

# 2018 ANCA Summit Sponsorship Packet



**SIGN-UP  
NOW!**

**19-23rd September, 2018**

**Quinta Mazatlan World Birding Center in McAllen, TX**



If you've been dreaming of checking these things off of your bucket list...

- ✓ An intimate conference setting where you get the chance to meet everyone,
- ✓ Being part of a conference community, encouraged to give and attend sessions, instead of relegated only to a "vendor" room,
- ✓ Creating relationships with ~150 nature and environmental learning center managers, directors, and leaders ,
- ✓ Attending a conference in a beautiful 1930's adobe mansion on 20 acres of conserved land where 230 bird species can be spotted,

then the ANCA 2018 DREAM BIG Summit is for you!

[www.natctr.org](http://www.natctr.org)



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# The Association of Nature Center Administrators

The people who run nature and environmental learning centers began getting together three decades ago to share ideas, experiences, and hard-won professional wisdom. To capture this collective knowledge and push the environmental learning center field toward excellence, these people founded the Association of Nature Center Administrators (ANCA).

ANCA now supports an international network of 600+ nature and environmental learning center leaders. We work with the ANCA network to enhance professionalism and provide the support system critical to innovative and progressive nature center management. We believe that when nature center leaders thrive, their centers can have the most impact possible on environmental education and conservation.

## ANCA's Annual Summit

For twenty-six years ANCA's Annual Summit has been bringing 150-200 nature and environmental learning center leaders together in a small, intimate, face-to-face setting for information-sharing, mentoring, training, professional networking, and fun!

## Summit Sponsorship

Sponsoring the ANCA Annual Summit is a great way for you as a business leader to start and continue relationships with managers, directors, and leaders of nature and environmental learning centers. We hope all Sponsors will be able to attend Summit Sessions, dine with us, join a field trip, engage during socials, and have fun so that our community can properly get to know you and your business. In the process you will be exposing new people to your brand and connecting with a portion of a 600+ person network of decision-makers. Explore your options for Summit Sponsorship in the following pages. In addition, we are more than happy to discuss the potential of any unique Sponsorship ideas you have.



If you are looking to meet directors, managers, and leaders of nature and environmental learning centers, share your organization's expertise, and leave as part of our community, the 2018 DREAM BIG ANCA Summit is for you!



# 2018 ANCA Summit Sponsor Levels

Benefits	Level			
	Sustaining	Supporting	Contributing	Table
# of Registrations Included	2	2	1	1
<b>Attendee Communication</b>				
Social Media Profile Before Summit	✓ + boost to 10,000	✓	✓	✓
Logo & Link on ANCA Summit Webpage	✓	✓	✓	✓
Logo & Link in Summit Registration Brochure Sent to 2000+ Before Summit	✓	✓	✓	
Link in 15 Pre-Summit Emails	✓ +1 message & Logo	✓ + Logo	✓ + Logo	
Feature in Participant Directory Distributed at Summit	✓	✓	✓	✓
Participant Packet Insert at Summit	✓	✓	✓	✓
Summit Guide Distributed at Summit	Full Page Ad Interior	1/2 Page Ad Interior		
<b>Visibility</b>				
Display Table	✓	✓	✓	✓
Logo on Banner	Exclusive Registration Table Banner	Logo on Welcome Banner	Logo on Welcome Banner	
<b>Cost</b>	<b>\$5,000</b>	<b>\$2,500</b>	<b>\$1,000</b>	<b>\$600/ \$700 after June 1st</b>

# 2018 ANCA Summit Sponsorship Add-Ons

Benefits	Cost
<b>Attendee Communication</b>	
Front or Back Inside Cover Full Page Ad in Summit Guide	<b>\$500</b>
Full Page Ad in Summit Guide	<b>\$400</b>
Half Page Ad in Summit Guide	<b>\$200</b>
Insert in Participant Packet	<b>\$200</b>
<b>Event Sponsorship</b>	
Leadership Award Ceremony Sponsor- 1 Opportunity	<b>\$1,500</b>
Dinner Sponsor- 4 Opportunities	<b>\$1,000</b>
Lunch Sponsor- 3 Opportunities	<b>\$800</b>
Networking Social Sponsor- 3 Opportunities	<b>\$400</b>
Field Trip Sponsor-4 Opportunities	<b>\$200</b>

**+ See Education Opportunities, pg. 8**

## Social Media Profile

Each Sponsorship level includes an organizational social media profile. This feature is comprised of 2-3 posts on our accounts leading up to the Summit. At the Sustaining Sponsorship level, we will boost our posts about your organization to reach 10,000 targeted users. At the Supporting, Contributing, and Table Sponsorship level, your profile will go out to our digital community of 2,000 fans.

## ANCA Summit Webpage

ANCA's Summit Webpage is the hub of Summit communications and information. Every Sponsorship level has the opportunity to have their logo and link on this page.

## Summit Emails

After the Registration Brochure is sent out in April, ANCA sends bi-weekly Summit Emails to our database. We include a logo and link for Sustaining, Supporting, and Contributing Sponsors in each of the roughly 15 emails. In addition, Sustaining Sponsors have the benefit of including a message in one of these emails.

