April 18-21, 2017 | Vancouver, British Columbia, Canada
Join Us to Connect Kids to Nature!

Our kids and the wild places we share are our most precious resources. They need each other now more than ever. Nature plays a critical role in children’s healthy development, while its conservation depends on a new generation of guardians and stewards. Join leaders from around the world who are working to grow the movement to ensure abundant, equitable nature access for all children—for their health and for the health of our planet.

Your brand will benefit from:

- Broad exposure to target audiences at the largest conference on children and nature in the world
- Mission alignment and meaningful engagement with influential leaders and change-makers
- A forum to model best and promising practices that connect kids to nature
- Opportunities to provide products and services that add value to the attendee experience
- Investment in a vibrant, nature-rich future for all

Let us help you maximize opportunities for exposure, connection and impact!

Richard Louv
Author, Last Child in the Woods
Co-Founder & Chairman Emeritus, Children & Nature Network

I invite you to join me for this important event where we will envision the future of the children & nature movement.

We must unite for action to tear down the barriers between children and the natural world, not to go “back to nature,” but forward to nature in new, innovative ways.
Reach Influential Leaders

More than 800 cross-sector thought leaders in the children and nature movement will convene from every corner of the world to gather new ideas, evidence-based research and scaleable strategies to suit their community needs. Your investment in this event is an investment in a healthy, nature-rich future for all.

Who will attend?

Decision-Makers Who Promote Policy & Change
- City Planners
- Elected & Appointed Officials
- Policymakers
- Government Agency Professionals
- Funders

Outdoor Education Providers
- City, State & National Park Professionals
- Early Childhood Professionals
- K-12 School Educators
- Environmental Educators
- Youth Development Professionals
- Outdoor Recreational Professionals

Health & Wellness Professionals
- Healthcare Professionals
- Public Health Professionals & Researchers
- Health & Wellness Educators
- Park Rx Providers & Advocates

Community-Based Advocates
- Conservation Leaders
- Faith Community Leaders
- Young Grassroots Organizers
- Children & Nature Collaborative Leaders
- Play Advocates
- Parents

Built Environment Experts
- Playground Design Professionals
- Landscape Architects
- Urban Planners & Designers
- Architects

- Christy Goldfuss, Director, U.S. Council on Environmental Quality
- Jon Jarvis, Director, National Park Service
- Richard Louv, Author and C&NN Co-Founder; Dr. Autumn Saxton-Ross, Midatlantic Regional Director, NatureBridge
- Dr. Gail Christopher, Vice President and Senior Advisor for Policy, W.K. Kellogg Foundation
- Dr. Steven Lockhart, Chief Medical Officer, Sutter Health
- Juan Martinez, Natural Leaders Network Director, C&NN
- Mike Hahm, Director, Saint Paul Parks and Recreation
- Sarah Milligan-Toffler, Executive Director, C&NN
C&NN and conference co-host, the Canadian Wildlife Federation, have active and engaged networks of parents, educators and cross-sector professionals around the globe.

**Who’s in Our Network?**

**Women**
Facebook following = 83% female, 15% male; Twitter following = 60% female, 40% male.

**Adults of Parenting Age**
42% of our audience are between ages 35—44; 28% are between ages 25—34 years old.

**Well-Educated**
43% are graduate-level educated or higher; 35% have a bachelors degree.

**Equal Measure Professionals & Parents**
51% of our network engages professionally; 49% for personal reasons, to connect their kids to nature.

**International**
Nearly 25% of web visitors & social media followers are outside the U.S. and Canada.

**Combined Social Reach**

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<td><strong>E-MAIL:</strong></td>
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Program Highlights

For the first time, the Children & Nature Network will co-host its annual conference outside of the United States, in partnership with the Canadian Wildlife Federation. Attendees, sponsors and exhibitors alike will benefit from this opportunity to exchange best practices and actionable strategies for ensuring a future in which all children have meaningful experiences with nature in their daily lives.

**SUMMIT ON NATURE FOR AN URBAN WORLD**
International perspectives on connecting and restoring communities through the power of nature.

