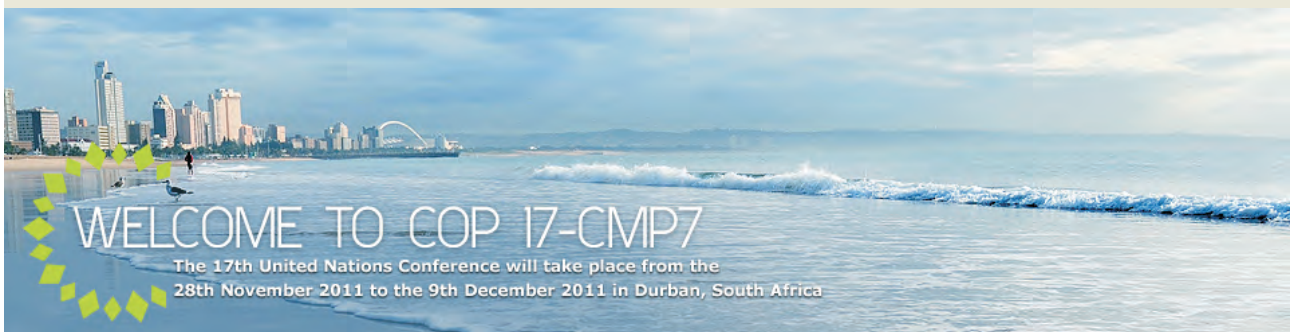


BirdLife KwaZulu-Natal

## **UNIQUE SPONSORSHIP AND MARKETING OPPORTUNITY**

**COP 17 in Durban  
28 November – 09 December 2011**



BirdLife KwaZulu-Natal is planning to construct an eye-catching sculpture which will be on prominent display at the Durban COP 17 conference

The conference will be attended by between 20 000 - 30 000 delegates and attract a large number of journalists

While the outcome of the debates cannot be predicted, it is certain that The Bird will be noticed and talked about

It is likely to become **the** meeting place for delegates and visitors and to feature as background for media announcements

***This is a once-off opportunity  
to achieve national and international exposure***



# BirdLife KwaZulu-Natal

## **SPONSORSHIP AND MARKETING PROPOSAL**



*Hugh Chittenden*

### **CONTENTS**

1	INTRODUCTION	3
2	THE OPPORTUNITY	3
3	RETURN ON INVESTMENT	3
4	BIRD LIFE SOUTH AFRICA	4
5	THE PROJECT	4
6	OBJECTIVES OF THE BIRD PROJECT	5
7	THE ARTIST	5
8	MEDIA RELEASES	6
9	WHY SUPPORT THE BIRD?	6
10	THE BUDGET	7
11	WHAT IS COP17?	7
12	SIMILAR INTERNATIONAL PROJECTS	7

### **CONTACTS**

**Arnia van Vuuren** 083 2712919 swavv@mweb.co.za  
**Crystelle Wilson** 082 7235158 wilsonc@wirelessza.co.za

## 1 INTRODUCTION

TODAY, on your way to work, to school, to the shops or simply walking to your car or in your garden, you will have seen a bird or two. Its song may have soothed your thoughts or its activity may have brought a smile to your face.

Birds are the closest everyday contact we have with wildlife and they act as the barometer of environmental health. It is our duty and our privilege to help protect them and the environment we both live in.



*Hugh Chittenden*

## 2 THE OPPORTUNITY

THE KwaZulu-Natal clubs of the registered non-profit, public benefit environmental organisation, BirdLife South Africa, is working on a project that offers your company an opportunity to demonstrate your commitment to environmental issues and show the world you care.

From 28 November to 9 December 2011 Durban hosts the COP17 conference. We want to seize this opportunity to focus the world's attention on the effects of climate change on birds and the concomitant consequences for life on the planet.

We plan to build a BIG bird (about 3m high by 5m wide). It will be manufactured from recycled materials and will be exhibited in a prominent position during the entire COP17 conference. The eThekweni Municipality is collaborating with us on this project.

The attention The Bird is certain to attract will help us to raise funds for our educational outreach programme. We strongly believe that by educating people in their own languages we stand a better chance of making a difference in conserving the environment.

You are invited to sponsor the construction of The Bird and share the publicity associated with the project until the end of the year during the build-up and completion of the sculpture. (You are also most welcome to make a donation to the Nest Egg for Education Fund.)

After this period The Bird will be exhibited at the Durban Natural Science Museum where it will continue its role as ambassador for birds and educator for climate change. The museum hosts an average of 180,000 visitors annually.

## 3 RETURN ON INVESTMENT

### Platinum Sponsorship

For R240,000 you will be contributing to the education and awareness of how climate change is affecting life as we know it, you will promote a local artist and give South Africa global relevance.

