

2018 PA Wilds Annual Dinner & Awards
and Creative Entrepreneur's Conference

CELEBRATING 15 YEARS THE WILDS AT WORK

PAJAMA FACTORY WILLIAMSPORT, PA APRIL 26-27, 2018



PA Wilds Dinner & Conference Business Opportunities

Support the PA Wilds and spread the word about your good work!

More than 100 business and community leaders from across the Pennsylvania Wilds, along with state partners and officials from Harrisburg will gather for the dinner and conference to get an update on the state and local effort to grow the region's economy while "Celebrating 15 Years – The Wilds at Work." This is a great chance to introduce your work to PA Wilds enthusiasts, entrepreneurs and business leaders. We have a variety of ways for your company to get involved, and we would welcome the opportunity to work with you to combine a number of these opportunities to create an experience that is the best fit for you.

As a business you can:

- **SPONSOR & EXHIBIT** Sponsors receive recognition in our conference promotion and materials, and have access to Exhibitor Tables for an on-site presence. Sponsorship support contributes significantly to our ability to keep our registration costs low while bringing together a top notch program. *See page 2 for details.*
- **UNDERWRITE** Partner with PA Wilds to present various elements of the conference. We will work with you to identify educational programming or conference events that are in line with your mission. With our underwriting program, we can be creative and flexible to find the best fit for you. *See page 2 for details.*
- **ADVERTISE** Getting your name in front of our attendees is easy with options in our printed **program book**. Certain ad sizes are included in Sponsorships and Underwriters receive a 50% discount. *See page 3 for details.*
- **GENERAL INFORMATION** We will also have a community information sharing space, with tables and bulletin boards. You may bring your own for free, or mail it ahead with \$25 "stocking fee." *Contact LaKeshia directly about this opportunity.*



**CELEBRATING 15 YEARS
THE WILDS AT WORK**



APRIL 26	2018 PA Wilds Annual Dinner & Awards
APRIL 27	Creative Entrepreneur's Conference

When you're ready to pledge your support, please visit wildscopa.org/Creative-Treps-Conference to fill out your pledge form.

Or contact, LaKeshia Knarr at (800) 895-1376 ext. 408 ~ lknarr@pawildscenter.org



Sponsorship Opportunities

Show your support for the work of the Pennsylvania Wilds by becoming a sponsor for this two-day event.

Act now, our commitment and materials

deadline is April 13, 2018.

All sponsors may take advantage of:

- A complimentary 1 year patron membership in the Wilds Cooperative of PA
- Exhibitor Table
- (2) tickets to the PA Wilds Dinner and the Creative Entrepreneur's Conference

Sponsorship Recognition

SPONSORSHIP LEVEL	COST	WEBSITE	AD IN PROGRAM BOOK	PROGRAM BOOK SPONSOR LIST	ON-SITE POSTERS
Champion	\$2,000	Logo	Full page	Logo	Logo
Ally	\$1,000	Logo	1/2 page	Logo	Logo
Advocate	\$500	Logo	1/4 page	Name	Name

Exhibitor Tables

All exhibitor tables are reserved for sponsors. Tables will be on display during both the Annual Dinner and the Conference. A member of our team will confirm set up and placement details upon confirmation of your sponsorship.



Underwriting Opportunities

Show support for the conference by underwriting a part of the conference, whether it's programming or a special event. Support from our underwriters is

acknowledged through signage or logos within the area of support, as well as listed in the program book, website and the event's app. For programming, support will be additionally acknowledged in the classroom during the moderator's introduction. We've shared several options here, but we are

also happy to work with you to find a unique opportunity that is the right fit for your company. Many of the options below have limited availability, so please express your interest as early as possible!

