



FSC® General Assembly 2014
Seville, Spain, 7–14 September

Corporate Sponsorship Guide



Forest Stewardship Council® A.C.
September 2013

FSC® F000100



The FSC General Assembly is FSC's highest decision-making body. Every three years, members of the social, environmental and economic chambers of FSC come together to make decisions toward the goal of a sustainable future for the world's forests and the people who inhabit them. The FSC General Assembly proves that democratic participation, balanced representation and balanced voting are a powerful strategy to bring people together, find solutions, and promote responsible stewardship of the forests..

The 7th FSC General Assembly will be especially significant as FSC celebrates its 20th anniversary. Your sponsorship of the FSC General Assembly 2014 is a unique opportunity to reach the global forest community in its entirety, from industry to NGOs and governments. Diverse sponsorship opportunities allow your organization to communicate your brand and message to the Assembly participants, while helping to support the mission and values of FSC.

The Forest Stewardship Council®

FSC is a global, not-for-profit organization dedicated to the promotion of responsible forest management worldwide. We enable businesses and consumers to make informed choices about the forest products they buy, and create positive change by engaging the power of market dynamics.

To make sure no one viewpoint dominates the others, our membership has three chambers – environmental, social and economic – that have equal rights in decision-making. To ensure that we have globally balanced representation, our members also represent either global North or South sub-chambers.





Highlights from the 6th FSC General Assembly, 2011

Approximately **500 participants** representing **80 countries** from diverse interest groups including **233 FSC members**, **40 FSC network partners** and **143 observers** representing Certification Bodies, NGOs, Trade Unions, Certificate Holders, Industry attended the General Assembly.

Members voted on motions to improve FSC statutes and observers participated in side-meetings and workshops to learn about FSC's decision-making mechanisms, policies and consultation processes and to provide input aimed at enriching and stimulating debate on critical issues.

The FSC General Assembly included a Forest Frameworks 2011 conference which brought together diverse thought leaders to share their perspective on the future of the world's forests, the people that depend on them and the strategies that will determine the forest legacy left to future generations.

The Conference was an opportunity to hear from some of the most respected experts on critical issues facing the world's forests.

Past Sponsors of the FSC General Assembly 2011





Sponsorship Opportunities

	Platinum €100,000	Gold €50,000	Silver €25,000	Green €10,000	Bronze €5,000
GENERAL ASSEMBLY					
Exclusive Logo recognition on banner	✓				
Prominent display at GA Venue	✓				
Logo on GA Sponsors banner	✓	✓	✓	✓	✓
Logo on GA promotional materials	✓	✓	✓	✓	✓
Table for Display	✓	✓	✓	✓	
Literature / Product placement in conference bags	✓	✓	✓		
Acknowledgment at GA Welcome Dinner	✓	✓	✓	✓	✓
Complimentary GA registrations	✓x5	✓x3	✓x2	✓x1	
FOREST CONFERENCE					
Participation at CEO Round Table	✓				
Logo on GA Sponsors banner	✓	✓	✓	✓	
MEDIA OUTREACH					
Special press announcement	✓				
Highlight sponsor on FSC/GA Websites	✓				
Logo recognition on FSC/GA Websites	✓	✓	✓	✓	✓
Logo recognition on FSC/GA Newsletter	✓	✓	✓	✓	✓
Company profile (100 words) on GA Website linked to company's website	✓	✓	✓		
Logo on FSC Social media sites	✓	✓	✓		
Name recognition in FSC Annual Report	✓	✓	✓	✓	✓
BUSINESS DEVELOPMENT					
Conduct 1 day customized workshop post GA	✓				
Private lunch with FSC Director General and other FSC Senior leadership	✓				
Non customized workshop participation	✓	✓			



Benefits of Sponsorship

The FSC General Assembly 2014 offers a range of sponsorship options.

The event also provides a highly targeted opportunity for your company to profile your businesses, products and services, while also offering highly visible support for FSC's mission and professional fellowship within the forest industry.

- Assembly sponsorship offers a rare opportunity to promote your company or organization to a global gathering of sustainability leaders, offering networking opportunities with the best and brightest from all facets of forest industry and advocacy
 - Advertising prominence and pre-Assembly publicity via newsletter, email bulletins and websites.
 - An opportunity to learn about the latest developments in forestry worldwide.
 - An opportunity to network with forest and allied professionals at the General Assembly and on field trips.

Register Your Interest

FSC welcomes your input on how sponsorship can add value to your company or organization. We would be happy to discuss a customized opportunity that would better align with your company's marketing initiatives or philanthropic goals. This could include in-kind contributions or other initiatives.

For more information, please contact:
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