

The Fresh Outlook Foundation hosts its **Building SustainAble Communities** (BSC) conference in Kelowna, BC every 18 months. Designed specifically for community leaders from the public, private, nonprofit, and academic sectors, BSC features conversations that count about a broad range of social, cultural, environmental, and economic trends and successes.

As shown by the figures below, the conference has experienced impressive growth:

	2006	2007	2009	2010
Number of Speakers	31	48	100	130
Number of Delegates	220	320	450	510
Number of Communities Represented	47	68	71	77
Number of Days	2	3	3	3.5
Number of Funding Partners	3	5	10	17

MEASUREABLE OUTCOMES

The Fresh Outlook Foundation uses community based social marketing to “*kindle a fresh outlook that inspires sustainable ways at home, work, and play.*” Conference success, therefore, can only be measured in terms of tangible behaviour change. As indicated by the following 2010 evaluation results, conference attendees noted actual behaviour change and commitment to future change based on their conference experience(s):

- 83% of survey respondents who attended BSC in 2006, 2007, and/or 2009 have introduced new

plans, policies, programs, projects, or partnerships **at work** as a result of what they learned and/or who they met at the conference(s)

- 82% of respondents who attended BSC in 2006, 2007, and/or 2009 have adopted new behaviours **at home** as a result of what they learned and/or who they met at the conference(s)
- 62% of respondents who attended BSC in 2006, 2007, and/or 2009 have adopted new behaviours **at play** as a result of what they learned and/or who they met at the conference(s)
- More than 80% of respondents who attended BSC in 2010 indicated they are likely to adopt more sustainable behaviors at home, work, and play as a result of what they learned and/or who they met at the recent conference
- More than 90% of local government representatives who attended BSC in 2010 responded indicated they are likely to move toward more sustainable plans, policies, procedures, programs, projects, and partnerships as a result of what they learned and/or who they met at the recent conference.



Here's what delegates are saying about Building SustainAble Communities...



BSC is a fabulous event that brings people from a wide range of disciplines and interests together under the umbrella of community sustainability. It's one-stop shopping for information about everything from solid waste to food security to energy efficiency."

"BSC is everything a great professional meeting should be: intensely educational, motivating, rejuvenating, and keenly relevant to the most pressing issues. It's an extremely well-designed event that those involved in sustainability can't afford to miss."

"I'm going to put BSC on my calendar every year from now on!"

"Over the past 18 years in local government, both as staff and an elected official, I have attended many conferences. BSC was one the best I have ever attended or presented at. The quality of the speakers was excellent, the conference program was easy to follow, and the 'hosts' around the event made navigating the venue easy."

"This conference provided not only very relevant speakers, but numerous network opportunities with other municipal staff, councillors, developers, and provincial and federal politicians in an unmatched environment of sharing and collaboration. It has provided us with information that is directly relevant to the issues and challenges in our day-to-day operations, such as effective and meaningful community engagement. We will certainly recommend this experience to our colleagues and peers."

"BSC is well organized, passionately moderated, and full of valuable information from leaders in the field."

"Thank-you for creating a safe and informative space for dialogue to unfold."

"It inspired me to take action in my community."

"Reality check combined with useful solutions."

"Last year's conference only got me thirsty for more!"

"This was, by far, the best conference I have ever attended! The attention to sustainability details — from the speakers to the venue to the menu — was incredible!"



FOR MORE INFORMATION

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Building *Sustain*Able Communities

February, 2012 • Delta Grand, Kelowna BC

SESSION SPONSORSHIP OPPORTUNITIES

ENTERTAINMENT

- **\$500**
- BSC features musical interludes to illustrate the value of arts/culture in sustainable communities.
- **Benefits**
 - ✓ Mention as a sponsor
 - ✓ Logo in program
 - ✓ One full-day pass (including meals)