**DYNAMIC CONFERENCE SESSIONS**
Thoughtfully and expertly curated content with a powerful speaker lineup covering 9 key themes:

- **Making the Case**: Advancing the evidence base for the children and nature movement.
- **Improving Health**: Nature’s role in fostering healthier children, families and communities.
- **Driving Change**: How young, diverse leaders are reconnecting children to nature and creating community change.
- **Strengthening Bonds**: Building closer, stronger family relationships through time in nature.
- **Learning Outside**: Nature-based strategies for enhancing academic achievement and equitable access to nature.
- **Lighting the Spark**: Connecting children to nature to inspire environmental stewardship and conservation.
- **Advancing the Movement**: Campaigns and collaborations to fuel the children and nature movement worldwide.
- **Connecting Communities**: Exploring nature’s role in community building and healing, justice and equity.
- **Digging Deep**: In-depth sessions on policy and advocacy; nature and the economy; and growing effective, inclusive networks.

**NUMEROUS SITE VISITS**
Tour Vancouver, the “Greenest City on Earth,” to discover regional models and effective strategies for creating abundant and equitable nature access that have promising applications for your community.

**EXTENSIVE NETWORKING OPPORTUNITIES**
Highlight your brand and engage with leaders in the field through poster sessions, off-program events and receptions.

**ACTION LABS: PUTTING IDEAS TO WORK IN COMMUNITIES**
Connect with leaders working to turn research, ideas and inspiration into action.
Presenting Sponsor Benefits

**Presenting Sponsor: $50,000 USD/$65,000 CAD**

Exclusive* Presenting Sponsor of the C&NN 2017 International Conference

- Largest and most prominent logo on event announcements and promotions, including website, social media, digital and print signage throughout the event space.
- Exclusive logo printed on conference promotional products given to all attendees.
- Opportunity to share opening remarks at a prime event.
- Recognition at the opening reception and welcome keynote address.
- Exhibit table in premier location.
- Sponsor promotion through social media, email marketing, blog posts, and brand profile on event website.
- Marketing toolkit for your company’s promotional efforts, including photos, “Presenting Sponsor” Conference graphic, draft newsletter article and social media messages.
- Invitation to Sponsor reception with Richard Louv and other VIPs.
- Three passes to the summit and conference.
- Two complimentary hotel rooms.
- Opportunities for other exclusive benefits throughout the conference, to be mutually agreed upon.

*Up to three Presenting sponsors with business category exclusivity.*
**Sponsor Levels & Benefits**

**Summit Sponsor: $35,000 USD/$45,000 CAD**

Exclusive Sponsor of the Summit on Nature for an Urban World

- Prominent logo on event announcements and promotions, including website, social media, digital and print signage throughout the event space.
- Opportunity to share opening remarks at Summit.
- Recognition at the opening reception and welcome keynote address.
- Exhibit table in premier location.
- Sponsor promotion through social media, email marketing, and brand profile on event website.
- Marketing toolkit for your company’s promotional efforts, including photos, “Official Sponsor” Conference graphic, draft company newsletter article and social media messages.
- Invitation to Sponsor reception with Richard Louv and other VIPs.
- Three passes to the summit and conference.

*Up to three Summit sponsors with business category exclusivity.*

**Patron: $20,000 USD/$30,000 CAD**

Title Sponsor of Welcome Reception Event

- Prominent billing on all Welcome Reception marketing materials, including event announcements and promotions, website, social media, digital and print signage throughout the event space.
- Opportunity to share opening remarks at Welcome Reception.
- Exhibit table in premier location.
- Sponsor promotion through social media, email marketing, and brand profile on event website.
- Marketing toolkit for your company’s promotional efforts, including photos, “Official Sponsor” Conference graphic, draft company newsletter article and social media messages.
- Invitation to Sponsor reception with Richard Louv and other VIPs.
- Three passes to the summit and conference.

*Up to two Patron sponsors with business category exclusivity.*
Sponsor Levels & Benefits

**Champion: $15,000 USD/$20,000 CAD**

Exclusive Title Sponsor for Service Trip, Poster Session, or Film Festival
- Prominent billing and acknowledgement at all sessions in chosen conference event.
- Prominent logo on all event signage, announcements and promotions, including website, and key social media.
- Exhibit table in premier location.
- Sponsor promotion through social media, email marketing, and brand profile on event website.
- Marketing toolkit for your company's promotional efforts, including photos, “Official Sponsor” Conference graphic, draft company newsletter article and social media messages.
- Invitation to Sponsor reception with Richard Louv and other VIPs.
- Three passes to the summit and conference.

