



Oriental BIRD CLUB

SUPPORT BIRD CONSERVATION IN ASIA & BECOME AN OBC CORPORATE SPONSOR

The **Oriental Bird Club** was established in 1984;

- to encourage an interest in the wild birds of the Oriental region and their conservation,
- to promote the work of regional bird and nature societies, and
- to collate and publish information on Oriental birds, including through the Club's widely regarded publications *BirdingASIA* and the *Journal of Asian Ornithology* (formerly *Forktail*).



The OBC Conservation Fund

The Oriental Bird Club Conservation Fund has spent more than £500,000 on over 250 conservation projects across the region. In 2021 alone we contributed over £45,000 to support conservation projects that directly benefit at least 17 globally threatened species in 9 countries. Much of this money has come from the generosity of the Club's members and corporate sponsors.

Examples of OBC supported projects in 2021

Two of the key projects supported in 2021 are described below.

Black-browed Babbler

In 2020, the Black-browed Babbler was recorded for the first time for 172 years. The following year OBC supported surveys and research of this species for which nearly nothing was known about its distribution nor ecology. We now know that it may be the only bird endemic to limestone habitats in Borneo, or even Indonesia, and more of its behaviour giving clues as to where more may be found and what needs to be done to protect it.



Photo: Black-browed babbler by Panji Gusti Akbar

Pak Thale Nature Reserve

In Thailand, we supported work at Pak Thale Nature Reserve; an area of land recently bought by a Thai NGO to protect habitat at one of the most important sites in South East Asia for migratory shorebirds including the enigmatic and Critically Endangered Spoon-billed Sandpiper.



Photo: Pak Thale Nature Reserve by Bird Conservation Society of Thailand

However, the Club like many other organisations, has taken a significant financial hit during the recent pandemic, and to continue to provide this important conservation work at or above the existing level we need to attract more corporate sponsorship. This will hopefully not only replace sponsors lost as a direct consequence of the pandemic, but also increase our ability to support conservation projects across the region.

Please help by joining us as a corporate sponsor to safeguard the future of more than 400 globally threatened birds in the region.

There are three standard levels of sponsorship, **Gold** £1,000 per year, **Silver** £500 per year and **Bronze** £200 per year although some sponsors contribute well in excess of these amounts. In addition, some sponsors provide items and services that are used to raise funds for the Club through our Grand Draw, Auctions etc. The level of sponsorship is determined by the value of the items provided.

Details of the benefits that corporate sponsors currently receive in return are set out below.

If you are interested in joining us at this challenging time for the Oriental region's birds, please contact me at mail@orientalbirdclub.org

Richard Webb

ALL SPONSORS RECEIVE:
<ul style="list-style-type: none">• A welcome in the <i>BirdingASIA</i> editorial when they first become a sponsor.• Copies of <i>BirdingASIA</i> twice a year and a copy of the annual <i>Journal of Asian Ornithology</i>. These can be the publications themselves or electronic versions depending on your preference.• An OBC tweet welcoming them onboard as a corporate sponsor.• A listing in <i>BirdingASIA</i> showing their level of sponsorship alongside their logo.• An invitation to attend the OBC AGM and promote their business.• Reference to their ongoing support at the OBC AGM.• A logo identifying them as an Oriental Bird Club Corporate Sponsor for use in their own advertising.• Corporate sponsors' logos appear on the OBC Home page and each sponsor is also listed on the Supporters page of OBC website with a link to their website.
BRONZE - £200 PER ANNUM OR SUPPORT OF AT LEAST THE EQUIVALENT VALUE THROUGH DONATIONS OF GOODS OR SERVICES FOR THE ORIENTAL BIRD CLUB ANNUAL GRAND DRAW (OR OTHER OBC EVENTS), AGREED WITH THE CLUB IN ADVANCE.
<ul style="list-style-type: none">• One quarter page advert in <i>BirdingASIA</i> each year.• One OBC tweet per year highlighting the sponsor's continued support of the OBC. Tweets include a link to the corporate sponsor's website and/or Twitter account.
SILVER - £500 PER ANNUM OR SUPPORT OF AT LEAST THE EQUIVALENT VALUE THROUGH DONATIONS OF GOODS OR SERVICES FOR THE ORIENTAL BIRD CLUB ANNUAL GRAND DRAW (OR OTHER OBC EVENTS), AGREED WITH THE CLUB IN ADVANCE.

- An opportunity to link the sponsorship to a conservation project with the sponsor's name and logo appearing in all material relating to the project.
- Silver sponsors are entitled to one quarter page colour advert in *BirdingASIA* year.
- Two OBC tweets per year highlighting the sponsor's continued support of the OBC. Tweets include a link to the corporate sponsor's website and/or Twitter account.

GOLD £1000 PER ANNUM OR SUPPORT OF AT LEAST THE EQUIVALENT VALUE THROUGH DONATIONS OF GOODS OR SERVICES FOR THE ORIENTAL BIRD CLUB ANNUAL GRAND DRAW (OR OTHER OBC EVENTS) AGREED WITH THE CLUB IN ADVANCE.

- An opportunity to link the sponsorship to a conservation project with the sponsor's name and logo appearing in all material relating to the project.
- One full page colour advert in *BirdingASIA* each year.
- Two OBC tweets per year highlighting the sponsor's continued support of the OBC, one of which can include sponsor-driven content. Sponsor-driven tweets should ideally include reference to species sponsored, specific locations, Red Data species likely to be seen on a tour etc. Tweets include a link to the corporate sponsor's website and/or Twitter account.