STATE OF THE DEBATE

- **\$1,500 / debater**
- BSC features debates to stimulate discussion about important issues. The objective is to feature all sides so that delegates can reach informed conclusions.
- **Benefits**
 - ✓ Mention as a sponsor
 - ✓ Welcome to debaters from company rep
 - ✓ Logo in program
 - ✓ Free full-conference registration for one

PLENARY SPEAKERS

- **\$2,000**
- Plenary speakers are chosen very carefully based on their expertise, experience, and influence. A wide range of community sustainability topics are covered.
- **Benefits**
 - ✓ Mention as a sponsor
 - ✓ Logo in all promotional materials before, during and after BSC
 - ✓ Introduction of plenary speaker by company rep
 - ✓ Free full-conference registration for one

REFRESHMENT BREAK

- **\$2,000**
- **Benefits**
 - ✓ Mention as a sponsor
 - ✓ Logo in all BSC promotional materials before, during and after BSC
 - ✓ Logo on screen during break
 - ✓ Welcome back by company rep after break
 - ✓ Flags with logo on refreshment tables
 - ✓ Free full-conference registration for one

PANEL DISCUSSION

- **\$2,500**
- The conference will feature a number of panel discussions on a variety of community sustainability topics. A rep from your organization can sit on one of the panels.
- **Benefits**
 - ✓ Mention as a sponsor
 - ✓ Logo in all BSC promotional materials before, during and after BSC
 - ✓ Free full-conference registration for two (panelist and one more)
 - ✓ Participation on panel for one rep
 - ✓ ECO-EX Trade Show & Tell booth at half price

OPENING CELEBRATION OR WINE & CHEESE

- **\$3,000**
- Both events provide focused opportunities for delegates to meet each other and trade show participants
- **Benefits**
 - ✓ Mention as a sponsor
 - ✓ Logo in all BSC promotional materials before, during and after BSC
 - ✓ Logo on recyclable napkins
 - ✓ Company rep to invite BSC delegates to participate in the Wine & Cheese
 - ✓ Flags with logo on refreshment tables
 - ✓ Free full-conference registration for two
 - ✓ ECO-EX Trade Show & Tell booth at half price

LUNCH

- **\$5,000**
- **Benefits**
 - ✓ Mention as a sponsor
 - ✓ Logo on front page of all promotional materials before, during and after BSC
 - ✓ Logo on screen during lunch
 - ✓ Logo on Fresh Outlook Foundation home page
 - ✓ Flags with logo on buffet tables
 - ✓ Speak for 2-3 minutes about organization
 - ✓ Free full-conference registration for two
 - ✓ ECO-EX Trade Show & Tell booth at half price



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EVENT / BLANKET SPONSORSHIP OPPORTUNITIES

BSC EVENT SPONSORSHIPS

COPPER

- \$1,000 per event
- **Benefits**
 - ✓ Logo in all BSC promotional materials before, during and after the event
 - ✓ Extensive exposure at BSC
 - ✓ Free one-day registration at BSC

BRONZE

- \$2,500 per event
- **Benefits**
 - ✓ Logo in all BSC promotional materials before, during and after the event
 - ✓ Extensive exposure at BSC
 - ✓ Free full-conference registration for two at BSC
 - ✓ ECO-EX Trade Show & Tell booth at half price

SILVER

- \$5,000 per event
- **Benefits**
 - ✓ Logo in all BSC promotional materials before, during and after the event
 - ✓ Extensive exposure at BSC
 - ✓ Free full-conference registration for three at BSC
 - ✓ Breakout presentation at BSC (35 minutes)
 - ✓ Free ad space in BSC program
 - ✓ Logo on website home page
 - ✓ ECO-EX Trade Show & Tell booth at half price

GOLD SPONSOR

- \$10,000 per event
- **Benefits**
 - ✓ Extensive exposure at BSC
 - ✓ Logo in all BSC promotional materials before, during and after the event
 - ✓ Free full-conference registration for four at BSC
 - ✓ Free booth at ECO-EX Trade Show & Tell
 - ✓ Speak for five minutes (or show video) during plenary at BSC
 - ✓ One breakout presentation (35 minutes) or two panelists at BSC
 - ✓ Free ad space in BSC program
 - ✓ Logo on website homepage

