

The Saskatchewan Prairie Conservation Action Plan (SK PCAP) Partnership brings together over 30 agencies and organizations representing producers, industry, provincial & federal governments, environmental non-government organizations, research and educational institutions working towards a common vision of prairie and species at risk conservation in Saskatchewan. The SK PCAP Partnership has proven to be an important forum for guiding conservation and management efforts within Saskatchewan's Prairie Ecozone as it:

The PCAP Partnership works to:

- Develop and foster common vision and goals, identify priority issues and develop and implement actions to address conservation and sustainable management of native prairie;
- Identify and fill gaps in native prairie research and activities among the partners, reducing duplication;
- Improve public understanding and valuing of native prairie through initiatives such as the Native Prairie Appreciation Week;
- Share ideas and find common ground where possible while respecting different perspectives.

SK PCAP Vision & Goals

Vision: Healthy native prairie ecosystems as vital parts of our vibrant and strong communities.

Our Mission: Our shared mission is to facilitate the conservation, enhancement, and restoration of Saskatchewan native prairie ecosystems for all living things, including the people who derive cultural and socio-economic value from these lands, through our core strategies of:

- A. Collaborating for and promoting the maintenance and enhancement of native prairie;
- B. Enabling the current and next generation through education, knowledge transfer and innovation, and;
- C. Supporting land users to continue beneficial land practices.

Saskatchewan Prairie Conservation Action currently has sponsorship opportunities available in the following areas:

- Native Prairie Speaker Series - Monthly Webinars
- Prairie's Got the Goods Week - Public Awareness Event
- "Adopt a Rancher" and "Taking Action for Prairie" - Youth Education Program
- eNewsletter Advertising

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. Past Webinars include:

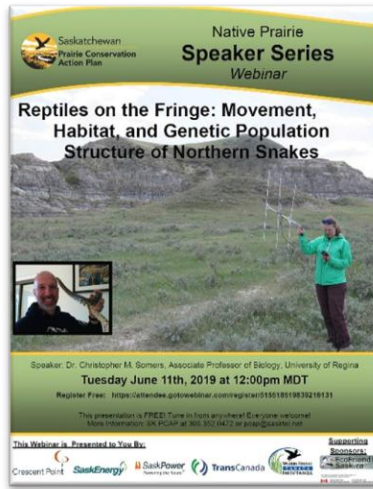
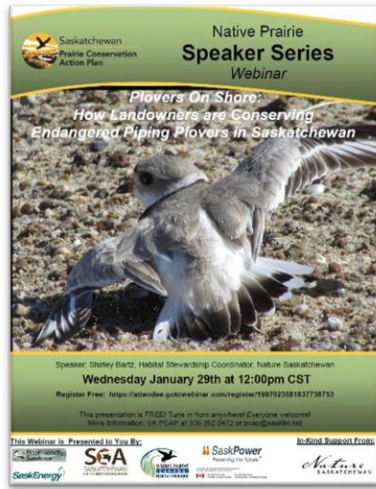
- Invasive species and noxious weeds identification and management
- Grasslands songbirds, biology, conservation and mitigation
- White-nose syndrome and bats
- Best management practices, rangeland health, and species at risk
- Pollinators and their population status (bees and butterflies)
- Wetland and riparian ecosystems and migratory birds
- Badgers, habitat requirements and land management

Our Native Prairie Speaker Series 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, naturalists or citizen scientists, as well as members of the general public. Approximately 40% of webinar participants have indicated that they are from Saskatchewan and 40% are from Alberta.

Our webinars tend to draw about an average over 200 participants for the live viewing, plus another 200 views on the YouTube video. The PCAP YouTube channel has over 1000 subscribers, over 700 views per month and over 200 hours of watch time per month. Since the Covid-19 Pandemic, our webinars have been more popular than ever before and we are looking for sponsorship to continue meeting the demand.

Sponsorship of our Native Prairie Speaker Series contributes to professional development opportunities to professional Agrologists in Saskatchewan. They have the opportunity to learn, from the safety of their home about species at risk biologist and habitat requirements, invasive species identification and management, and about new and innovative techniques and research in the environmental and agricultural industries. Increasing the knowledge and awareness about these issues will support native prairie conservation and restoration.

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, as outlined in the table below.



Sponsorship Opportunities

Recognition	Native Prairie Speaker Series Gold Sponsor	Native Prairie Speaker Series Silver Sponsor	Native Prairie Speaker Series Bronze Sponsor
	\$750	\$500	\$300
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		

Prairie's Got the Goods Week - Sponsorship

Prairie's Got the Goods is a week-long event bringing together a variety of perspectives to showcase the benefits of the native prairie environment to the citizens of Canada. Ranchers, environmentalists, economists, researchers and academics will come together to talk about the ecological goods and services provided by the native prairie ecosystem. This weeklong event will include daily webinars, a social media campaign, and in-person presentations at various locations.

Event goals:

- To provide an opportunity for the general public to learn about the benefits (ecological goods and services) provided by that native prairie ecosystem.
- To bring together a variety of perspectives, showcasing the ecological goods and services of native prairie.

Outcomes:

- Increased public awareness about the native prairie ecosystem.
- Increased public support about the native prairie ecosystem.
- Attendance of at least 200 people at each webinar and in-person presentation.
- A reach of 5,000 people on social media.

