

Native Prairie Speaker Series Webinars - Sponsorship

Our Native Prairie Speaker Series is a monthly webinar, which consists of a virtual presentation by an expert guest speaker to talk about anything to do with prairie conservation or species at risk. Participants can view the presentation from their computer, at no cost. Presentations are recorded and uploaded to the PCAP YouTube channel to maximize viewership.

Topics include innovative species at risk research in the prairies, from insects to birds. Other webinars may be about citizen science programs, nocturnal preserves, pollinators and native flower gardening, best management practices or land stewardship programs.

These webinars are targeted for the general public and are advertised to both urban and rural populations in the prairies. Participants include environmental consultants, land owners and land managers, environmental non-profit organizations, provincial and federal government, college and university students, academic researchers, watershed groups, industry representatives as well as members of the general public. Our webinars tend to draw about 30-100 participants for the live viewing, plus another 50-150 views on the YouTube video. The PCAP YouTube channel has over 70 subscribers, 187 views per month and over 1681 minutes of watch time per month.

Sponsorship of our Native Prairie Speaker Series will help raise awareness about the importance of native prairie, species at risk conservation efforts on the prairies and what the people of Saskatchewan can do to help. Increasing public awareness and education of the importance of native prairie is necessary to native prairie conservation. There are sponsorship opportunities available for our Native Prairie Speaker Series and becoming a Native Prairie Speaker Series Sponsor offers great brand recognition opportunities for a period of one year.



Native Prairie
Speaker Series
Webinar

Influence of human development on burrowing owl habitat selection and reproductive success

Speaker: Corey Scobie, Royal Alberta Museum

© Catherine Jardine

Presented by:  Environment and Climate Change Canada / Environnement et Changement climatique Canada

 UNIVERSITY OF ALBERTA
 ROYAL ALBERTA MUSEUM

Sponsorship Opportunities

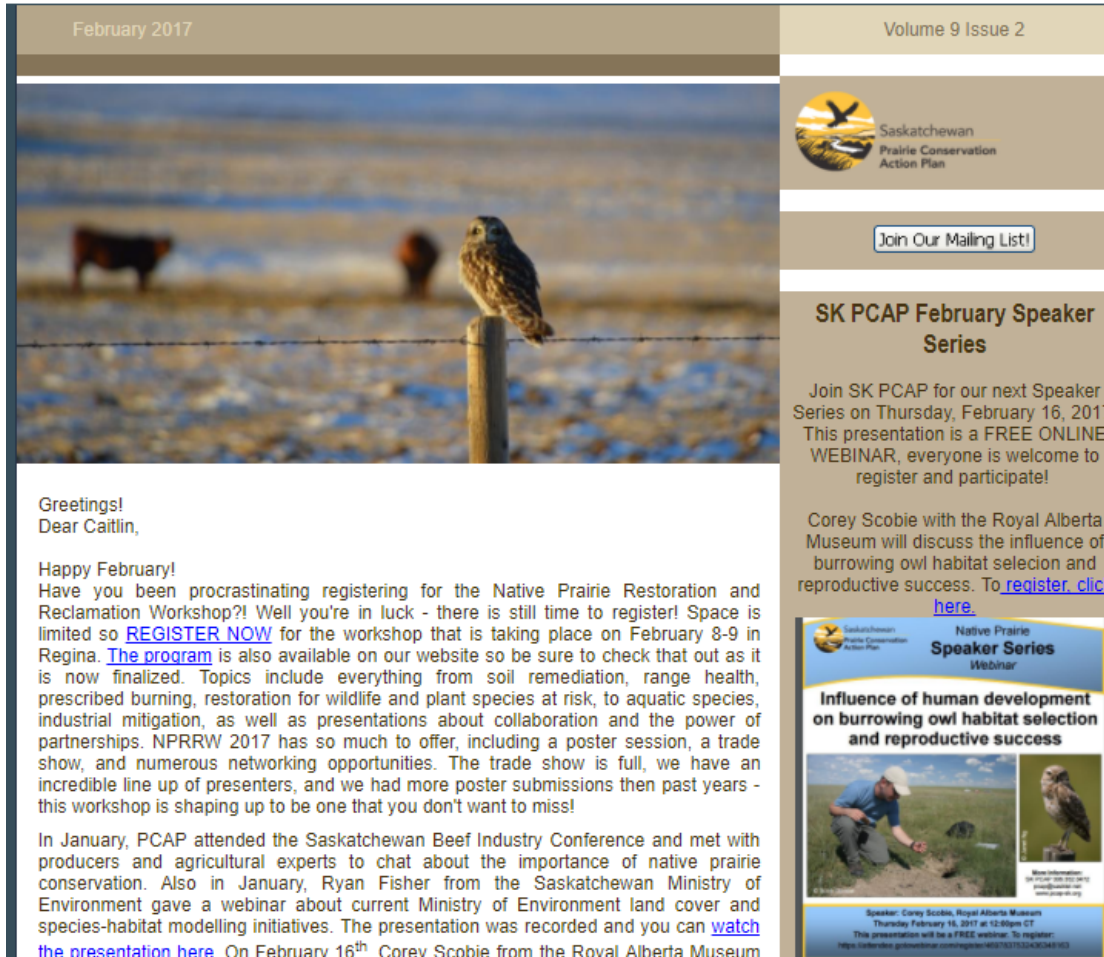
Recognition	Native Prairie Speaker Series Gold Sponsor	Native Prairie Speaker Series Silver Sponsor	Native Prairie Speaker Series Bronze Sponsor
	\$500	\$300	\$100
Pre-event Advertising	Recognized as a “Presenting Sponsor” on all pre-event advertising and social media	Logo will be displayed in pre-event social media	
Webinar	Logo will be prominently displayed on Webinar Thank You Slide and Introduction Landing Slide as “Presenting Sponsor”	Logo will be displayed on Webinar Thank You Slide	Name will be listed on Webinar Thank You Slide
Verbal Recognition	All sponsors will be verbally acknowledged in order of sponsorship amount		
Website	Logo will be prominently displayed on Native Prairie Speaker Series Page as “Presenting Sponsor”	Logo will be displayed on Native Prairie Speaker Series Page	Name will be listed on Native Prairie Speaker Series Page
eNewsletter	All sponsors will be thanked in order of sponsorship amount		