## Summit Registration Brochure

Commit to being a Sustaining, Supporting, or Contributing Sponsor and provide your logo to us before March 1st and we will include it and a link of your choice in our Summit Registration Guide that goes out to our entire database of almost 2,000.

## Summit Participant Directory

The Participant Directory is one of two printed documents provided to participants at the Summit. All Summit Sponsors are featured in our Participant Directory with a short description about the organization and who is attending the Summit.

## Summit Participant Packet Insert

What better way to remind participants about meeting your organization at the Summit than sending them home with information or a special something that reminds them. Standouts throughout the years have been items that are useful to participants while at the Summit like a notebook or water bottle. Please consider sustainably sourced material in this endeavor! Also, consider that the item must be able to fit inside a tote bag and carried through airport security.

## Summit Guide

The ANCA Summit Guide is the second printed piece distributed at the Summit. Sustaining, Supporting, and Contributing Sponsors will be acknowledged and listed by logo in the Summit Guide. Sustaining and Supporting Sponsors also have the opportunity to advertise through an ad of varying size.



# Visibility



## Display Table

As our Annual Summit is hosted at a different nature center every year, the Sponsor Tables are located in a different location every year. We always try to keep them as close as we can to all the action and meals. We also always hold our Ice Cream Social in the Sponsor Table area and usually divide the ice cream toppings up throughout the room so participants have to come explore! We do try to provide access to electricity however, we encourage our Sponsors to design their Display Space so that it is easy to leave information out for participants to take on their own time so you can engage.

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## Summit Banner

ANCA displays banners during the Summit, usually where participant meals are held, that showcases our Sustaining, Supporting, and Contributing Sponsors logos. This year, our Sustaining Sponsors will have their own individual banners posted first at the registration table where all Summit attendees must check-in and then in a central location. Supporting and Contributing Sponsors will have their logos represented together on a banner in a central location.



# Events Sponsorship



## Leadership Award Ceremony : \$1,500

ANCA takes the opportunity every year at the Summit to acknowledge two exceptional leaders in the nature and environmental learning center field.

The *ANCA Nature Center Leadership Award* recognizes outstanding professionals who have contributed significantly to the field and who are veterans of the nature center director position. The *ANCA Outstanding New Leader Award* recognizes those who have already contributed to the field with five years or less experience in a director position.

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Sponsoring the Leadership Award Ceremony supports ANCA's ability to recognize these leaders with a token of appreciation. Your organization will receive recognition at the ceremony and in all printed and digital material related to the Ceremony. This is a great opportunity for your brand to be associated with leadership in the nature and environmental learning center field! Leadership Award Ceremony Sponsorship is available to only one Sponsor. This option is open for existing Sponsors to add or for an organization that is looking for a way to support the ANCA Summit and expose nature center leaders a brand without necessarily joining us in Texas.

## Meals: Dinners- \$1,000, Lunches- \$800, Networking Socials- \$400

When participants sit down for a meal to talk with their new acquaintances and take a little break, we like to give Sponsors an opportunity to engage. When you sponsor a meal, whether that is a dinner, lunch, snack, or social hour, we place signs on the tables with your companies logo and any short description you would like us to include. If you have unique signage you would like us to use just let us know! In addition, your organization's name will be included in the Summit Guide schedule with the meal you choose to sponsor. This option is open for existing Sponsors to add or for an organization that is looking for a way to support the ANCA Summit and expose nature center leaders a brand without necessarily joining us in Texas.

## Field Trips & Activities: \$200 & Up

ANCA incorporates several field trips into our Summit schedule. When you sponsor a field trip, we will create signage that works with the given trip so that participants know you are involved. In addition, we will list your organization's name in the Summit Guide schedule with the field trip. Field trip activities vary widely and therefore, the cost of sponsoring a trip varies widely. This option is open for existing Sponsors to add or for an organization that is looking for a way to support the ANCA Summit and expose nature center leaders a brand without necessarily joining us in Texas.



# Education Opportunities



With any sponsorship level, your organization has the opportunity to submit an RFP to conduct one of the three types of education sessions that take place at ANCA's Annual Summit:

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## Workshops on Thursday September 20th

Workshops are in-depth sessions (either half-day/3 hours or full-day/ 6 hours) that actively develop specific professional competencies and have widespread potential for implementation.

## Facilitated Sessions on Friday September 21st and Saturday September 22nd

Facilitated Sessions are a hallmark of the ANCA Summit. The primary presenter is more a moderator, rather than a single voice, and guides the exchange of ideas based around the topic title for 90 minutes.

## Workshop Sessions on Friday September 21st and Saturday September 22nd

Workshop Sessions, 90 minutes, are similar to Facilitated Sessions however allow for more time for the moderator (who often has experience in the topic) to introduce the topic and/or present their program to the group before the discussion begins.

The deadline to submit your RFP is February 1st. Find out more here.



# Quinta Mazatlan World Birding Center

Built in the 1930s, Quinta Mazatlan is one of the largest adobe structure in the state of Texas at 10,000 square feet. This old Spanish Revival Style Mansion now serves as the McAllen branch of the World Birding Center, protecting and restoring 20 acres to the areas natural Tamaulipan Thornforest where over 230 species of birds and butterflies can be seen. Join us!



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