

**NATURE SPONSORSHIP:
THE PITCH!**

EB

**Nature
Restoration
Programme**

Sponsorship is one of the most powerful and all-encompassing of the marketing disciplines. Nature sponsorship offers rights to sponsors that satisfy most briefs.



Brand Association:

Associating your brand with a sponsorship property that has no negative connotations will keep shareholders happy. One of the primary objectives in sponsorship is to “borrow” from that property, enabling the sponsor to associate with something good that is outside of its own remit. By connecting your brand with a nature restoration project which is both inspiring and valuable your sustainability credentials will be strengthened.





Corporate Hospitality:

This has always been a critical component of sponsorship.

Having the opportunity to connect with key customers and prospects outside of the immediate commercial environment and build deeper relationships is highly valued. As with major sporting, or arts, events nature sponsorship will enable you to spend time with a customer in what is invariably an inspirational setting. However, over the last decade it has become increasingly difficult for C Suite customers to accept lavish and expensive entertainment, especially where excessive amounts of alcohol are involved.

Nature sponsorships don't have to be dull but the benefits they offer are more era-appropriate than other categories.





Brand Promotion:

We are unlikely to encourage a nature sponsorship property to offer on site promotional platforms (corporate banners hung on trees or painted onto fields as with sports pitches is not what we are advocating) but nature projects do offer brand promotion opportunities. Most of our project partners have sophisticated web sites, produce newsletters and boast huge social media followers alongside other digital assets. These offer a plethora of advertising and promotional opportunities to sponsors.





Asset Share:

The visual assets presented by nature restoration projects are hard to beat. Even the most impressive sports stadium or iconic theatre buildings will struggle to offer as evocative imagery to the sponsor marketing teams as the emotion inducing assets that nature can provide.

Story Telling:

The content element of a nature restoration project is hard to compete with. As marketers search for compelling content to augment their own brand stories, nature offers this in great volume. Being the narrator of a story that incorporates life and the survival of the planet into its chapters will create a unique position for a sponsor.



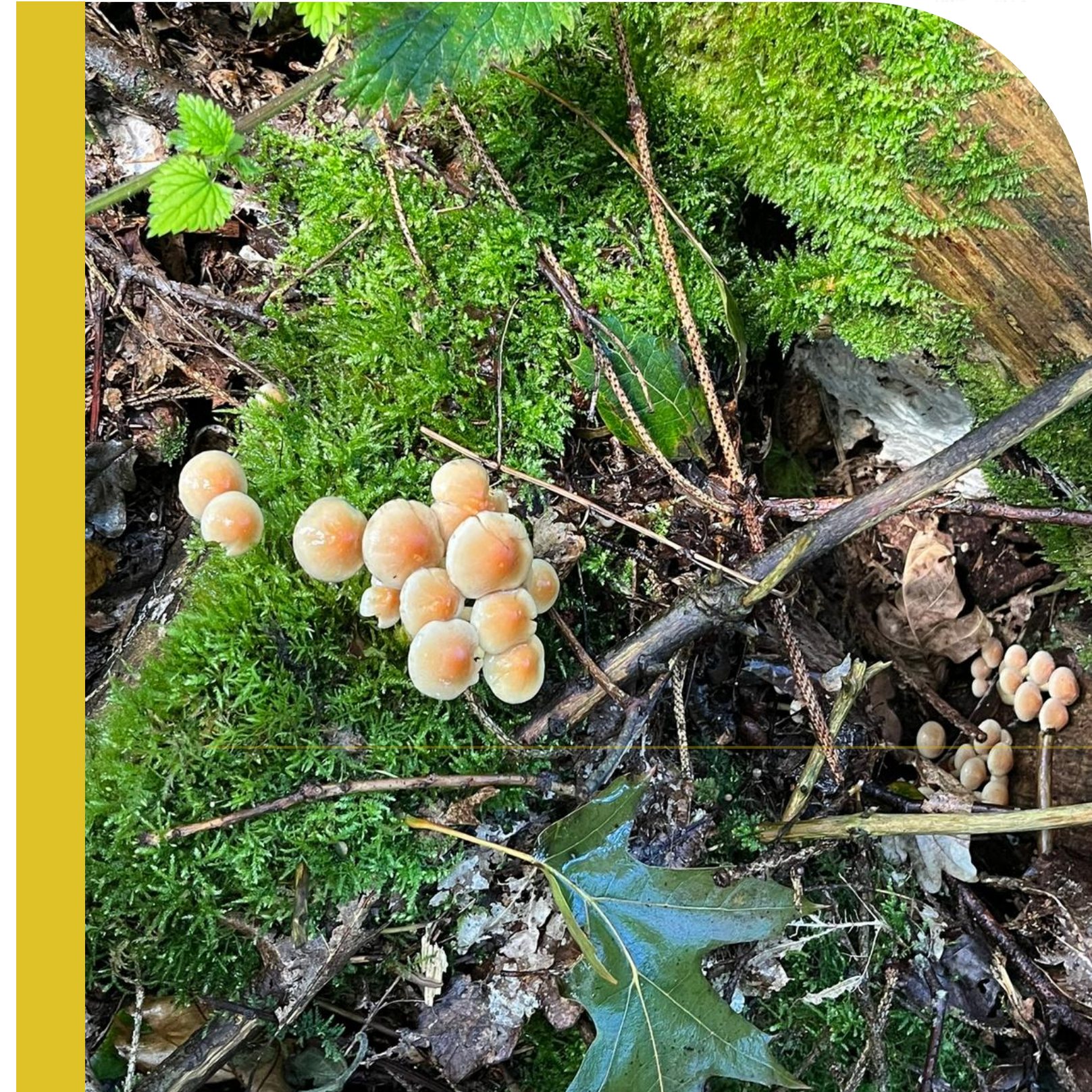


Staff Engagement:

As the most enlightened organisations increasingly realise that “our people are our greatest asset” is a reality not a soundbite finding ways to engage with staff is a high priority. Encouraging staff to use their allotted volunteer days working on a farm, a woodland restoration or tree planting activity will connect and unite your teams in a meaningful way. The work they do on a nature restoration project will not only be fun and educational, it will matter!

Produce Share:

As many of the projects we support are on working farms our partners can also offer fresh produce for the sponsor’s customers, staff and other stakeholders. Eating what you sponsor is unique to the nature category.





Commercial Partners:

All of the sponsors we work with will automatically become Commercial Partners to the Environmental Business Network and we will also create mini networks amongst the sponsors of particular projects which we will curate and manage.

Nature Sponsorship:

As a new category there is much greater price flexibility than more traditional markets. In economic terms this is a price elastic market so we can offer a range of projects that vary in scale (and location) that will suit most sustainability marketing budgets.





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