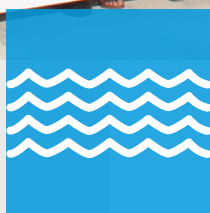




# NCF-Envirothon Partner Prospectus

North America's Largest High School  
Environmental Education Competition  
**SACKVILLE, NEW BRUNSWICK July 23 -29, 2023**



## Contact:

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Science East Association Inc.

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668 Brunswick Street  
Fredericton, NB, E3B 1H6

[Envirothon.org](http://Envirothon.org)



# About Us



## Science East Science Centre



Science East has become an organization recognized throughout New Brunswick and is known for delivering quality bilingual activities with specific tools and delivery skills in its educational public programs that maximize engagement. New Brunswick recognizes that literacy skills impact all areas of learning, including humanities, numeracy, technology and scientific inquiry. They enable our participation in society and transition in to becoming more informed and action oriented citizens.

To learn more, visit [ScienceEast.nb.ca](http://ScienceEast.nb.ca)

## Mission

**Science East's mission is to inspire and inform through interactive science experiences.**

Science East Science Centre is a registered Canadian charity that takes a leading role in identifying activities to contribute towards climate education and environmental sustainability and is the most active public STEM educational organization in New Brunswick that works both inside and outside of the school system to reach students, teachers, families, businesses and communities in every region of the Province.



Science East actively promotes that everyone has the ability to do their part in protecting the environment by encouraging positive changes within their home, school, or community after participating in Science East's bilingual environmental events such as Envirothon. For more information, visit [EnvirothonNB.ca](http://EnvirothonNB.ca)







# NCF-Envirothon

## Mission

The mission of NCF-Envirothon is to educate students about the environment and conservation of natural resources through hands-on outdoor experiences, academic study, and collaborative competitions.

## Vision

The vision of NCF-Envirothon is to equip students with the knowledge and skills to educate others, inspire action in their local communities, and promote a lifelong commitment to environmental stewardship and sustainability.

Emphasizing hands-on learning and real-world application of concepts, Envirothon students can be found getting their hands dirty in a soil pit, measuring the basal area of a forest, collecting macroinvertebrates in a stream to determine water quality, identifying wildlife tracks and/or signs and many other skills and activities used by environmental and natural resource conservation professionals. Students learn directly from these resource professionals, introducing the students to a wide array of higher academic study and careers in the environment, natural resources and conservation.

NCF-Envirothon is a program of the National Conservation Foundation, a 501(c)3 organization that works to develop the next generation of conservation leaders.

To learn more about the Envirothon program and competition, visit **[Envirothon.org](http://Envirothon.org)**





# About the Competition

The 2023 NCF-Envirothon competition will be held at **Mount Allison University**, Sackville, New Brunswick from **July 23 - 29** and is being hosted by **Science East Science Centre** and the **Envirothon New Brunswick Host Committee**.

Each year over 300 Envirothon competitions are held across the U.S., Canada, and China, reaching and positively influences the lives of over 25,000 students. Thousands more teachers, parents, resource professionals and volunteers take part in, organize, or lead Envirothon trainings and competitions. Additionally, with over 30 years of educational training and competitions, hundreds of thousands past participants (*Envirothon alumni*) can be found in all professions across the globe.

The Envirothon is an international environmental and natural resource problem-solving competition that builds leadership experience for high school students (grades 9-12 or ages 14-19). Incorporating STEM (Science, Technology, Engineering, and Math) principles, experiential learning and hands-on outdoor field experiences, the Envirothon program encourages students to expand their knowledge and explore environmental education and natural resource conservation in the areas of Aquatic Ecology, Forestry, Soils and Land Use, Wildlife and Current Environmental Issues.

In 2023, more than 700 students, teachers, guests and volunteers are expected to attend the international competition in New Brunswick. The student participants represent the best and brightest teams from each province, U.S. state and partner nation.

2023 Current Environmental Issue Theme  
**Adapting to a Changing Climate**





# Event Schedule

Mount Allison University, Sackville, New Brunswick



## Sunday, July 23, 2023

- Registration
- Opening Ceremony
- Trading Session and Social

## Monday, July 24, 2023

- Team Field Training Day
- Advisor Tours

## Tuesday, July 25, 2023

- Team Field Testing Day
- Advisor Tours
- Team/Advisor Maritime Experience

## Wednesday, July 26, 2023

- Team/Advisor Education Tour/Fun Day
- GenAction Expo

## Thursday, July 27, 2023

- Oral Presentation Team Preparation
- Advisor Professional Development Workshops

## Friday, July 28, 2023

- Oral Presentation Day
- Awards Celebration and Closing Ceremony





# Partnership Levels and Benefits

**Platinum Partner:** Become a principal partner for the event, support Education Day - weeklong sponsor recognition.

**Diamond Partner:** Support a station on training/testing day (limited to 5 sponsors) - recognition on those days.

**Gold Partner:** Sponsor recognition of a special event, such as Trading Session Social, Maritime Meal, or Game Night, etc.



