



## SPONSORSHIP REQUEST

Funding wanted to conduct Eco-English Camp programmes that will enable rural Thai children to qualify, to work on and eventually manage, ecotourism attractions owned and operated by their own communities.

### Outline

It is common knowledge that the forests, biodiversity and watersheds of Thailand are vanishing fast. Realization is however slow in coming that within a few short years, not decades, the nation will have to bear the projected environmental and social cost of this loss. Government and NGO Initiatives have failed to resolve the problems - **the private sector needs to get involved.**

### The Request

Socially responsible businesses operating in Thailand are invited to sponsor deserving Thai school children from strategically located rural schools in Northern Thailand to attend 3-month (6 module) **Eco-English** weekend camps.

The project is a well planned private sector / community based initiative that aims to develop the capacity of rural Thai children - in areas where the forest and its biodiversity are under threat - to play a role in addressing the environmental problems that affect us all.

### Why

Those students attending the camps will be trained in the operational and management roles on their community owned ecotourism attractions – modelled on the **Pang Soong Nature Trails** product, Chiang Mai, currently being managed under a development concession by Track of the Tiger T.R.D Co., Ltd., a well established leader in Tourism Resources Development.

As a genuine hands-on stakeholder earning a living from ecotourism and small scale agroforestry, each student who completes the programme will be in a position to help their communities to:

- Protect the community forests, watershed and biodiversity.
- Earn a sustainable income from ecotourism, reduce rural migration to the cities, and reinvigorate village communities.
- Take pride in and showcase their local knowledge and cultural identity.
- Develop financial independence and strength for the community as a whole.
- Develop 'value added' products independent of tourist related income.



## Where

The project is being conducted at Pang Soong Lodge, Outdoor Education & Research Centre, on the platform of the 'Pang Soong Nature Trails' in Ban Mae Lai, Amphur Mae On, Chiang Mai, and aims to commence in January 2009.

The pilot project for the programme was successfully run by Track of the Tiger T.R.D. at the same venue for the **British Council** Chiang Mai in February 2008.

## When

The project is scheduled to start in early January 2009.

## By Whom

The Voluntourists Without Borders Initiative (VWB) is channelling ESL teachers and funding for basic infrastructural development to 4 schools (1,000 plus students) in the catchment area of Ban Huay Kaew, Mae On, Chiang Mai.

These volunteer-based services, and funding for them, are currently provided by:

- Concerned individuals
- Our visiting international school groups, and
- Corporate group clients, many of whom are combining outdoor education programmes or team building with CSR driven 'small construction projects'.

## Sponsorship package A - students

The 2 day / 1 night Eco-English Camp will be held every two weeks during the sponsorship period. Students will attend 6 camps over a three-month period and receive certification for having done so. One foreign national ESL teacher and a one local assistant will be assigned to oversee each group of 10 students.

Each weekend Eco-English Camp runs from Saturday morning until Sunday afternoon, and will involve:

- Hands-on interpretive nature trail guide training
- Interactive and energetic classroom settings
- Motivational, self-esteem generating and team building
- Presentations of work by individuals and teams

Ref.	Time/period	Number of students	Total students graduating in period	*Sponsorship cost (THB)
1A	3 months (6 camps)	10 students per camp	10 students	117,000
1B		20 students per camp	20 students	234,000
2A	6 months (12 camps)	10 students per camp	20 students	234,000
2B		20 students per camp	40 students	468,000
3A	12 months(24 camps)	10 students per camp	40 students	468,000
3B**		20 students per camp	80 students	936,000

\* Sponsorship costs are based on THB 1,950/student/camp, all inclusive

\*\*Sponsorship package 3B includes naming rights to the Eco-English Camp for 12 months



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## Sponsorship package B - teachers

Cover the cost of our employing a qualified foreign ESL (English as a second language) teacher with environmental education skills on a one year contract to (a) teach on the Eco-English programme (b) to assist with the basic English language programme in the 4 schools for 3 days per week.

Ref.	Time /period	Qualifications	*Sponsorship cost per teacher (THB)
4A	12 months.	Qualified ESL Teacher. Environmental studies background.	400'000

*Note\* The package covers flights, accommodation meals, work permit, transport to and from work, and a modest monthly stipend of Baht 8'000 to cover incidental costs*

## Sponsorship benefits

As a private enterprise, Track of the Tiger recognizes the importance of providing genuine and tangible benefits to corporate sponsors.

As well as providing a significant contribution to solving the environment and social problems outlined above and to securing a more sustainable future for this area of Northern Thailand, sponsors will benefit from:

- **Promotion and exposure by Track of the Tiger** – company logo appears on [www.track-of-the-tiger.com](http://www.track-of-the-tiger.com), [www.voluntourists-without-borders.com](http://www.voluntourists-without-borders.com) and [www.pang-soong-lodge.com](http://www.pang-soong-lodge.com), as well as inclusion in all marketing activities and 'press coverage' related to the project.
- **Promotion and exposure via your own PR-activities**
- **Frequent and interesting camp reports** – students will provide multimedia presentations and works that can be disseminated via your own website and to your internal teams.
- **Opportunities for hands-on assistance** – opportunities for small teams from your organization to participate in the camps, providing valuable hands-on assistance.

## For more information

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