

Greetings,

Some of our greatest assets in Saskatoon are found in the nature that surround us at home inside the city: the South Saskatchewan river, the Meewasin Valley, the northeast swale, our vibrant parks, trails, elm-lined streets, urban gardens and living skies. We know that deepening our relationship with nature in the city has tremendous personal benefits, and these benefits ripple out to our community. Direct and meaningful experience with nature is transformative for our physical and mental health, the development of youth, strengthening our personal relationships, building safer communities, developing our economy, and nurturing environmental attitudes and values.

The NatureCity Festival enters its 5th year in 2017 and we invite you to be part of it. NatureCity Festival is a week-long Festival taking place May 23rd to May 28th 2017, featuring 60+ events hosted by local businesses and organizations, that promote a sense of belonging and connection between city residents and the nature within and surrounding Saskatoon. Nature in our city provides the space and opportunity for families to bond, children to play and communities to meet, acting as focal points for community life and pride.

Together with your help, we can ensure every urban child has a chance to explore a nearby field or stream, the wonders of a naturalized park and restored wetland, scramble up riverside paths or forested trails, get dirty critter dipping in an urban marsh, learn the song of the Western Meadowlark or Tree Swallow and develop an appreciation for nature that transcends their generation. The urban outdoors lies at the heart of many efforts to forge our renewed relationship with nature.

How can you contribute? We are inviting local businesses, organizations and individuals to partner with us in the following ways:

Become a Sponsor

There is growing enthusiasm for connecting youth and adults back to nature and people are eager to get outdoors and explore. With your support, we can connect more children, youth and adults to our city's natural assets through education and experiential events, get the word out and help cultivate a generation of nature lovers! Included with this letter is a copy of our NatureCity Festival sponsorship levels and recognition. Donations are tax deductible.

Host an Event

Help us show off the wild side of Saskatoon. Contribute an event that highlights what you, your organization or business does best: tours, field trips, lectures, children's activities, 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. You can submit your event idea online at www.wildaboutsaskatoon.org.

Donate a Door Prize

We are hugely grateful for door-prize donations from community organizations and businesses. All donors will be recognized at the event, and receive promotion on our social media and website.

What's in it for you?

Please check out our accompanying document for more information and our recognition levels.

Author Richard Louv stated, "We cannot protect something we do not love, we cannot love what we do not know, and we cannot know what we do not see. Or hear. Or sense." By helping reconnect Saskatoon residents to the nature in our city, we can reawaken a sense of wonder and joy, instill a deep love of nature, and foster a conservation ethic in current and future generations.

We are ready to celebrate, and invite you to join us. Working together, and inspired by the words of Richard Louv, we can help build the bridges between residents and our urban nature, so that we can proudly say: "We conserve nature because we love it. We love nature because we experience it. We experience it because we see it."

Are you in?

Let us know by emailing Brit or Myriam
at hello@wildaboutsaskatoon.org
or be in touch to discuss.



FESTIVAL SPONSORSHIP



5th Annual NatureCity Festival, May 23 - 28

Together with your help, we can ensure all Saskatoon kids, adults and families have a chance to explore, experience and learn about nature in our city. Our rich urban nature provides the space and opportunity for families to bond, children to play, and communities to meet, acting as focal points for community life and pride. The NatureCity Festival enters its 5th year in 2017 and we invite you to be part of it! NatureCity Festival is a week-long festival taking place May 23rd to May 28th 2017, featuring 60+ nature-inspired events hosted by local businesses and organizations.

- ✓ Join over 40 organizations & businesses supporting NatureCity Festival
- ✓ Enable and foster meaningful experiences with nature for youth & adults in our city
- ✓ Be recognized for your leadership! You deserve it & it inspires others to get involved

Sponsorship Recognition	GOLD	SILVER	BRONZE
Verbal Recognition at keynote event	*		
Spotlight in our newsletter	*		
Displayed on our print promotion	*	*	
Written Recognition at keynote event	*	*	*
Mention on website	*	*	*
Multiple mentions on social media	*	*	*

PLATINUM SPONSOR \$5000 +

In addition to all recognition above, our platinum sponsors are featured in the footer of all of our email newsletter, mentioned in our promotional video and highlighted on our website.

GOLD SPONSOR \$1000 +

SILVER SPONSOR \$500 - \$1000

BRONZE SPONSOR Up to \$500



www.wildaboutsaskatoon.org

Contact Brit and Myriam
hello@wildaboutsaskatoon.org