OUR CHANGING NATURE
A Cocktail Reception To Stir Your Passion for Urban Ecology

CORPORATE SPONSORSHIP PROPOSAL

UK GBC
OUR CHANGING NATURE

The UKGBC is launching an important fundraising initiative to:

- Create a new programme focused on enhancing biodiversity and access to nature
- Secure a new fixed-term role for a professional expert in urban ecology to lead a multi-stakeholder programme involving industry, government and supporting organisations.

Supporting, Advancing UKGBC’S Progressive Agenda

Your organisation shares a common purpose with hundreds of others in our UKGBC network: the creation of a sustainable built environment. This is a chance to support a vital programme that will have a direct impact on the integration of natural spaces in our cities, making them more resilient to climate change, and improving people’s health and wellbeing and overall quality of life.

To advance our work and promote our progressive agenda through collaboration, policy and advocacy, learning and development programmes and innovative research – while providing a unified voice for industry – we have set a series of ambitious goals. As a charity, our funding through membership fees is limited, and we are reliant upon additional contributions to maximise our collective impact.

Given your organisation’s leadership, profile and ongoing engagement with the work of the UKGBC, we are offering you a unique opportunity to support the fundraising efforts of our organisation by sponsoring our annual signature event.
Event Theme: Urban Ecology

The theme of biodiversity is one of UKGBC’s five key impact areas, and we promote our membership’s vision for a sustainable built environment as one that embraces and restores nature and promotes biodiversity.

Preservation of the natural capital in our urban areas goes far beyond providing green space, tree cover and biodiversity. It is about improving quality of life, based on undisputed evidence linking access to nature with improved human health and wellbeing.

Furthermore, built environment businesses are increasingly recognising the positive correlation between urban design that incorporates green spaces with flood mitigation, reduced urban heat island effect, and overall resilience and adaptation to climate change.

This critical aspect of our work is the focus of our upcoming fundraising event.

OUR CHANGING NATURE – The Experience

Who among us does not appreciate the beauty, intricacies and significance of the natural environment? This immersive and thought-provoking event is an experience designed to reconnect UKGBC members and guests with the vital importance of nature and biodiversity; to remind ourselves of the fundamental connection between humans and the natural environment, and for those in the built environment sector to be humbled and awed by the adaptability and resilience of ecological systems as we design and build the communities of tomorrow.

OUR CHANGING NATURE will be held on January 31st 2019 at The Conduit – a newly opened London members’ club with a social purpose, serving a diverse community of people passionate about social change. Its design has embraced biophilic principles, with a sourcing strategy prioritising the use of local and natural materials. This event is an early opportunity for our guests to experience the building and learn from the techniques used to bring nature and purpose central to the design process.

OUR CHANGING NATURE – The Format

OUR CHANGING NATURE will attract 250 urban practitioners, built environment professionals and sustainability influencers. This late afternoon / evening format will feature a cocktail reception with sustainably sourced canapés, music and entertainment, followed by introductory remarks from the UKGBC and a keynote speech delivered by renowned evolutionary biologist Professor Menno Schilthuizen, author of “Darwin Comes to Town” and “The Loom of Life”.

Professor Schilthuizen is a leading urban ecologist, studying how our manmade environments are accelerating and changing the evolution of the animals and plants around us.

Our event format will also include a unique opportunity to engage our guests through debate and discussion with Professor Schilthuizen. Our 250 guests will include the well-connected leaders from across our membership, ranging from CEOs and board members to urban practitioners, built environment professionals and sustainability influencers.

Individual tickets to this event will be competitively priced.
The Cause for Support

We’re seeking the support from leading organisations in the UKGBC community to create a new programme focused on enhancing biodiversity and access to nature within urban areas across the UK. We are fundraising now to secure a new fixed-term role for a professional expert in urban ecology to lead a multi-stakeholder programme involving industry, government and supporting organisations with a common agenda.

Central to this ambitious programme is the creation of a compelling business case clearly articulating the link between access to nature and human health and wellbeing. In addition to creating and delivering new content in our learning and leadership modules – including the coordination of site tours which highlight exemplar models of biodiversity and natural habitat preservation in real-life projects – this initiative will greatly inform the UKGBC’s participation in, and contribution to, green infrastructure programmes while boosting our capacity to influence important policy decisions.

