

February 1, 2016

Dear NALMS supporter,

On November 1 – 4, 2016 the North American Lake Management Society (NALMS) and the Alberta Lake Management Society (ALMS) will host the 36th International Symposium in Banff, Alberta, Canada. The conference brings together many leading lake and reservoir researchers, managers and stewards from across the globe. Attendees represent both public and private sectors as well as academia and lake associations. The theme of this year's event is Science to Stewardship: Balancing Economic Growth and Lake Sustainability.



We invite you to partner with NALMS and ALMS through one of our Symposium sponsorship opportunities. Sponsoring offers you a chance to build your brand and generate leads among our 400-600 attendees. The registration benefits included with some of our packages can also help you reach your staff development targets. And, as charitable organizations, we can even help you fill your charitable goals.

Your support ensures that we can provide opportunities for professional interaction as well as education to the public on protecting our water resources. Our aim is to raise funds to support the attendance of students, key speakers, and volunteers at this year's conference. Your sponsorship will also enhance the conference for all attendees by supporting field trips, sessions, and workshops of local interest.

The Symposium plays a critical role in the exchange of scientific, technical, and administrative aspects of managing lakes and reservoirs. Conference sessions will take place over three days and will focus on the need for a sustainable balance between economic development and conservation. Concurrent sessions will include talks on lake and watershed management, invasive species, water quality monitoring and much more.

We are confident we have a sponsorship package that will make a difference for both you and our attendees. Please take a moment to review the enclosed information and consider which opportunity is the best fit for your needs. If you have any questions about sponsoring the NALMS 36th International Symposium, please contact us at sponsorship@nalms.org.

Thank you,

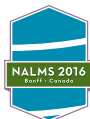
Arin MacFarlane Dyer & Ron Zurawell
(Symposium Host Committee Co-Chairs)

WHY ORGANIZATIONS LIKE YOURS SPONSOR



Brand-building

Because the Symposium aligns with key messages they wish to convey



Marketing and Lead Generation

Because the Symposium creates a highly-qualified market of premium attendees



Capacity Building

Because included registrations offer Symposium learning opportunities to their staff



Charitable Goals

Because the Symposium aligns with their charitable efforts

HOW SPONSORSHIP MEETS YOUR NEEDS



When you need to build your brand or generate, and market to, new leads

- **Pre-Event Benefits:** We market your brand to our members, website visitors, conference registrants, and NALMS Notes subscribers prior to the conference.
 - **NALMS Website:** Logo and link, ~250-500 impressions/month
 - **Conference Registration Website:** Logo and link, ~400-600 impressions
 - **NALMS Notes:** Bi-monthly sponsor listing, ~2,000 impressions/issue

- **Onsite Benefits:** We market your brand to our attendees during the conference.
 - **General Signage:** ~400-600 impressions/day
 - **Event Signage (some categories):** ~250-400 impressions/event
 - **Give-away Items (some categories):** ~400-600 impressions
 - **Program Listing:** ~400-600 impressions
 - **Acknowledgement at Plenary:** ~250-400 impressions/plenary
 - **Free or Discounted Exhibit Space (some categories):** ~400-600 impressions/day

- **Post-Event Benefits:** We market your brand to our members, website visitors, NALMS Notes subscribers, and LakeLine subscribers after the conference.
 - **NALMS Website:** Your link will remain indefinitely
 - **NALMS Notes:** Final acknowledgement and listing, ~2,000 impressions
 - **LakeLine Magazine:** Article thanking sponsors, ~1,000 impressions



When you need to build your staff capacity

- **Complimentary Registration:** Your sponsorship may include registrations that offer an opportunity to send your staff members to the Symposium to take advantage of the quality learning opportunities that only the Symposium can provide.



When you need to align with a reputable charity

- **NALMS and ALMS are Charitable Organizations:** Your sponsorship support aligns with our missions by supporting a forum that produces material for our publications and boosts participation in our programs. Sponsorships may be given in either US or Canadian funds (please see refer to the “Sponsorship Commitment Form” on page 6 for more details.

- **Silent Auction:** Your sponsored items benefit the Eberhardt Memorial Student Fund which provides travel grants for students to present their research at the Symposium.

SPONSORSHIP CATEGORY DESCRIPTIONS

Awards Banquet: Your sponsorship will be designated at the Leading Sponsor level for the awards banquet. The banquet is typically held on the Thursday evening and is the main event of the conference.