**Track Sponsor: $10,000 USD/$15,000 CAD**

Exclusive Sponsor for one Conference Track
- Prominent billing and acknowledgement at all sessions in chosen conference event.
- Prominent logo on all event signage, announcements and promotions, including website, and key social media.
- Exhibit table in premier location.
- Sponsor promotion through social media, email marketing, and brand profile on event website.
- Marketing toolkit for your company's promotional efforts, including photos, “Official Sponsor” Conference graphic, draft company newsletter article and social media messages.
- Invitation to Sponsor reception with Richard Louv and other VIPs.
- Three passes to the summit and conference.

**Advocate: $5,000 USD/$10,000 CAD**

Sponsor of Conference Session
- Prominent billing and acknowledgement at all sessions in chosen conference event.
- Prominent logo on all event signage, announcements and promotions, including website, and key social media.
- Exhibit table in premier location.
- Sponsor promotion through social media, email marketing, and brand profile on event website.
- Marketing toolkit for your company's promotional efforts, including photos, “Official Sponsor” Conference graphic, draft company newsletter article and social media messages.
- Invitation to Sponsor reception with Richard Louv and other VIPs.
- Two passes to the summit and conference.

**Community Sponsor: $2,500 USD/$2,500 CAD**

Available to individuals and nonprofit organizations only
- Sponsor promotion through social media channels and conference website.
- Marketing toolkit for your company's promotional efforts, including photos, “Official Sponsor” Conference graphic, draft company newsletter article and social media messages.
- Invitation to Sponsor reception with Richard Louv and other VIPs.
- Two passes to the summit and conference.
Other Support Options

**Scholarship Benefactor: $1,000 USD**
Our scholarship fund was created to encourage participation by:

**Youth Leaders:** Young people, under the age of 30, from diverse social and cultural backgrounds.

**Family Leaders:** Volunteer leaders of Family Nature Clubs.

**Teachers:** Educators who are working to connect children to nature during and after the school day.

**Grassroots Leaders:** Leaders who are mobilizing their communities to connect children to nature.

**International Leaders:** Leaders from around the world who are committed to reconnecting children to nature.

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*The conference was a very important push for me. To know that C&NN was willing to provide a scholarship was, to me, a recognition of the value of convening international players and validation for our work in Colombia. To keep growing the network, we should validate each other and see how we can expand a movement that needs to be all over the planet and not just in certain countries.*

—Luis Alberto Camargo, Director of OpEPA, Colombia, 2016 Scholarship Recipient

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**In-kind Sponsors**
We welcome the opportunity to collaborate with in-kind sponsors to share products and services relevant or complementary to the children and nature movement. In-kind sponsors receive logo placement on conference materials.

**Media Sponsors**
We are seeking media partners to help publicize this groundbreaking event. Media partner logos will appear on event announcements and promotions including our website, email and social media channels.
Exhibitor Opportunities

This Conference is expected to attract more than 800 impassioned and committed attendees who are creating a future in which all children can play, learn and grow with nature in their everyday lives. Join this international gathering of interdisciplinary decision-makers, leaders and change-makers to share your programs, products or services.

**Nonprofit Booth: $675 USD/ $850 CAD**

**Special rates available for nonprofit organizations!**
- Standard 10’x10’ carpeted space with covered table and two chairs
- One full conference pass (includes meals and access to all conference sessions - $385 value!)
- Logo and 50-word description in conference program
- Free Wi-Fi

**Single Booth: $1,050 USD/$1,350 CAD**

- Standard 10’x10’ carpeted space with covered table and two chairs
- One full conference pass (includes meals and access to all conference sessions - $385 value!)
- Logo and 50-word description in conference program
- Free Wi-Fi

**Double Booth: $1,750 USD/$2,250 CAD**

- Large 10’x20’ carpeted space with covered table and two chairs
- Two full conference passes (includes meals and access to all conference sessions for 2 people - $850 value!)
- Logo and 50-word description in conference program
- Free Wi-Fi

**Exhibit Only Pass: $100 USD/$125 CAD**

Passes available to exhibitors who require additional staffing beyond the passes included in packages above (includes meals, access to keynote sessions and exhibit hall only—general break-out sessions not included - $150 value!)

