



# Corporate sponsorship

## an update on the scheme and how you can help

The OBC would like to say a huge thank you to all our corporate supporters both present and past. Our successes in the last 25 years have in no small part been down to your help!

We want to make sure that we give you, our sponsors, the publicity you deserve through our publications, website, press releases and exhibitions/meetings.

Recently our Corporate Sponsorship Scheme has undergone a few changes to ensure the Scheme is mutually beneficial to our existing corporate sponsors and, OBC and to attract new sponsors. As a result we have some news to share on the new tiered **levels of sponsorship** – see below.

This update also features how some of our sponsors have helped to fund some exciting and inspirational projects in the region or provided other valuable means of support.

We are always on the lookout for more assistance to promote and fund our work. You could help in one, or more, of the following ways: -

- Become a member of the Corporate Sponsorship Scheme
- Publicise OBC to your staff and clients, either through your website or by other means
- Donate raffle prizes or sell raffle tickets to staff and/or clients
- Advertise in *BirdingASIA* which contributes towards the printing costs

As a Director of my own company I know that it is possible to make a valuable contribution; either financially or in other ways.

**I hope you'll take a couple of minutes to read this update about our joint achievements and think about how your company could help the Club in our 25<sup>th</sup> anniversary year in 2009. Please do give me a call or send me an email.**

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 Email: [j.thomas25@ntlworld.com](mailto:j.thomas25@ntlworld.com)

### Some of our achievements over the last 25 years

- OBC Publications: *BirdingASIA* and *Forktail* - promoting awareness and research.
- Other OBC funded publications e.g. '*Birds of Bhutan*' and '*A pocket guide to the birds of Arunachal Pradesh*'.
- Over £200,000 invested in 250 conservation and/or awareness projects funded – see following page for examples.
- Over 2000 members in 68 countries.
- Established successful Club website and online collection of Oriental Bird Images with 28000+ images of 2600+ species.



**Gurney's Pitta; a species under serious threat that has benefited from OBC's intervention since 1999.**

### **Corporate sponsorship; choose your level of annual membership**

As of now you can decide your level of support for OBC. See information for the various levels below.

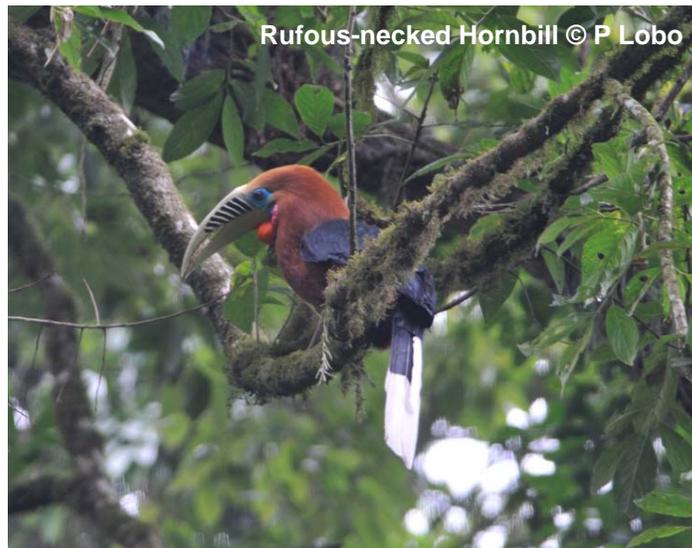
	Bronze £200 / year	Silver £500 / year	Gold £1000 / year
A welcome mention in <i>BirdingASIA</i> editorial for new members	✓	✓	✓
Listed in <i>BirdingASIA</i> within the designated levels of prominence	✓	✓	✓ with logo
Listed on corporate support page of OBC website with a link to your website	✓	✓ with logo	✓ with logo
Invitation to attend the OBC AGM and promote your business	✓	✓	✓
An opportunity to link your sponsorship to a conservation project with logo and name associated		✓	✓
One free full page colour advert in <i>BirdingASIA</i> each year			✓

Please help us to continue the valuable work we do for birds in the Oriental region. It's amazing what we can achieve and every penny is put to good use. Please call Jo on ++44 (0)1480 370593 to discuss or email Jo at [j.thomas25@ntlworld.com](mailto:j.thomas25@ntlworld.com)

**Forktail Award; a business partner is sought for OBC's 25<sup>th</sup> Anniversary Year. If you would like to team up with OBC to benefit a conservation project please contact Jo on ++44 (0)1480 370593 or email [j.thomas25@ntlworld.com](mailto:j.thomas25@ntlworld.com)**

In previous years **Leica Camera Ltd** and **Carl Zeiss Ltd** have donated £1000 per annum towards funding the successful conservation grant applicant of the Forktail Award.

A globally threatened species which benefited from the Forktail Leica Award in 2002 was the **Rufous-necked Hornbill** in the Che Tao Commune of Mu Cang District in Northern Vietnam. A survey of the area found a total of 27 birds breeding at six locations. Hunting was identified as the major threat to the species along with forest clearance, timber extraction and disturbance caused by the removal of non-timber forest products.



Rufous-necked Hornbill © P Lobo

**OBC-WildWings Conservation Awareness Awards have funded various proactive projects – our thanks go to WildWings for many years of valuable support.**

The latest award will fund a conservation awareness project in Xishan National Park, Kunming City, China.

Other projects funded by WildWings include the study of Greater Adjutants in central Assam, India. This is another species listed by Birdlife International as a globally endangered species. WildWings also funded a Bird Conservation Awareness Camp in Nepal to educate farmers in the uses and benefits of cutting-edge organic farming techniques to reduce the use of chemical pesticides and fertilisers in the buffer zone of Royal Chitwan National Park.



Greater Adjutant © R Hughes

**The AEC/OBC Award** has funded many worthwhile projects including a survey of Spotted (Nordmann's) Greenshank and Chinese Egret in East and West Malaysia. Thanks to Asia Ecological Consultants, based in Hong Kong, for their continued support. The most recent award will allow for the study and threats to the Sarus Crane in Lumbini, an Important Bird Area of Nepal.

#### **Birding holidays with conservation in mind**

With the help of BirdtourASIA and Jesper Hornskov who have run OBC fund raising trips, birders can now really offset their carbon footprint.

Over the last six years tours to Qinghai in China and Cambodia have raised over £7000 by donation from participants. All birders who went on the trip saw not only great birds but were pleased to be giving something back to conservation.



Sarus Crane © M Prince

**London Camera Exchange** is our most recent new corporate supporter for 2008/9. Our thanks to LCE for generously donating a Canon EOS 40D digital SLR camera with 18-55 mm lens (worth £900) as a fantastic top prize for the OBC raffle this year. Additional prizes donated by companies include a £200 voucher off any BirdtourASIA trip, a selection of books donated by A&C Black and Lynx Edicions. Once again, every five tickets purchased gives you one entry into the special prize draw of a week's accommodation at The Bagh, Bharatpur, thanks to Raj Singh.

Finally, the **Bird and Wildlife Team (Pvt) Ltd** has kindly donated the original painting of a Red-faced Malkoha by Sri Lankan artist Lester Perera to auction at the British Birdwatching Fair as a way of raising money for conservation.