Sponsorship Opportunities:

Presenting Sponsor - \$500

"Prairie's Got the Goods! Presented by _____"

- Logo and link prominently displayed on SK PCAP website
- Logo and link prominently displayed on pre-event and post-event press releases and media advisories, and on pre-event and post-event Social Media
- Logo and link prominently displayed on SK PCAP eNewsletter "Thank You Page" (over 2000 subscribers)
- Solitary logo placement on audiovisual display, after webinars.
- Verbal Recognition (at least once per day, in order of contribution size)
- Speaking Opportunity at an in-person presentation, or webinar.

Sponsor - \$250

- Logo and link prominently displayed on SK PCAP website
- Logo and link prominently displayed on pre-event and post-event press releases and media advisories, and on pre-event and post-event Social Media
- Logo and link prominently displayed on SK PCAP eNewsletter "Thank You Page" (over 2000 subscribers)
- Logo placement on audiovisual display, after webinars.
- Verbal Recognition (at least once per day, in order of contribution size)
- Opportunity to bring greetings at an in-person presentation or webinar.

Youth Education Programs

"Adopt a Rancher"

The native grassland ecosystems of Saskatchewan are threatened. The great herds of bison that thundered across the prairie are gone. Bison evolved with the grasses, forming a close relationship in which their health depended on each other. Today, ranchers manage native grasslands to keep them healthy, using livestock in place of bison. Making the right management choices means that native grasslands can be a sustainable resource for Saskatchewan in which the biodiversity of native species is protected. Grasslands have other values and functions that are important for society such as regulating water flow and maintaining soil stability.

Students in the Adopt a Rancher program analyze a ranch ecosystem in a case study that they develop themselves. By using a student guide and online resources and communicating with the adopted rancher, students will answer this question: How can ranching protect Saskatchewan's native grasslands while providing economic benefits for Saskatchewan people?

The program structure is divided into four different segments:

- a) Students "Adopt a Rancher" and study the ranch profile
- b) Sustainability of Ecosystems unit connected to "Adopt a Rancher"
- c) Field Day with the Rancher
- d) Post-Field Day case studies and class discussion.

"Taking Action for Prairie"

Taking Action For Prairie (TAFP) was developed by SK PCAP in 2011 to correspond with the new Saskatchewan Curriculum. It was piloted and has received positive reviews from educators, increased awareness and knowledge in students and a motivation to protect prairie by Saskatchewan's youth. This program impacts 6 to 10 classrooms per year. However, there is always more demand than we can accommodate and our budget hasn't allowed us to reach all the classrooms that have signed up for the program.

For 2023-2024 SK PCAP would like to continue to expand this environmental education program and expand our reach to include rural schools. Funding would allow our Education Coordinator to reach out to more schools and increase our geographic reach to rural schools.

Taking Action For Prairie will engage Regina, Moose Jaw, Swift Current and surrounding rural schools with an interactive 2 hour program for Grades 6-8 students and teachers. This program is a partnership between a community organization (SK PCAP) and urban and rural schools that support personal and academic success. The objective of the program is to increase awareness and appreciation of the native prairie and wetland ecosystem and its conservation through the development and implementation of an Action Plan by each grade after program delivery. The Action Plans vary by group and may include campaigns promoting awareness in their communities on the impact of invasive species, increase recycling at their school or within their neighbourhood, for reducing water consumption or more on the ground activities such as garbage collection in natural areas, riparian area water testing and a riparian habitat clean up, among

others. Carrying out action plans encourages and empowers young students to become personally involved as active citizens. With the students being involved in every aspect of their action project from development to implementation, they will gain a sense of pride and ownership and will learn to work together with their fellow students to achieve their end goal.

Taking Action for Prairie will engage teachers and students with different programs for Grades 6-8 :

- Grade 6 - Diversity of Life: Native prairie is a valued part of our culture and identity as Saskatchewan people. Saskatchewan native prairie is affected by its cultural diversity—First Nations, European settlers, ranchers—all of whom have affected the diversity of life on native prairie. Topics: biodiversity, native species at risk, invasive alien plant species, cultural history, stewardship
- Grade 7 - Interactions with Ecosystems: Native prairie ecosystem health and biodiversity are conserved and restored as part of a functioning landscape. Topics: human impact, ecological footprints, sustainability, stewardship
- Grade 8 - Water Systems on Earth: Sustainable uses of native prairie improve the livelihoods of Saskatchewan people. Topics: water quality/conservation, ranching, ecological goods & services, climate change, stewardship

Sponsorship Opportunities:

Youth Education Programs - Presenting Sponsor - \$2,500

"Taking Action for Prairie, Presented by _____"

- Logo and link prominently displayed on SK PCAP website
- Logo and link prominently displayed on pre-event and post-event press releases and media advisories, and on pre-event and post-event Social Media
- Logo and link prominently displayed on SK PCAP eNewsletter "Thank You Page" (over 2000 subscribers)
- Verbal Recognition (at least once per day, in order of contribution size)

Supporting Sponsor - \$1000

- Logo and link prominently displayed on SK PCAP website
- Logo and link prominently displayed on pre-event and post-event press releases and media advisories, and on pre-event and post-event Social Media
- Logo and link prominently displayed on SK PCAP eNewsletter "Thank You Page" (over 2000 subscribers)
- Logo placement on audiovisual display, after webinars.
- Verbal Recognition (at least once per day, in order of contribution size)

Friend Sponsor - \$500

- Name displayed on SK PCAP website
- Name displayed on pre-event and post-event press releases and media advisories, and on pre-event and post-event Social Media, audio visual displays



Saskatchewan
Prairie Conservation
Action Plan

Sponsorship Opportunities

- Logo displayed on SK PCAP eNewsletter "Thank You Page" (over 2000 subscribers)
- Verbal Recognition (at least once per day, in order of contribution size)

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