This specialist capability will enable UKGBC to advocate for the protection of biodiversity and natural capital within our membership, along its value chains, and to local and national governments. Ultimately, with your support, we will bring UKGBC’s members, including your own organisation and staff, closer to nature.

“"We seem to think that we can substitute an irreplaceable and irretrievable beauty with something which we have created ourselves.""  
Pope Francis, June 2015

“We when diversity is nature’s design framework, human design solutions that do not respect it degrade the ecological and cultural fabric of our lives.”  
William McDonough
Your Opportunity

Demonstrate your commitment to sustainability in the built environment sector. Reinforce your leadership reputation. Show your love for our natural environment and celebrate our common purpose. Showcase your organisation’s best practices in embracing nature and enhancing biodiversity.

Your sponsorship of the event brings a host of benefits, including:

- PROFILE through comprehensive recognition and branding opportunities
- NETWORKING for your staff, with 250 professionals from leading companies across the industry in attendance
- MARKETING & BRANDING opportunities, across a range of communications vehicles.

To turn this event concept into a reality, you can support OUR CHANGING NATURE via the following sponsorship packages.
Lead Sponsor (£15,000)

As the event’s primary sponsor, your benefits include:

Corporate brand profile and recognition – Primary position
- Your logo’s prominence on invitations to over 400 member organisations
- Social media coverage – teaser campaign plus social campaign during and after, to our 38,000 twitter followers, 3,000 LinkedIn followers and 2,800 members of our Facebook community
- Your logo on video announcements leading up to the event, disseminated to all members
- Branding on the promotional video
- Event branding and thank you at the event
- Your corporate logo and recognition on UKGBC's website
- A showcase area at the event to highlight your company’s leadership in “sustainable built environment practices”
- A brief speaking opportunity at the event

Networking and relationship building
- The opportunity for up to 10 of your guests to attend the event
- The opportunity for up to five of your guests to attend a pre-event VIP reception, including a “meet and greet” with our keynote speaker
- Networking with 250 like-minded industry supporters and influencers
Supporting Sponsor (£7,500)

Your support helps deliver a premium experience for our attendees, your benefits include:

**Corporate brand profile and recognition**
- Your logo on invitations to over 400 member organisations
- Social media coverage – teaser campaign plus social campaign during and after, to our 38,000 twitter followers, 3,000 LinkedIn followers and 2,800 members of our Facebook community
- Your logo on event video announcements, disseminated to all members
- Branding on the promotional video
- Your corporate branding and thank you at the event
- Your corporate logo and recognition on UKGBC’s website

**Networking and relationship building**
- The opportunity for up to five of your guests to attend the event
- The opportunity for two of your guests to attend a pre-event VIP reception, including a “meet and greet” with our keynote speaker
- Networking with 250 like-minded industry supporters and influencers
Book Sponsor (£5,000)

Your organisation’s support toward securing our keynote speaker for this event – and the purchase and donation of Professor Schilthuizen’s books to guests – will deliver profile for UKGBC and associate your company with new and interesting knowledge. Demonstrating your company’s promotion of the works of thought leaders such as Professor Schilthuizen in the arena of urban ecology and biodiversity provides several benefits:

**Corporate brand profile and recognition**
- Your corporate nameplate on each of 250 books donated to guests
- Social media coverage – teaser campaign plus social campaign during and after, to our 38,000 twitter followers, 3,000 LinkedIn followers and 2,800 members of our Facebook community
- Your logo on video announcements leading up to the event, disseminated to all members
- Branding on the promotional video
- Your corporate branding and thank you at the event
- Your corporate logo and recognition on UKGBC’s website

**Networking and relationship building**
- The opportunity for up to five of your guests to attend the event
- The opportunity for two of your guests to attend a pre-event VIP reception
- A specially designed photo-op and meeting with our featured guest speaker
- Networking with 250 like-minded industry supporters and influencers
Associate Sponsor (£2,500)

Your contribution, as an organisation or individual, will be recognised on all promotional materials and at the event:

**Recognition**
- Your logo on invitations to over 400 member organisations
- Social media mentions – teaser campaign plus social campaign during and after – to our 38,000 twitter followers, 3,000 LinkedIn followers and 2,800 members of our Facebook community
- Corporate mention and credit on the promotional video
- Corporate recognition at the event
- Recognition on UKGBC’s website

**Networking and relationship building**
- Two free tickets to the event and pre-event VIP reception, including a “meet and greet” with our keynote speaker
- Networking with 250 like-minded industry supporters and influencers

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