



Sailing to Barcelona!

Together to protect our oceans

Sponsorship Opportunities

Sailing to Barcelona

www.iucn.org/congress/sailing

Sailing to Barcelona is an exciting initiative launched by IUCN (International Union for Conservation of Nature), linking the nautical and conservation worlds. A group of diverse and international boats will gather in Barcelona for the protection of the extraordinary "blue world" that covers more than two thirds of our planet. It will be part of IUCN's World Conservation Congress (5-14 October 2008, Barcelona, Spain), the largest and most diverse gathering to address the world's pressing sustainable development challenges. The essence of *Sailing to Barcelona* lies in its action-oriented nature, with participants showcasing their contributions to the protection of marine and coastal biodiversity. Sailing boats, research vessels and environmentally-friendly ships will be the powerful tools used to visually communicate this action.

Opportunities for Engagement

Sailing to Barcelona seeks sponsors to cover the initiative's costs, budgeted at Euro 550,000 (including secured partner contributions of Euro 250,000). *Sailing to Barcelona* offers a number of advantages to its sponsors, ranging from public visibility opportunities to the benefits derived from access to a unique hub of environmental expertise. IUCN's *Sailing to Barcelona* team will be pleased to discuss possible engagement opportunities in order to optimize the benefits to your company or foundation.

Sponsor Benefits

Visibility

- Benefit from the visibility of a unique event linking the conservation and nautical worlds, as well as of the world's largest conservation gathering.
- Increase media coverage and reach thanks to the 500 registered media contingent, including the top international broadcasters.
- Be affiliated with the world's largest conservation network, renowned for its leadership, neutrality and strong science-base.
- Establish or enhance company presence in the Spanish market (Barcelona, Cataluña and Spain).

Events

- Organize company events onboard the *Sailing to Barcelona* boats, including team-building activities, press conferences and client excursions.
- Take advantage of the unique networking and business-to-business opportunities offered by the World Conservation Congress.
- Benefit from numerous opportunities to engage with new partners and audiences.
- Participate in, and present at, Congress expert events.





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Values

- Endorse a neutral and science-based event promoting the protection of coastal and marine ecosystems, as well as the sustainable livelihoods of those who depend on them.
- Set the example and build responsibility within your organization and with partners, showing the importance of protecting coastal and marine biodiversity.

Follow on

- Use *Sailing to Barcelona* to initiate long-term relationships to support coastal and marine conservation, either by supporting local projects or larger international initiatives.

Sponsorship Tiers

Tier	Number of sponsors	Sponsorship
Main Sponsor	1	Euro 150,000
Co-Sponsor	3	Euro 50,000
Supporting Sponsors	Indefinite	Case-specific

Sponsor Package

General Opportunities

Communications	Placement of sponsor logo and acknowledgement on all communications materials (logo size dependent on sponsorship category)
Advertising	Share of total branding space (50% for Main Sponsor, 17% for Co-Sponsors) during all <i>Sailing to Barcelona</i> events.
Media	Availability of a pressroom (by arrangement)
Congress	Access to the World Conservation Forum (6-9 October)
Expert participation	Participation in the World Conservation Forum (based on Sponsor expertise and interests)
Recognition	Public recognition during official Congress speeches

Welcome Ceremony – Barcelona´s Maritime Musuem (4 October)

Public speech	Main Sponsor to address the audience
Invitations	Choice of invitations (50 for Main Sponsor, 20 for Co-Sponsors)

Harbour Village – Port Vell (4-9 October)

Exhibition	Exhibition booth for sponsors within the <i>Sailing to Barcelona</i> tent
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Seminars	Space and services available for presentations and seminars
Events	Customized events onboard the most spectacular boats (by arrangement)

Boat Parade & Celebration (5 October)

Boats	Sponsor representatives invited on lead boats Sponsor boat with display of logo (by arrangement)
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Supporting Partners

A number of opportunities are available for in-kind donations, as well as for sponsors choosing to support specific activities, such as catering, transportation, photo exhibits, or participating boats. Tailor-made packages can be developed upon request.

About

The World Conservation Congress

www.iucn.org/congress

The World Conservation Congress (5-14 October 2008, Barcelona, Spain) is the largest and most diverse gathering to address the world's pressing sustainable development challenges. Held every four years, the Congress aims to improve how we manage our natural environment for human, social and economic development. This year it will be convened under the theme "A Diverse and Sustainable World". Three sub-themes have been identified:

- A new climate for change
- Healthy environments – healthy people
- Safeguarding the diversity of life.

The 2008 Congress will bring together over 8,000 environmental leaders and experts, including ministers and heads of state, business leaders and CEOs, and heads of non-government organizations. The focus over the 10 days of the Congress will be on bringing together citizens, the public and private sectors around a shared vision of sustainability. The Congress is a unique opportunity to network, lobby, discover new opportunities in science-based solutions and to become a leading player in the new wave of multi-stakeholder partnerships for sustainability.

IUCN (International Union for Conservation of Nature)

www.iucn.org

Founded in 1948, IUCN is the world's largest and oldest global environmental organization. It brings together more than 80 States, 100 government agencies, 800 NGOs and 10,000 scientists and experts from over 140 countries in a unique worldwide partnership. IUCN's mission is to influence, encourage and assist societies throughout the world to conserve the integrity and diversity of nature and to ensure that any use of natural resources is equitable and ecologically sustainable.

IUCN offers the world a neutral forum to find pragmatic solutions to our most pressing environment and development challenges. IUCN supports scientific research; manages field projects all over the world; and brings governments, non-government organizations, United Nations agencies, companies and local communities together to develop and implement policy, laws and best practice.





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IUCN has Official observer status at the United Nations General Assembly, and is funded by governments, bilateral and multilateral agencies, foundations, member organizations and corporations. Headquartered in Switzerland, IUCN is a multicultural, multilingual organization with 1,000 staff located in 62 countries.

Contact

If you are interested in supporting *Sailing to Barcelona*, please contact:

Sarah Gindre
Sailing to Barcelona Project Manager
IUCN (International Union for Conservation of Nature)
Barcelona, Spain
Telephone: +34 663 920 080
E-mail: sarah.gindre@iucn.org
Website: www.iucn.org/congress/sailing

