



Watersheds 2016

A hands-on forum for building capacity for watershed governance and collaboration in British Columbia

SPONSORSHIP OPPORTUNITIES Connecting with B.C.'s Freshwater Champions

Your support will help us achieve our goal of enhancing the capacity of watershed groups, First Nations, resource managers, and other decision-makers in B.C. to better collaborate and improve shared decision-making at the watershed scale.

The freshwater movement in B.C. is sophisticated and evolving. Dozens of water stewardship groups, Indigenous-led initiatives, local and regional governments, and watershed boards all taking action to protect our fresh water. At a provincial scale, B.C.'s new *Water Sustainability Act* also offers new opportunities for formal shared or delegated decision-making and water sustainability planning.

Yet to achieve meaningful watershed governance in the province, unresolved capacity needs must be addressed.

[Watersheds 2016](#) is a 1.5-day forum that will build on momentum generated at [Watersheds 2014](#). Designed as a hands-on event, the forum is based on a suite of focused, practical workshops that will build participants' skills, knowledge, and understanding; and enhance capacity for furthering progress towards watershed governance in British Columbia.

Approximately 150 attendees from across B.C. will come to *Watersheds 2016* to build critical skills and develop important networks through panel sessions, field trips, breakout workshops, and structured peer-to-peer learning.

Watersheds 2016 is aligned with the biennial gathering [Living Waters Rally 2016](#), organized by the Canadian Freshwater Alliance. The combination of events creates a fantastic opportunity for 5 days of learning to improve the health of Canadian waters. All sponsorship dollars supporting BC travel bursaries will prioritize delegates of both events.

Our Goal: "To enhance the capacity of watershed groups, First Nations, resource managers, and other decision-makers and influencers to better collaborate and improve shared decision-making at the watershed scale."

What will your support help us achieve?



- ✓ **CREATE** a peer-to-peer learning network for watershed practitioners
- ✓ **BUILD** capacity for local watershed groups to engage in decision-making
- ✓ **SUPPORT** First Nations-led dialogue on water governance in their territories
- ✓ **DEEPEN** dialogue around the *Water Sustainability Act* and its opportunities
- ✓ **LEARN** from existing Indigenous-led and co-governance initiatives
- ✓ **SYNERGYZE** with the *Living Waters Rally* for maximum influence
- ✓ **ADVANCE** new collaborative watershed governance initiatives in the province



Watersheds 2016

A hands-on forum for building capacity for watershed governance and collaboration in British Columbia

Benefits to your organization

In addition to supporting our shared goal, sponsorship of this forum will help build exposure and visibility of your organization's role and interest in supporting freshwater sustainability. The forum will also create valuable opportunities for your organization to expand its network and connect with water leaders across the province.

About the forum

- **When & Where:** September 30th to October 1st 2016, Simon Fraser University Wosk Centre for Dialogue, Vancouver, B.C.
- **Who:** Approximately 150 attendees mostly from B.C., estimated to be one-third each of watershed practitioners and professionals; First Nations; and policymakers, industry representatives, community leaders, government staff and elected leaders.
- **What:**
 - ✓ A hands-on event designed to build capacity and produce practical solutions to watershed governance challenges and opportunities.
 - ✓ Bringing together diverse water leaders from around the province to enhance collaboration.
 - ✓ Directly bridge with the Canadian Freshwater Alliance *Living Waters Rally 2016* to support both provincial- and national-level engagement and action on freshwater issues.

Why now?

The timing of this forum responds to a number of identified needs:

- Escalating pressures on water health require more integrated approaches to watershed management and governance.
- Increasing public awareness and concern for water quality and availability are bringing increased attention to freshwater issues in British Columbia.
- Participants at *Watersheds 2014* indicated that it is critical to continue the successful dialogue and action generated at that event through regular future forums.
- The new *Water Sustainability Act* presents opportunities for shared and delegated decision-making and watershed-based water sustainability plans.
- Recent research by the POLIS Water Sustainability Project shows significant appetite for watershed governance in B.C. from multiple sectors.
- Local governments, First Nations, and watershed boards are actively seeking research/insights into governance practices.
- Water leaders in B.C. have identified peer-to-peer learning as a priority for capacity building.

Watersheds 2014 Testimonials

"I can't thank you enough, and your amazing team, for putting together an incredibly valuable and powerful forum...a tremendous opportunity to learn and connect with a diverse group of water leaders. I know there will be a significant legacy from this."

—Watersheds 2014 Funder

"The main thrust of the gathering was one of warmth, giving, sharing, and unity of purpose...I must say I have waited three decades to witness such a coming together as what happened at Duncan."