Additional amenities available for rent directly through the Westin.

Please contact bayshore.sales@westin.com for details.
Children & Nature Network is mobilizing the movement to reconnect children and nature—for their well-being, and for the good of the planet. C&NN invests in change-makers to achieve its mission to connect all children, their families and communities to nature through innovative ideas, evidence-based resources and tools, broad-based collaboration and grassroots leadership.

Children need nature. Nature needs kids. Join us in creating lasting nature connections for all.

Canadian Wildlife Federation engages people, corporations, non-government organizations, and governments to cooperate, and using the best available science-based information, develops policies, programs and communications that serve its mission to inspire the conservation of Canada’s wildlife and habitats for the use and enjoyment of all.

2017 STEERING COMMITTEE

**Honorary**

Robert Bateman  
Honorary Chair Emeritus, The Bateman Foundation

Jayni Chase  
Founder, Center for Environmental Education & Philanthropist

Christopher Coleman  
Mayor, City of Saint Paul, Minnesota

Fran Mainella  
Former Director, National Park Service  
Founder, U.S. Play Coalition

Bob Peart  
Executive Director, Sierra Club British Columbia

Andrew Price  
CEO, Scouts Canada

Laura Turner Seydel  
President, Captain Planet Foundation

**Members**

Mike Bingley  
Education Director (Acting), Canadian Wildlife Federation

Dawn Carr  
Executive Director, Canadian Parks Council

Marc Chamberland  
Director of Program Development, Scouts Canada

Chloe Dragon Smith  
Co-chair, Connecting a New Generation with Nature Working Group, Canadian Parks Council

CJ Goulding  
Lead Organizer, Natural Leaders Network, Children & Nature Network

Élisabeth Lacoursière  
Director, Outreach and Marketing, Parks Canada

Richard Louv  
Author, Co-Founder & Chairman Emeritus, Children & Nature Network

Rue Mapp  
Founder & Executive Director, Outdoor Afro

Sarah Milligan-Toffler  
Executive Director, Children & Nature Network

Betty Olivolo  
Deputy Director, Natural Start, NAAEE

Gil Penalosa  
Founder & Board Chair, 8-80 Cities

Scott Sampson  
President & CEO, Science World - Vancouver

Mikaela Swanlund  
Twin Cities Outreach & Programs Coordinator, REI
Sign Me Up!

Contact Name (and Organization/Business Name, if Applicable)

Mailing Address (Street Number, City, State, Zip)

Phone Number: E-mail:

How would you like to appear in our materials?
Please write your organization/business or individual name exactly as you would like it to be listed in our promotions.

Please include a short description of your organization:

Sponsorship Level: Sign up online: https://childrenandnature.wufoo.com/forms/cnn-2017-conference-sponsor-signup/

- [ ] Presenting ($50,000 USD)
- [ ] Summit ($35,000 USD)
- [ ] Patron ($20,000 USD)
- [ ] Champion ($15,000 USD)
- [ ] Track ($10,000 USD)
- [ ] Advocate ($5,000 USD)
- [ ] Community ($2,500 USD)
- [ ] Scholarship Benefactor ($1,000 USD)

Exhibitor Level: Sign up online: https://childrenandnature.wufoo.com/forms/cnn-2017-conference-exhibitor-signup/

- [ ] Nonprofit Booth ($550 USD Early Bird Rate until 10/31; after $675 USD)
- [ ] Single Booth ($950 USD Early Bird Rate until 10/31; thereafter $1,050 USD)
- [ ] Double Booth ($1,500 USD Early Bird Rate until 10/31; thereafter $1,750 USD)
- [ ] Exhibit Only Pass ($100 USD)

Payment Options: [ ] Credit Card [ ] Check Enclosed

Card Number: __________________________
Expiration Date: _______________________ Security Code: _______________________

THANK YOU!

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