

MAY 23 - 28, 2017

#yxnaturecity



NATURECITY FESTIVAL 2017

EVENT HOST GUIDE

Connecting Culture and Nature in the City

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In one of the largest cities in Western Canada residents can scramble up sandy riverside paths or forested trails, wade in the flowing river, explore hundreds of wildflowers amidst perennial bunch grass, learn the song of the Western Meadowlark, play beside restored wetlands, thriving gardens and naturalized parks, get lost in a national bird sanctuary, Northeast Swale or urban marsh, bathe in the over 300 days of sun each year, or find refuge under 100-year old elms, towering pines, ash, Amur maples and cherries under our urban forest canopy.

***Celebrate the nature in our city
this May 23 - 28 at NatureCity
Festival!***





NATURECITY FESTIVAL

NatureCity Festival is a week-long festival, consisting of 60+ nature-inspired events spread across Saskatoon, hosted in collaboration with countless individuals and community organizations.

The NatureCity Festival is a community driven festival created by the energy of dedicated volunteers, to celebrate the assets and diversity of nature in Saskatoon and provide an opportunity to deepen our understanding, appreciation and access to urban nature through education, experience and celebration.

THAT'S WERE YOU COME IN.

Help us show off the WILD SIDE OF SASKATOON: the magnificent river valley, parks, conservation area, gardens and urban forests, together with all of the fascinating wild critters and native plants found all around us. Help us get people outside to explore nature

in our city. At the same time, we want to highlight the work that you and your organization are doing to connect our neighbors to the natural world.

The entire Festival week - **May 23rd to May 28th 2017** - is open for your events. Please contribute an event that highlights what you and your organization do best: tours, field trips, lectures, children's activities, garden bees, family fun nights, music, art shows, performance – whatever you can dream up to remind the residents of Saskatoon that their home city is naturally full of interest, adventure and surprises.

WHO CAN HOST AN EVENT?

Any individual, organization, business, school or group can host an event! We invite residents, students, families, artists, planners, educators, community leaders, businesses and organizations to explore the vital role of nature in our prairie city and lives of its residents.

EDUCATION



We encourage events with an environmental or sustainability education focus

EXPERIENCE



We encourage events which invite participants to experience urban nature and wild spaces

CELEBRATION



We encourage events which celebrate the rich urban nature of Saskatoon

2017 THEME

WE ARE WATER: EXPLORE OUR PRAIRIE WATERSCAPE

Our city is home to a vast urban forest, kilometers of riverbank trails and an abundance of wildlife. It boasts over 300 acres of riverbank parklands and is surrounded by stream and wetlands.

Streams. Wetlands. Rain. Basin. Habitat. River. Water. Flow. Life.

NatureCity Festival 2017 is a deep dive into Saskatoon's prairie waterscape - and the rich ecosystem and biodiversity it supports. As an event host, you can incorporate this theme into your programming as much as you can, but **it is not a requirement to participate.**

You can read more about our 2017 event [HERE](#).

DECIDING ON AN EVENT

In the past, our events have included guided nature walks, citizen science projects, pollinator planting celebrations, ceremonies, hands-on exploration, nature photography, geocaching, yoga, picnic, games and more!

Consider your own interest and expertise, or the valuable work of your organization. **Are you already knowledgeable about a particular topic?**

If so, try organizing an educational activity about that topic. **Do you have an interest in a topic but don't have the knowledge?** Consider approaching an organization or society (i.e. naturalist club) to collaborate. You may be surprised at how easy it is to recruit help. *Stuck? Contact us. We can help.*

Check out [past year's events](#) for inspiration.

HOST RESPONSIBILITIES

Event hosts will determine the event they wish to contribute to the festival (stand-up paddle boarding, gardening, cycling, art, music, gardening lessons, beekeeping crafts etc). All aspects of the event are



organized by each event host including: the date and time of the event, equipment, safety, supervision, insurance, and registration of participants.

Let us know if you would like help with registration or need extra support from one of our volunteers at your event. We will finalize the festival schedule in April.

FUNDING

NatureCity Festival has limited funding for costs associated with selected events. Contact us if you require funding to host your event. There is no guarantee that we can help you find a sponsor, but we will try. Also, check out our [EcoFriendly Action Grants](#), through EcoFriendly Sask.

SUBMITTING YOUR EVENT

When you have decided on your event details, you are ready to submit your event to us! You can submit the details of your event on our website www.wildaboutsaskatoon.org/submit

One of our organizers will be in contact with you to confirm your event time and day.

**A city is not just built; it is
also planted.**

PROMOTION

NatureCity Festival will offer advertising and promotion of your event in addition to an event schedule and map of the festival to assist participants in choosing events to attend.

After submitting your event to us at www.wildaboutsaskatoon/submit, there are a few simple ways you can help to promote your event and NatureCity Festival.

1. Register your event on www.eventbrite.ca. This site also allows you to track how many registrants you have, print attendance sheets, email reminders.

2. Promote your event on social media. Consider creating a Facebook event, or sharing with your networks. Use our festival hashtag **#yxnaturecity** when promoting your event.

Don't forget to follow, like and share Wild About Saskatoon's social media channels!

3. Check out our materials and downloadable artwork online [HERE](#). There you will find templates for fliers, email invitations and additional resources (*Available March 1*).

4. Change your Facebook profile picture and banner, and Twitter banner for the week of the festival May 23 - 28th. You can find them in this folder (*Available March 1*)

5. Hit inboxes. A simple way to spread the word can be an email blast (and reminder just before the event) to your or your organizations contacts and supporters.



**CHECK OUT OUR
ONLINE FOLDER OF
PROMOTIONAL
RESOURCES**

AT YOUR EVENT

- Take photos!
- Send your photos to us at wildaboutsaskatoon@gmail.com and/or post to social media using **#yxnaturecity**
- Encourage your attendees to post to social media using **#yxnaturecity**

EVENT PLANNING TIPS

Figuring out your objectives is the first step in planning a great event. Are you interested in sparking dialogue about how your community might support nature in the city? Do you want to teach a skill, or provide an experience? Do you want to heighten your organization's profile and build new partnerships? Do you want to celebrate an aspect of nature in our city, inspire action or educate residents on an important topic? Having a sense of what you'd like people to take away from your NatureCity Festival event will help you plan and set the tone.

Identify Your Target Audience. Once you define your objectives, you'll have a better sense of who your target audience is. Do you hope to engage people who are motivated around the issues and ready to get more involved? Would you like to reach "beyond the choir" and introduce the issues to new audiences? Are you interested in engaging youth, adults, seniors, people of all ages, specific communities, professions or groups? Even if you or your organization does not have direct connections to your target audiences, you can partner with organizations that do.

Consider asking for volunteers to support the day of your event. It's helpful to have someone designated for participant sign-in, taking photos, help keep the group together and on track.

Questions? contact us at wildaboutsaskatoon@gmail.com



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