	\$40,000+ Platinum	\$25,000 Diamond	\$10,000 Gold	\$5,000 Silver	\$2,500 Bronze	\$500+ Friend
<b>Podium Acknowledgement</b> Partner will receive verbal recognition for contribution during opening and closing ceremonies.	X	X	X	X		
<b>T-shirt Publicity</b> Partner name/logo on t-shirts worn on Educational Day	X	X				
<b>Program Activity Exclusive</b> Acknowledgement as sponsor of: Station sponsor, Dinner, lunch, evening activity, PD for teachers, etc.	X	X	X			
<b>Individual Printed Signage</b> Partner name/logo will be featured on individual banner.	X	X	X			
<b>Public Relations</b> Partner will be featured in all public relations announcements to the press / media.	X	X	X			
<b>Printed Signage</b> Partner name/logo will be included on 2023 NCF-Envirothon banners.	X	X	X	X		
<b>Competition Publicity</b> Partner name/logo will be featured in daily newsletter.	X	X	X	X	X	
<b>Exhibit / Expo</b> Partner will have the opportunity to have exhibit space at the event during the GenAction Expo. Booth size determined by level and availability.	X	X	X	X	X	X
<b>Social Media Publicity</b> Partner will be recognized and/or tagged in 2023 event posts from @ncfenvirothon.	X	X	X	X	X	X
<b>Website Publicity</b> Partner name/logo/website links will be featured on 2023 competition pages at Envirothon.org & EnvirothonNB.ca websites.	X	X	X	X	X	X
<b>Event Program</b> Partner name and/or logo will be listed in the competition program.	X	X	X	X	X	X

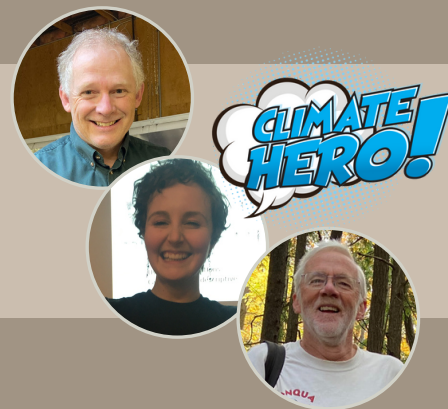


# Sponsorship Opportunities

## Anticipated Expenses

University Accommodations, Meals, Event rooms, etc	\$224,300
Testing / Training off-site set up (tents, chairs, tables, first aid, station equipment, testing supplies, meals)	\$25,000
Transportation (Testing / Training / Education Day) - buses/motor coaches & vehicle rentals	\$50,000
Opening and Award Ceremony (Keynote / Guest speakers honorarium, music, maritime theme staging, prize money awards 4-10th place, team award plaques )	\$15,000
Trading Session (food, music, tables)	\$3,000
Advisor Training / Workshops	\$3,000
Maritime Experience Social Event (meal, entertainment, transportation, tents, tables, chairs, venue)	\$12,000
Educational / Fun Day / GenAction Expo (meals, venue, tables, transportation)	\$30,000
Promotional Materials (t-shirts, branded merchandize, team educational supplies, banners, merch store)	\$15,000
Communications (Info booth, event app, website, equipment, signage)	\$7,000
Team Social Event	\$2,500
Registration/Host Office/Admin Supplies and Materials	\$4,500





## Why Exhibit

**Expo** Saint John, NB  
Wednesday, July 26, 2023

Raise your environmental and climate action profile with students, teachers and visitors from across Canada, United States and China!

Science East's GenAction Expo during the 2023 NCF-Envirothon international competition will connect youth, educators and public to local scientists and experts, who provide training and resources that tie to local examples of scientific and environmental concepts.

### You'll have the opportunity to:

- Interact with the best and brightest youth in grades 9-12 who will be our leaders in climate awareness and action, conservation and sustainability.
- Connect with teachers, students and the public
- Opportunity to showcase/spotlight New Brunswick on an international stage!
- Engage youth and public with hands-on activities to educate and bring awareness environmental projects / resources.
- Provide information on career opportunities.

“Encouraging our future and current environmental stewards to protect, restore, beautify and conserve the environment, in addition to advocating for sustainable development.”

— Envirothon NB Advisor

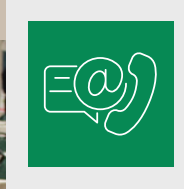
### Exhibitor Booths

- Size 10' x 10'
- Larger booth size is negotiable
- Space is limited





# We look forward to collaborating with you.



*Pictured, Team NB, 2016 NCF-Envirothon*

Sponsoring opportunities are not exclusive to the listings in this document.

## Donate today!

Cheques may be made payable to:

**"Science East"**

mail to

Science East Science Centre

668 Brunswick Street,

Fredericton, NB, Canada, E3B 1H6

VISA and Mastercard is accepted by phone  
506-457-2340.

For questions or ideas of potential collaboration / sponsorship, please contact:

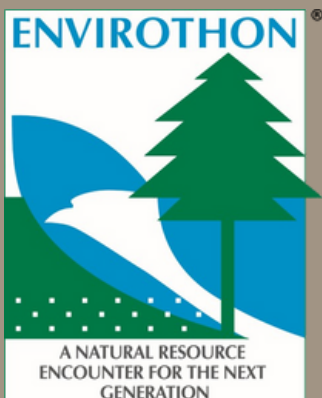
**Becky Geneau**

**2023 Chair, NB Host Committee**

506-440-0228 (cell)

Becky.Geneau@scienceeast.nb.ca

EnvirothonNB.ca



If you are interested in learning more about NCF-Envirothon or becoming an ongoing partner, please contact:

Jennifer Brooks, Program Manager, NCF-Envirothon,  
jbrooks@envirothon.org, 1-800-825-5547 ext. 2

@NCFEnvirothon



# THANK YOU