You will receive:

- A plaque on display with The Bird acknowledging your sponsorship.
- Recognition in press and media releases concerning the build up to the unveiling of the statue
- Community recognition as the schools in Durban and KwaZulu-Natal will be invited to help with the construction.
- Logo on the blogsite and in all pamphlets produced relating to the project.
- International exposure as we would want The Bird to become the reporting point for international and local audio visual news reports.

### Gold Sponsorship

For R80,000.00 you will receive:

- Recognition in press and media releases concerning the build up to the unveiling of the statue
- Community recognition as the schools in Durban and KwaZulu-Natal will be invited to help with the construction.
- Logo on the blogsite and in all pamphlets produced relating to the project.
- International exposure as we would want The Bird to become the reporting point for international and local audio visual news reports.

We will receive:

- Raising the profile of BirdLife KwaZulu-Natal and the work we do.
- Raising funds for education and conservation.

## 4 BIRD LIFE SOUTH AFRICA

BIRDLIFE South Africa is an environmental NGO and part of the BirdLife International Partnership. There are more than 100 partners around the world and this partnership has been voted the world's most effective environmental alliance.

BirdLife South Africa strives to conserve birds and their habitats, and we work with people to ensure the sustainable use of natural resources. BLSA is a registered non-profit (001-298 NPO), public benefit organisation (930 004 518) and it is the only dedicated bird conservation organisation in the country. We have about 6100 members in 40 bird clubs throughout South Africa.

BLSA has the largest membership amongst all of South Africa's environmental NGOs and, importantly, we are the only environmental NGO whose membership is growing (increasing by about 10% during 2009).

These members enjoy birding and a core of volunteer "citizen scientists" contribute to the BirdLife conservation efforts in their provinces, working together with staff from BLSA and academic institutions who provide scientific expertise and core materials.

The mission of BirdLife South Africa is to promote the enjoyment, conservation, study and understanding of wild birds and their habitats. We aim to:

- Prevent the extinction of any bird species
- Maintain and, where possible, improve the conservation status of all bird species
- Conserve and, where appropriate, improve and enlarge sites and habitats that are important for birds
- Help, through birds, to conserve biodiversity and to improve the quality of people's lives
- Integrate bird conservation into sustaining people's livelihoods.



Frank Kihn

## 5 THE PROJECT

THE Bird will illustrate the anatomical changes birds will need to undergo in order to survive the consequences of climate change. This presents BirdLife with an excellent educational opportunity.

A Durban-based sculptor will be responsible for the technical and artistic aspects of The Bird.

Through a vigorous publicity campaign in both conventional media and social media networks we hope to reach a national and international audience.

Members of the public and learners will be invited to participate in the building of The Bird by using BirdLife in KwaZulu-Natal's network of contacts with other conservation bodies, the eThekweni Municipality and local schools.

Members of the public and the corporate world also will be encouraged to participate by making donations to the Nest Egg for Education Fund. Some of our club members have already contributed to the fund.

BirdLife South Africa's links with bird clubs in other provinces, national newspapers, travel and birding magazines, radio and 50/50 will ensure that The Bird gets national coverage. BirdLife South Africa's web page is an important link for international BirdLife partners and avitourists who want to discover what is happening on the bird front in South Africa.

### BANK DETAILS FOR CONTRIBUTIONS:

**Bank:** Nedbank, Smith Street, Durban **Account name:** Natal Bird Club  
**Account number:** 1305421663 **Clearing code:** 130526 **Reference:** The Bird



## 6 OBJECTIVES OF THE BIRD PROJECT

TO raise awareness of the birds which share our environment.

To raise awareness of the adjustments that birds will have to make to survive into the 22nd century, to survive the threats and challenges of climate change in particular, but also habitat destruction and pollution.

To create a fun, interactive educational opportunity about birds, their needs and habits, so as to ensure that future generations possess the knowledge and capability to deal with the consequences of climate change.

To encourage questions and stimulate discussion about the impact on humans, on the natural environment, particularly birds, the position of humans within the natural environment and the changes humans themselves will need to make to survive within a natural environment that is set to change drastically due to climate change and persistent species extinction.

To raise funds for the development, printing and distribution of a user-friendly pamphlet to educate people about a) the role of birds within an ecosystem of which humans form a part, b) climate change and c) simple, doable ways to lessen the impact of extreme weather events on our every day lives. This document will be distributed to schools, libraries and social grant pay-out points in urban and rural areas to ensure the widest possible reach for this vital information.

## 7 THE ARTIST

GEORGE Holloway grew up in Stellenbosch and worked on film and television sets in Johannesburg before moving to Durban to study for a Fine Art diploma. He majored in sculpture with Andries Botha and Jeremy Wafer as his mentors.

During his studies he developed an affinity for working with found objects. He has an appreciation for the history contained in the objects and he enjoys creating beauty from recycled materials.

