

BRITISH ASSOCIATION OF
NATURE CONSERVATIONISTS

Supporting our work



banc.org.uk/support

About BANC

Founded in 1979 to create **space for conservation debate**

An independent network of conservation practitioners, academics and interested individuals who take a critical look at the world of nature conservation in Britain and beyond

Publishes *ECOS: A Review of Conservation*

Growing presence on social media, pioneering new approaches to open to discussion of conservation

ECOS: A Review of Conservation

A critical, forward-looking, review of conservation

A democratic, independent forum for exchanging ideas

A news source, for changes in the conservation sector and policy environment

Six issues per year

35 years' continuous publication



‘A forum for uninhibited discussion of some of the fundamental issues facing the human race’
(Philip and Myrtle Ashmole)

Our membership

80 organisational subscriptions

- 32 UK universities
- 9 NGOs
- 5 governmental organisations
- 15 colleges

280 individual subscribers

Key audience segments:

- Conservation professionals
- Academics and graduate students
- Active in conservation advocacy

'I have found ECOS to be an enjoyable and informative read in an accessible format that appeals to scientists and lay persons alike.'
(Rebecca, student)



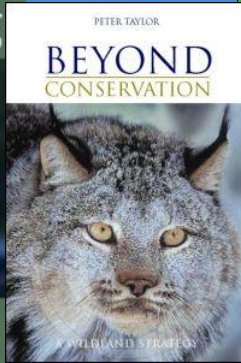
Our work

Inspiring members

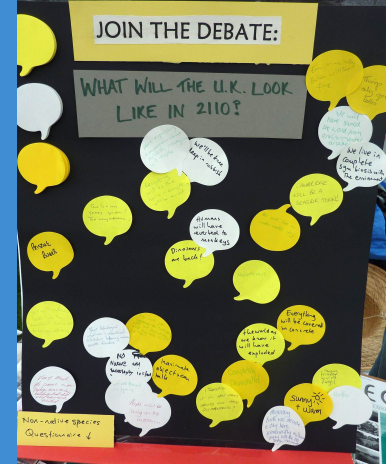
'I think ECOS is probably unique as regards topics it covers. I like the book reviews because of their broad scope. I've brought several books after reading a review.' (Member comment on survey)

'I loved the summer weekend trips and winter lectures which BANC Scotland ran in the 80s and 90s - and met my wife on a BANC trip!' (Member comment on survey)

Supporting conservation thinking



Encouraging engagement



Our social media presence

- 1151 Twitter followers
- >40k impressions / month
- #revitalisecons debates reaching academics, conservation professionals, and highly engaged individuals
- Curation of key social content in Storify, highlighted to all BANC members with email



Interests of our Twitter audience

Interests

Interest name	% of audience	
Science news	78%	
Green solutions	75%	
Geography	66%	
Birdwatching	65%	
Biology	63%	
Documentary	59%	
Business and news	52%	
Birds	49%	
United Kingdom	45%	
Gardening	45%	

Partnership with BANC

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Sponsor BANC's activities as a partner

Lead Partner

- Annual support for BANC
- Support with £5000 per year
- Square or banner advertisement on banc.org.uk

Quarterly partner

- Quarterly support for BANC
- Support with £1000
- Square advertisement on banc.org.uk

Media partner

- Sponsor a Twitter discussion

Value proposition

- Acknowledgement with URL on all outgoing member communications
- Named sponsor of Twitter debates, with credit in Storify review
- Named sponsor of event, plus acknowledgement, at AGM

- Acknowledgement with URL in email newsletters during sponsorship period
- Named sponsor of one Twitter debate
- Acknowledged at AGM

- Prominent thank you before and after event
- Named sponsor in Storify report sent to all BANC members

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Select your own way to support BANC

Contact us

For prices and custom packages contact Matt at
fundraising@banc.org.uk

banc.org.uk

[@ukconservation](https://twitter.com/ukconservation)

www.facebook.com/ukconservation

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