

# Benefits of sponsoring the 40th anniversary of the World Heritage Convention

- You will support **global action** on World Heritage and sustainable development
- You will demonstrate **social responsibility** through helping to preserve natural and cultural heritage
- You will partner with a prestigious agency of the **United Nations**
- You will join the **international conservation community**
- You will widen **worldwide marketing** communication and increase market share
- You will benefit from the **strong image** transfer of the anniversary

Customized events can be designed with partners who wish to support World Heritage conservation and celebration.

Tell us what aspect of heritage preservation you want to get involved with.

What would you like to do to nurture our shared World Heritage?

Join the wide range of **UNESCO partners** in supporting advocacy for World Heritage:



Your company's logo



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Years of the  
World Heritage Convention

## Sponsorship opportunities

The international community marks the 40th anniversary of UNESCO's World Heritage Convention in 2012.

As the Convention enters its 5th decade, it is more relevant than ever for the preservation of our cultural and natural heritage. Adopted in 1972, it is one of the most widely endorsed international agreements: ratified by 188 countries to date, with 936 cultural and natural sites on its famed World Heritage List. **Join forces with us to nurture heritage preservation for the future!**



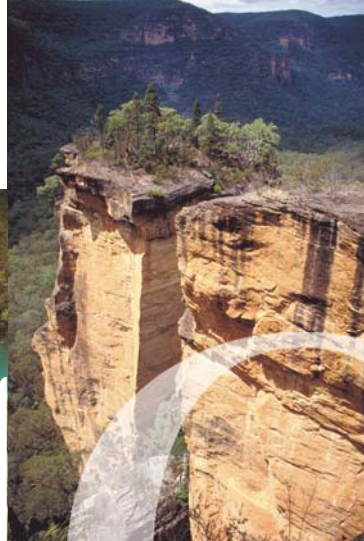
United Nations  
Educational, Scientific and  
Cultural Organization

World  
Heritage  
Convention

## World Heritage and Sustainable Development: the Role of Local Communities

is the theme of the 40th anniversary, which sets out to:

- **Demonstrate** the social and economic benefits of heritage preservation for local communities.
- **Involve** selected corporate partners in supporting World Heritage conservation and sustainable development.
- **Bolster** research, training and skills development to improve the conservation of World Heritage sites.
- **Increase** public awareness of the current challenges in implementing the Convention and how to meet them.



## Events

The celebration will be launched in Paris in January 2012 with a concert by UNESCO Goodwill Ambassador Herbie Hancock, followed by events organized all over the world at national or local levels and culminating on 6–8 November 2012 in Kyoto, Japan.

International media events, exhibitions and publications are scheduled to enhance the celebration of World Heritage throughout 2012.

Ultimately, the purpose of the celebrations is to launch a new era of World Heritage conservation in which local communities and corporate partners will play a growing role, caring for and benefiting from natural and cultural heritage.

### AUDIENCES TO BE REACHED

- The national and local experts and stakeholders in World Heritage through conferences and workshops
- The general public through a global communication campaign

## Get involved

Become a partner of the 2012 World Heritage Celebrations: support one or several anniversary events

### Sponsor PACKAGE A

Use of **UNESCO World Heritage Celebration Year Logo** in sponsors' communication materials relating to the event(s)

**Web** presence on [whc.unesco.org](http://whc.unesco.org) and on the dedicated 2012 website [whc.unesco.org/en/40years](http://whc.unesco.org/en/40years)

**Press conferences and special events visibility**  
Opportunity to participate at events at UNESCO Headquarters, regional events and closing 40th anniversary event in Japan

**Print media**  
Sponsors' logo presence in 40th anniversary publications and *World Heritage* quarterly magazine

### Sponsor PACKAGE B

Use of **UNESCO World Heritage Celebration Year Logo** in sponsors' communication materials relating to the event(s)

**Web** presence on [whc.unesco.org](http://whc.unesco.org) and on the dedicated 2012 website [whc.unesco.org/en/40years](http://whc.unesco.org/en/40years)

**Print media**  
Sponsors' logo presence in 40th anniversary publications and *World Heritage* quarterly magazine

### Sponsor PACKAGE C

**Web** presence on [whc.unesco.org](http://whc.unesco.org) and on the dedicated 2012 website [whc.unesco.org/en/40years](http://whc.unesco.org/en/40years)

**Print media**  
Sponsors' logo presence in 40th anniversary publications and *World Heritage* quarterly magazine