About The Bird George says it will be constructed with a 25mm square tubing structural core covered with a network of 6 mm roundbar, similar to the construction used in an elephant he did for Andries Botha recently.

"Over this framework I will fix metal flight feathers of recycled tin, feathers made of slate roof tiles, plastic bottles and panels of chicken wire mesh that will be woven with plastic packets. The plastic bottles and packets will lend bright and 'unnatural' colour to the bird that will add weight to the central message of birds under threat."



*ABOVE: George Holloway pictured with a baby elephant he made for Andries Botha earlier this year*



*LEFT: George and one of his assistants working on the elephant*



*Hugh Chittenden*

## 9 WHY SUPPORT THE BIRD?

THE world is currently fighting an economic battle. This economic squeeze should not be seen as something separate from the natural environment and the resources and services it provides to humans. Climate change is part of the equation. The Bird offers a visionary opportunity to become involved in doing something tangible and long lasting in the fields of environmental education and conservation.

Sponsors will receive environmentally credible exposure throughout South Africa, as well as internationally through their association with COP17 which is unlikely to be held in South Africa again. It offers an opportunity to communicate with world political, business and conservation leaders as well as an international audience of civil society organisations and individuals.

The continued existence and exhibition of The Bird as well as the grassroots education project means continued publicity and association with environmental education - a truly lasting legacy.

Maximum publicity for sponsors will be achieved through pamphlets, advertising opportunities, and public recognition of their role in accepting the realities of climate change and dealing with it in an innovative manner.

## 8 MEDIA RELEASES

THE following media releases are planned:

**Release 1, August 2011.** Theme: Introduction to The Bird and introduction to the sculptor, George Holloway.

**Release 2, September 2011.** Theme: What is climate change? How will climate change affect my life? This event will involve the assistants to the sculptor plus a school from their community participating in building The Bird.

**Release 3, October 2011.** Theme: What is COP17? What impact will climate change have on biodiversity in general and birds in particular? Does it matter?

This event will involve yet another school, bird club members and participation by the sponsor's employees participating in building The Bird.

**Release 4, November 2011.** Theme: Unveiling of The Bird, and welcome to BirdLife International delegation. This event will involve BirdLife South Africa, the sponsor, eThekweni Municipality, Durban Natural History Museum and members of all the KZN bird clubs.

**August - December 2011:** An ongoing campaign on social media networks such as Twitter, Facebook and The Bird's blogsite. It will focus on how building The Bird is progressing, including photographs of interaction with the public, schools, club members, the sponsor and other visitors to the venue.



## 10 THE BUDGET

Materials*	R 25,600.00
Transport	R 9,500.00
Welders	R 40,000.00
Artist and assistants	R 119900.00
Education material	R 45,000.00
<b>TOTAL</b>	<b>R240,000.00</b>

\* This includes the venue rental for three months.

THE venue where The Bird will be built is the Colombo Tea and Coffee warehouse in Magwaza Maphalala (Gale) Street, Durban. This venue is easily accessible by car, bus and taxi. Although it is primarily a coffee roaster it sports a small coffee shop which is very popular with a young and vibrant crowd. It is a venue that offers enough space for people to participate in building The Bird, putting up educational posters, host educational events as well as publicity events.



## 11 WHAT IS COP17?

IT is widely accepted that climate change is happening and that it will have a serious impact on all species on earth, including humans, through extreme weather events, food shortages, damage to infrastructure and stress on the global economy.

Climate change is the result of an excess of heat-trapping gases (e.g. carbon dioxide, methane, nitrous oxides) in the atmosphere that prevent the sun's energy from radiating back into space thus acting like the glass of a greenhouse.

In 1992, the United Nations Framework Convention on Climate Change (UNFCCC) was adopted as the basis for a global response to the problem of climate change. With 194 Parties, the Convention enjoys near-universal membership. The ultimate objective of the Convention is to stabilise greenhouse gas concentrations in the atmosphere at a level that will prevent dangerous human interference with the climate system.

The Convention is complemented by the 1997 Kyoto Protocol, which has 192 Parties which are committed to reducing their emissions by an average of 5 % by 2012 against 1990 levels.

The Conference of the Parties (COP) is the 'supreme body' of the Convention, its highest decision-making authority. It is an association of all the countries that are Parties to the Convention, including South Africa.

Since 1995 the COP has met annually to assess progress made in dealing with climate change. The most recent meetings were those in Copenhagen 2009 and Cancún 2010. The next meeting of the COP will be the 17th such meeting and will take place in Durban, South Africa, from 28 November to 9 December 2011. It is expected to host approximately 40 000 people from both the State Parties to the Convention, the United Nations and from civil society, which is preparing a separate meeting to the formal governmental one.

## 12 INTENDED SCALE SIMILAR TO THESE INTERNATIONAL PROJECTS