Our commitment and materials **deadline is April 13, 2018.**

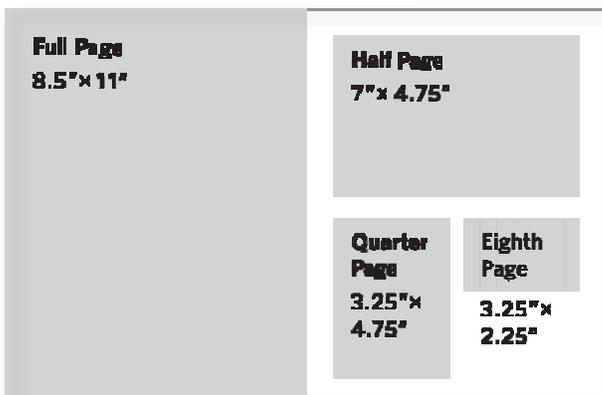
All underwriters may take advantage of:

- 2 tickets to the Conference
- 50% off of program book advertising

TYPE

COST

Creative Makers Exhibit Cocktail Reception This networking event kicks off the Dinner and Conference on 4/26 and will include viewing the Creative Makers Exhibit on display in Gallery Works.	\$125 <i>(4 available)</i>
Educational Programming With four panel sessions, plus Pajama Factory Tours planned for 4/27 we'll work with you to select topics that fit your message.	\$150 per Session <i>(max of 4 per company)</i>
Keynote Luncheon – Demystifying Entrepreneurship Executive Director Ta Enos will sit down for lunch on 4/27 with a panel of the region's entrepreneurs to discuss failure, success, and everything in between as they demystify entrepreneurship.	\$250 <i>(4 available)</i>
Student Scholarships (4/26 & 4/27) Help underwrite scholarships for high school and college age students to attend both the Dinner and the Conference.	\$100 <i>(10 available)</i>
Coffee & Snack Stations (4/27) Help underwrite the cost of refreshment stations that will be available during session breaks.	\$125 per station <i>(2 available)</i>



Advertising Opportunities

Program Book

Get your ad into our program book, the go-to guide all attendees receive when they check in. All program book advertisements are black and white.

Our commitment and materials deadline is April 13, 2018.

PLACEMENT	COST	UNDERWRITER COST	SPONSOR COST
Full Page	\$500	\$250	Included with Champion level sponsorship
Half Page	\$250	\$125	Included with Ally level sponsorship
Quarter Page	\$125	\$60	Included with Advocate level sponsorship
Eighth Page	\$60	\$30	N/A

Are you ready to pledge your support? Visit wildscopa.org/Sponsor-Opps-Creative-Treps/ to fill out your pledge form. Or contact, LaKeshia Knarr at (800) 895-1376 ext. 409 ~ lknarr@pawildscenter.org

ABOUT THE AWARDS

Each spring the Pennsylvania Wilds Center recognizes individuals, groups, organizations, communities and businesses that in the last year have made significant contributions to help grow and sustainably develop the outdoor recreation economy and nature tourism in the Pennsylvania Wilds by marrying economic development and conservation goals.

Visit pawildscenter.org/awards-dinner/ to learn more and nominate a champion.

ABOUT THE DINNER

The Annual PA Wilds Dinner is an opportunity to celebrate the work of the Pennsylvania Wilds and honor individuals from the region who have gone above and beyond to grow nature and heritage tourism. The event kicks off with a networking cocktail reception featuring the Creative Makers photo exhibit at 3 pm and will feature Keynote speaker Earl F. Gohl, Appalachian Regional Commission, Federal Co-Chair. Visit pawildscenter.org/awards-dinner/ to learn more about the dinner.

ABOUT THE CONFERENCE

The Wilds Cooperative of PA is rural PA's largest network of creative entrepreneurs. Our creative artists and entrepreneurs influence our regional brand and visitor experience in a unique way. Join us as we launch our first conference to engage members in program strategies, networking and professional development. Session topics include Capitalizing on PA's Booming Outdoor Recreation Economy, Unifying Your Community with the PA Wilds Design Guide, Marketing Across Digital Platforms and Within Four Walls, and Producing for Wholesale. The event will also feature a Keynote luncheon "Demystifying Entrepreneurship" and tours of the Pajama Factory. Visit wildscopa.org/Creative-Treps-Conference to learn more about the conference and the Wilds Cooperative of PA.



PA WILDS CENTER
FOR ENTREPRENEURSHIP

The PA Wilds Center for Entrepreneurship, Inc. (PA Wilds Center) is a 501(c)(3) nonprofit whose mission is to integrate conservation and economic development in a way that strengthens and inspires communities in the Pennsylvania Wilds. Our work is sustained through program fees, philanthropic giving, grants, and entrepreneurial activities around the PA Wilds Brand. Learn more about our work at pawildscenter.org and learn more about the region at pawilds.com.