FOF BLANKET SPONSORSHIPS

(For all FOF events, products, and services, including BSC)

PLATINUM SPONSOR

- \$20,000 per year
- **Benefits**
 - ✓ Extensive exposure and participation at all FOF-sponsored events
 - ✓ Logo on brochures and other promotional pieces for all FOF events
 - ✓ Free registration for eight at BSC
 - ✓ Speak for 10 minutes (or show video) during BSC plenary
 - ✓ Two breakout sessions at BSC or two panelists
 - ✓ Free ad space in BSC program
 - ✓ Free booth at ECO-EX Trade Show & Tell
 - ✓ Logo on website homepage

Please note, sponsors will not receive sponsorship benefits unless payment is received in full at least one month before the event.

FOR MORE INFORMATION

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EXHIBITOR OPPORTUNITIES

PREMIUM PACKAGE

- \$2,500 (for-profits) / \$1,500 (non-profits)
- **Benefits**
 - ✓ 10 x 10 booth in the Grand Promenade throughout BSC
 - ✓ One 20-minute presentation during Sun Rise Show & Tell
 - ✓ One 10-minute presentation on the Show Case Stage during a conference refreshment break
 - ✓ Logo on all conference promotional pieces before, during, and after conference
 - ✓ Full-conference registration for two

DELUXE PACKAGE

- \$2,000 (for-profits) / \$1,250 (non-profits)
- **Benefits**
 - ✓ 10x10 booth in the Grand Promenade throughout BSC
 - ✓ One 20-minute presentation during SunRise Show & Tell
 - ✓ Logo on all conference promotional pieces before, during, and after conference
 - ✓ Full-conference registration for one

STANDARD PACKAGE

- \$1,500 (for-profit) / \$1000 (non-profit)
- **Benefits**
 - ✓ 10 x 10 booth in the Grand Promenade throughout BSC
 - ✓ Logo on all conference promotional pieces before, during, and after conference
 - ✓ Full-conference registration for one

Please note, exhibitors can not participate unless payment is received in full at least two weeks before the event.

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SPONSORSHIP / EXHIBITOR REGISTRATION

Name:	Position:
Organization:	
Address:	
	Postal Code:
Telephone:	Email:

SESSION SPONSORSHIP OPPORTUNITIES	
<input type="checkbox"/> Entertainment	\$500
<input type="checkbox"/> State of the Debate	\$2,000
<input type="checkbox"/> Plenary Speaker	\$2,000
<input type="checkbox"/> Refreshment Break	\$2,000
<input type="checkbox"/> Panel Participation	\$2,500
<input type="checkbox"/> Opening Celebration	\$3,000
<input type="checkbox"/> Wine and Cheese	\$3,000
<input type="checkbox"/> Lunch	\$5,000
EVENT / BLANKET SPONSORSHIP OPPORTUNITIES	
<input type="checkbox"/> Copper	\$1,000
<input type="checkbox"/> Bronze	\$2,500
<input type="checkbox"/> Silver	\$5,000
<input type="checkbox"/> Gold	\$10,000
<input type="checkbox"/> Platinum	\$20,000
EXHIBITOR OPPORTUNITIES	
<input type="checkbox"/> Premium Package (for-profit)	\$2,500
<input type="checkbox"/> Deluxe Package (for-profit)	\$2,000
<input type="checkbox"/> Standard Package (for-profit)	\$1,500
<input type="checkbox"/> Premium Package (non-profit)	\$1,500
<input type="checkbox"/> Deluxe Package (non-profit)	\$1,250
<input type="checkbox"/> Standard Package (non-profit)	\$1,000
TOTAL <i>(As a registered charity, the Fresh Outlook Foundation does not charge HST)</i>	

Please make cheques payable to FRESH OUTLOOK FOUNDATION, and mail to:
Fresh Outlook Foundation, 12510 Ponderosa Road, Lake Country, BC V4V 2G9