMATION or for questions regarding exhibitor options or sponsorship, please contact sponsorship co-chairs: **Nelson Jatel** at (250) 469.6295, e-mail nelson.jatel@obwb.ca or **Lawrence Bird** at (250) 545.3672, e-mail birdl@ae.ca. For more information visit www.efn2018.ca.