Awards Reception: Your sponsorship will be designated at the Supporting level for the awards reception. The awards reception is typically held on the Thursday evening of the conference directly before the awards banquet.

Beverage Container: Your sponsorship will be designated at the Supporting Sponsor level to provide a conference travel mug, water bottle or other beverage container. The beverage container will be given to all conference attendees and will have an imprint of your company logo.

Clean Lakes Classic 5k Run/Walk: Your sponsorship will be designated at the Contributing Sponsor level for the 5K Run/Walk T-shirts. The 5K Run/Walk t-shirts will be distributed to all race participants and will feature an imprint of your company logo.

Concurrent Session: Your sponsorship will be designated at the General Sponsor level for a single session of your choice on Wednesday, Thursday, or Friday during the conference. Please contact the NALMS office at sponsorship@nalms.org for an updated list of available sessions.

Hospitality Suite: Your sponsorship will be designated at the Sustaining Sponsor level for a single Hospitality Suite evening. There are two evenings available and you may choose from Wednesday or Thursday evening. The hospitality suite is open to all attendees and is a favorite spot to stop and network after sessions and events.

In-Kind: Indicates that you will provide an in-kind sponsorship. Please contact that NALMS at sponsorship@nalms.org for more information.

Jody Connor Student Paper Awards: Your sponsorship will be designated at the General Sponsor level for the awards given to the best paper and poster presented by a student during the Symposium. Awards will feature an imprint of your company logo.

Lanyard: Your sponsorship will be designated at the Contributing Sponsor level for the conference lanyards. Lanyards will be distributed to all attendees and will feature an imprint of your company logo.

Pads: Your sponsorship will be designated at the Contributing Sponsor level for the conference notepads. Notepads will be distributed to all attendees and will feature an imprint of your company logo.

Pens: Your sponsorship will be designated at the Contributing Sponsor level for conference pens. Pens will be distributed to all attendees and will feature an imprint of your company logo.

Photo Contest: Your sponsorship will be designated at the General Sponsor level for the Photo Contest. The photo contest is held throughout the conference with winners revealed during the banquet.

Plenary Speaker/Presenter Travel: Your sponsorship will be designated to offset the travel cost of plenary speakers and/or special presenters.

Refreshment Break: Your sponsorship will be designated at the Contributing Sponsor level for a single refreshment break of your choice. There will be two refreshment breaks during each day of the conference (Wednesday, Thursday, and Friday).

Student Scholarship Silent Auction: Indicates that you will donate an item to be auctioned during the conference week. Proceeds from the auction go to the Eberhardt Memorial Student Fund in support of travel grants for student presenters.

Tote Bags: Your sponsorship will be designated at the Sustaining Sponsor level for the conference tote bags. Bags will be distributed to all attendees and will feature an imprint of your company logo.

Undesignated: Your sponsorship will not be used for an event, item, or scholarship. Undesignated sponsorships include more benefits than designated sponsorships. Benefits are complimentary or discounted exhibit booths and complimentary registrations depending upon the sponsorship level.

Welcome Reception/Activity: Your sponsorship will be designated at the Supporting Sponsor level for the Reception/Activity held on Tuesday evening.

Host Committee Co-Chairs

Arin MacFarlane Dyer & Ron Zurawell
nalms@alms.ca Zurawell@aemera.org

NALMS Conference Advisory Chair

Jeff Schloss
jeff.schloss@unh.edu

General Conference

Sponsorship & Exhibitor
sponsorship@nalms.org events@nalms.org

SPECIFIC SPONSORSHIP LEVELS & BENEFITS

Leading - \$6,000 and above

Categories: Undesignated, and Awards Banquet

- Single exhibit booth (w/ 2 registrations) for undesignated sponsorship, discounted booth (50%) if designated.
- Company name and logo in the program and on conference web pages (linked to company web page).
- Sign at sponsored event, if applicable.

Supporting - \$4,000

Categories: Undesignated, Awards Reception, Beverage Container, and Welcome Reception/Activity

- 50% discount on single booth (w/ 2 registrations) for undesignated sponsorship, discounted booth (25%) if designated.
- Company name and logo in the program and on conference web pages (linked to company web page).
- Sign at sponsored event, or Company name and logo printed on giveaway item, if applicable.