—Watersheds 2014 Participant



Watersheds 2016

A hands-on forum for building capacity for watershed governance and collaboration in British Columbia

Sponsorship Options

The table below outlines two sponsorship options. The first option is **General Sponsorship**, which means sponsoring the forum itself, including items such as lunches, keynote presentations, workshops and field trips. The second option is **Community Participation Sponsorship**, which means sponsoring the participation of local water leaders either through our general bursary program or by directly supporting leaders from your region. The benefits for sponsorship under each option and at different levels are outlined in detail below. **Note: All sponsorship dollars supporting BC travel bursaries will prioritize delegates of both *Watersheds 2016* and *Living Waters Rally 2016*.**

Option One: General Event Sponsorship

WATERFALL \$10,000+	Opportunities: <ul style="list-style-type: none"> ✓ Major sponsor of event ✓ Contributing to all core elements of forum, including overall planning of the event, keynote speakers, workshops, meals, and field trips. 	Benefits: <ul style="list-style-type: none"> ✓ Logo on all promotional materials ✓ Logo with link on Forum website ✓ Verbal recognition at opening welcome ✓ Signage on stage at opening ✓ Free booth in forum welcome area ✓ Daily verbal mention at event ✓ Forum registration for 4 ✓ Half-page advertisement in program ✓ Logo included on news releases (where applicable)
RIVER \$7,500	Opportunities (choose one): <ul style="list-style-type: none"> ✓ Sponsor one lunch ✓ Sponsor two keynote speakers ✓ Sponsor one workshop ✓ Sponsor a field trip 	Benefits: <ul style="list-style-type: none"> ✓ Logo on all promotional materials and signage ✓ Logo with link on Forum website ✓ Daily verbal mention at event ✓ Forum registration for 2 ✓ Free booth in forum welcome area ✓ Quarter-page advertisement in program
STREAM \$5,000	Opportunities (choose one): <ul style="list-style-type: none"> ✓ Sponsor a breakfast ✓ Sponsor one keynote speaker ✓ Sponsor a field trip 	Benefits: <ul style="list-style-type: none"> ✓ Logo on all promotional materials and signage ✓ Logo with link on Forum website ✓ Verbal mention at beginning and end of forum and exposure throughout event ✓ Forum registration for 1
CREEK \$2,500	Opportunities (choose one): <ul style="list-style-type: none"> ✓ Sponsor a refreshments break ✓ Sponsor promotional materials 	Benefits: <ul style="list-style-type: none"> ✓ Logo on all promotional materials and signage ✓ Logo with link on Forum website ✓ Exposure at event ✓ Forum registration for 1



Watersheds 2016

A hands-on forum for building capacity for watershed governance and collaboration in British Columbia

Option Two: Community Participation Sponsorship

<p>DRAGONBOAT \$5,000</p>	<p>Opportunity:</p> <ul style="list-style-type: none"> ✓ Invest in our general bursary program and support the participation of at least 5 water leaders selected through an application process 	<p>Benefits:</p> <ul style="list-style-type: none"> ✓ Logo on all promotional materials and signage ✓ Logo with link on Forum website ✓ Verbal mention at beginning and end of forum and exposure throughout event ✓ Full forum registration for 1 sponsor representative
<p>CANOE Approximate value \$5,000</p>	<p>Opportunity:</p> <ul style="list-style-type: none"> ✓ Pay directly for 5 local watershed leaders to attend, including travel, accommodation & registration. 	<p>Benefits:</p> <ul style="list-style-type: none"> ✓ Logo on all promotional materials and signage ✓ Logo with link on Forum website ✓ Verbal mention at beginning and end of forum and exposure throughout event ✓ Full forum registration for 1 sponsor representative
<p>KAYAK Approximate value: \$2,000</p>	<p>Opportunity:</p> <ul style="list-style-type: none"> ✓ Pay directly for 2 local watershed leaders to attend, including travel, accommodation & registration. 	<p>Benefits:</p> <ul style="list-style-type: none"> ✓ Logo on all promotional materials and signage ✓ Logo with link on Forum website ✓ Exposure at event ✓ Forum registration for 1 sponsor representative

Core Partners



POLIS Project on Ecological Governance
research • policy • education • action



FIRST NATIONS
FISHERIES COUNCIL



Fraser Basin Council



FRESHWATER
ALLIANCE
D'EAU DOUCE

Core Supporters and Sponsors



PACIFIC WATER RESEARCH CENTRE
FACULTY OF ENVIRONMENT



Ministry of
Environment



THE COMPLETE WATER MAGAZINE



FORUM FOR LEADERSHIP ON WATER