



Innovation In Modern Forestry



**FORESTS
FOREVER**

AN UPCOMING EXHIBIT
AT THE BC FOREST
DISCOVERY CENTRE



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* See the “Forests Forever Concept Presentation” document for specific exhibit details & drawings.



BC FOREST DISCOVERY CENTRE

Project Sponsorship Request- Forests Forever A New Exhibit Showcasing Modern Innovation in Forestry on the BC Coast

For more than 200 years, forestry has built and supported our coastal communities and has become a cornerstone of BC's economy. Today's forest industry is highly regulated, environmentally sustainable, globally competitive, and provides a great quality of life for the 1 in 16 people that make their living from BC's forests. It is because of forestry that we can enjoy living, working and playing in one of the most beautiful places in the world.

However, today's forest industry and its benefits to society are not well understood. Research shows there is a danger that if the forestry industry doesn't share its story, public support for forestry on the BC Coast will decline. **Your support is key in solving this problem.**

As leaders in the forestry community, we are asking you to join us in creating a new exhibit – Forestry Forever: Innovation in Modern Forestry – where 100,000 people per year will go to learn about modern forest management and its benefits to the BC Coast.

That is why we are asking you to help us tell the story of modern forestry by sponsoring the project. Our \$1.5 million plan for the new exhibit is ambitious, exciting and we would love for you to play a part.

We have hired a professional exhibit designer to design a space for visitors to have an immersive and interactive experience that educates them about modern forest management in BC. Whether it be measuring the forest with lasers, flying drones, using the latest in harvesting technology, or managing our forests to help mitigate the impacts of climate change, this is a great opportunity to educate the public and build advocates for forestry on the Coast of BC.

The attached provides details about what brand visibility and recognition opportunities there are for your sponsorship, along with details about the exhibit. **It is time for BC's forestry community to stand proud and tell its story.** We thank you in advance for your support.

Sincerely,

Chris Gale

BC Forest Discovery Centre Manager

cgale.bcfdc@shaw.ca or 250-715-1113, ext. 24

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Forests Forever Exhibit – Project Details

Vision

Create a new, permanent exhibit that tells the story of modern forest management on the BC Coast.

Goals

- Showcase forest innovation and sustainability practices to the public.
- Promote understanding and importance of working forests, economic partnerships and community access.
- Educate visitors on the life cycle of a commercial tree – from seedling to finished products while featuring careers, manufacturing and environmental benefits from wood products.

Information about the BC Forest Discovery Centre

The BC Forest Discovery Centre (BCFDC) has shared the history of the forest industry on the BC coast for over 50 years. The BCFDC is a non-profit and registered charity charged with collecting and preserving artifacts relevant to coastal forestry as well as educating the public about life, work and the environment in forest communities of Coastal BC.

The BCFDC aims to enhance public understanding and appreciation of the forest industry in BC. With the third highest attendance for paid attractions on Vancouver Island, a 4.5 star rating on Trip Advisor and a high profile location on the Trans-Canada Highway, the BCFDC is the ideal place to tell the story of modern forestry. Currently the Centre receives 57,000 visits annually. Once the exhibit is complete, the goal for the Centre is to extend its operating season to 48 weeks and increase its annual attendance to 100,000.

Location

The exhibit will be located in the main building of the BC Forest Discovery Centre, located at 2892 Drinkwater Road, Duncan, BC.

Costs and Funding

Budget for the project is \$1.5 million. Funds will be raised from BC Coastal forest companies, contractors, supplier, communities and available grants. We plan to secure the majority of our funding commitments by Fall 2017. Please confirm your commitment by filling out the Commitment Form on page 5.

No funds will be collected until we have sufficient commitments to start project construction in Winter 2017, with project completion planned for Summer 2018. We will contact committed project sponsors with an updated timeline should we need to extend it.



Learn More about the Project

- View the Forests Forever Concept Video by clicking [here](https://youtu.be/cvVEVwMFpno) or visit our YouTube channel at <https://youtu.be/cvVEVwMFpno>.
- See the complete Forests Forever Concept Presentation for explanations about the planned exhibits and interactive displays, visual examples of donor recognition opportunities, and more (attached).

» | STORYLINE





Forest Forever Exhibit – Project Sponsorship Levels

Following are examples of the brand recognition opportunities available for your sponsorship. If you have specific sponsorship requests, please contact Chris Gale, Manager, BC Forest Discovery Centre, cgale.bcfdc@shaw.ca.

	RED CEDAR	DOUGLAS FIR	HEMLOCK	YELLOW CEDAR	SITKA SPRUCE
	\$150,000+	\$50,000+	\$25,000+	\$5,000+	\$1,000+
Exhibit Development Opportunity	Meet with Exhibit Designer to discuss exhibit details	Meet with Exhibit Designer to discuss exhibit details			
Social Media Assets	Meet with BCFDC to discuss personalized social media plan	Access to project promotional materials + Use of exhibit logo + Monthly project update/interest feature story	Monthly project update / interest feature story		
Photo Opportunity	During construction phase + Grand opening	Grand opening	Grand opening	Grand opening	
Grand Opening Gala Free Tickets	10	5	2	2	
Sponsor Title for Marketing Purposes	Project Partner	Lead Sponsor	Major Sponsor	Sponsor	Sponsor
Donor Recognition Sculpture	Project Partner recognition + Logo + Company name	Large company name	Medium company name	Small company name	Small company name
Digital Marketing	Project partner status + Logo on BCFDC website + Link to your business	Logo on BCFDC website + Link to your business	Logo on BCFDC website + Link to your business	Name recognition on BCFDC website	Name recognition on BCFDC website
Free Family Passes*	10	8	5	3	2
Art With Legacy Quote + Company Name	✓	✓	✓	✓	✓

*Family passes are valid for all events with the exception of the Christmas Express



Forests Forever Exhibit Project Sponsor Commitment Form

Organization: _____

Contact Name : _____ Phone: _____

Contact Email: _____

Address: _____

Dollar amount committed: _____

Estimated value of in-kind donation: _____

In-kind donation description: _____

Comments: _____

Desired form of payment: cheque _____ cash _____ credit card _____

Other payment form (describe): _____

Date funds will be available: yyyy/mm/dd _____

Tax Receipt required: yes _____ no _____

Approval Signature: _____

Print Name: _____

Date (dd/mm/yyyy): _____

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Please make cheques payable to the BC Forest Discovery Centre. Both monetary and in-kind labour and materials donations will be recognized. Upon request, tax receipts will be issued for donations greater than \$100. Tax receipts may be available for in-kind donations.

Completed forms can be returned by email, or in person:

Email: cgale.bcfdc@shaw.ca

In Person: For current season hours, please visit: www.bcfrestdiscoverycentre.com