eNewsletter - Advertising

Our eNewsletter has over 1200 subscribers with 12 monthly eNewsletters distributed annually. The eNewsletter goes out on the first Tuesday of the month and includes a letter from the PCAP Manager, a detailed listing of upcoming events, Job and Volunteer Opportunities in every edition. In addition to these regular features, newsletters may also include the announcement of a best management practice guide, Species at Risk fact sheets, an article about a new program, an interview with a Species at Risk technician, public native prairie contest results, and more.

Past eNewsletters can be found here: <http://www.pcap-sk.org/communications/pcap-newsletter>

Example of a monthly eNewsletter.



February 2017

Volume 9 Issue 2

Saskatchewan
Prairie Conservation
Action Plan

Join Our Mailing List!

SK PCAP February Speaker Series

Join SK PCAP for our next Speaker Series on Thursday, February 16, 2017. This presentation is a FREE ONLINE WEBINAR, everyone is welcome to register and participate!

Corey Scobie with the Royal Alberta Museum will discuss the influence of burrowing owl habitat selection and reproductive success. To [register, click here.](#)

Native Prairie Speaker Series Webinar

Influence of human development on burrowing owl habitat selection and reproductive success

Speaker: Corey Scobie, Royal Alberta Museum
Thursday February 16, 2017 at 12:00pm CT
This presentation will be a FREE webinar. To register: <https://calendar.google.com/calendar/uc/0675175121x3048163>

Greetings!
Dear Caitlin,

Happy February!
Have you been procrastinating registering for the Native Prairie Restoration and Reclamation Workshop?! Well you're in luck - there is still time to register! Space is limited so [REGISTER NOW](#) for the workshop that is taking place on February 8-9 in Regina. [The program](#) is also available on our website so be sure to check that out as it is now finalized. Topics include everything from soil remediation, range health, prescribed burning, restoration for wildlife and plant species at risk, to aquatic species, industrial mitigation, as well as presentations about collaboration and the power of partnerships. NPRRW 2017 has so much to offer, including a poster session, a trade show, and numerous networking opportunities. The trade show is full, we have an incredible line up of presenters, and we had more poster submissions than past years - this workshop is shaping up to be one that you don't want to miss!

In January, PCAP attended the Saskatchewan Beef Industry Conference and met with producers and agricultural experts to chat about the importance of native prairie conservation. Also in January, Ryan Fisher from the Saskatchewan Ministry of Environment gave a webinar about current Ministry of Environment land cover and species-habitat modelling initiatives. The presentation was recorded and you can [watch the presentation here](#). On February 16th, Corey Scobie from the Royal Alberta Museum

Advertising Opportunities

We are currently offering Sidebar or Banner Advertisements in the eNewsletter. This is a great way to reach prairie enthusiasts and conservation practitioners in Saskatchewan. Advertising space can be used to advertise upcoming events, a new product or program and more. Discounts are available for advertisements in multiple eNewsletters.

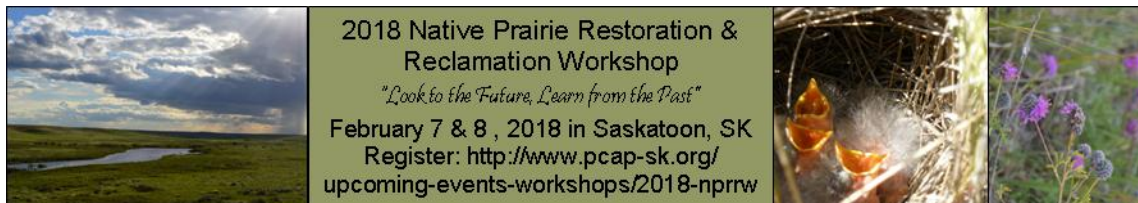
Location	Width (pixels)	Height (pixels)	Cost Per eNewsletter	3 eNewsletters	Annual Cost (12 newsletters)
Sidebar	170	170	\$50	\$125	\$300
Bottom	570	100	\$50	\$125	\$300

Examples

170x170 Advertisement



570x100 Advertisement



If your organization or business is interested in any of our sponsorship or advertising opportunities, please contact:
Saskatchewan Prairie Conservation Action Plan
Phone: 306.352.0472
Email: pcap@sasktel.net