Sustaining - \$2,500

Categories: Undesignated, Hospitality Suite (1 night), Tote Bag

- Two registrations if undesignated. One registration if designated.
- Company name and logo in the program and on conference web pages (linked to company web page).
- Sign at sponsored event, or Company name and logo printed on giveaway item, if applicable.

Contributing - \$1,500

Categories: Undesignated, Clean Lakes Classic 5K, Lanyards, Pads, Pens and Refreshment Break

- One registration if undesignated.
- Company name and logo in the program and on conference web pages (linked to company web page).
- Sign at sponsored event, or Company name and logo printed on giveaway item, if applicable.

NOTE: The amount listed for sponsored items is for a basic item imprinted with one color. We can work with you for special features, "green" items, or multicolor imprints with additional support.

General - \$750

Categories: Undesignated, Concurrent Session Sponsor, Jody Connor Student Paper Awards and Photo Contest

- Company name and logo in the program and on conference web pages (linked to company web page).

In-Kind

Contact the NALMS at sponsorship@nalms.org to arrange.

- In-Kind Sponsors receive benefits at the Undesignated Sponsor level nearest to the value of the in-kind item or service provided.

- Company name and logo in the program and on conference web pages (linked to company web page).

Plenary Speaker/Presenter Travel

- Speaker/Presenter Travel Sponsors receive benefits at the Designated Sponsor level nearest to the amount sponsored.

- Company name and logo in the program and on conference web pages (linked to company web page).

Student Scholarship Silent Auction

Please consider donating a silent auction item along with your sponsorship. Bids are placed during exhibit hours and all proceeds go to student travel scholarships. If you do not have a product or discount certificate please consider another item or gift basket that would interest to our attendees. Items in hand are preferred but a large picture will work for any larger items that you are willing to ship to the winner.

NOTE: Complimentary conference registrations can be transferred to attendees or reserved for volunteer and/or scholarship recipients. Please let us know if you would like to donate or transfer any complimentary registrations and how they are to be designated.

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SPONSOR COMMITMENT FORM

Please return form to:
 North American Lake Management Society
 PO Box 5443, Madison, WI 53705
 sponsorship@nalms.org

Contact Name: _____
 Company: _____
 Mailing Address: _____
 Phone: _____
 Email: _____
 Amount of Sponsorship: \$ _____
 Date: _____

Please check the option(s) you wish to sponsor:

Leading Sponsor – \$6,000 and above

Undesignated
 Awards Banquet

Supporting Sponsor – \$4,000

Undesignated
 Awards Reception
 Beverage container
 Welcome Reception/Activity

Sustaining Sponsor – \$2,500

Undesignated
 Hospitality Suite (1 night)
 Tote bag

Contributing Sponsor – \$1,500

Undesignated
 Clean Lakes Classic 5k Run/Walk T-shirts
 Lanyards
 Pads
 Pens
 Refreshment Break

General Sponsor – \$750

Undesignated
 Concurrent Session Sponsor (your pick)
 Jody Connor Student Paper Awards
 Photo Contest

In-Kind Sponsor

Item or Service _____
 Value \$ _____

Plenary Speaker/Presenter Travel Sponsor

Value \$ _____

Student Scholarship Silent Auction

Item _____
 Value \$ _____

For more information on the sponsorship categories and sponsor benefits please refer to page 5 of this packet

An invoice will follow receipt of this commitment form. Payment may be made in US or Canadian Funds. For US funds please send to NALMS, PO Box 5443, Madison WI 53705. For Canadian funds please use ALMS charitable #877272690RR0001 and send to ALMS, P.O. Box 4283, Edmonton, Alberta, Canada, T6E 4T3.

Payment and promotional materials are due no later than September 5, 2016. Payment may be submitted at any time prior to September 5, and is required to secure your sponsorship category preference and begin your promotional benefits.

Sponsor profiles, logos, and web links should accompany this Form, and can be submitted as electronic attachments to sponsorship@nalms.org. Promotional graphics should be transmitted in vector art format (.ai or .eps).

Promotion on the website will commence upon delivery of payment and materials to NALMS at any time prior to September 5, 2016. Promotional materials submitted after September 5 may not be included in the program and may not be included on the website prior to the Symposium.

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