

How can you help?

Sponsorship

The AST are looking for key sponsors to partner with us on the 50th Anniversary event. We will provide opportunities for you to work alongside the marketing and PR team to promote your company brand and profile to guests attending the Scientific Symposium and the Gala Dinner. Helping you to reach your target audience and meet our goals to raise awareness and funds for salmon conservation.

Auction Lots

We are running both a Silent Auction and Live Auction at the Gala dinner, which will be available online 2 weeks prior to the event. Our aim is to raise over £100,000 through the auction. We are seeking a mixed bag of varied lots from £100 to over £10,000 in value. A selection of lots provided will be featured in the live auction, we want our guest bidders to have the best fun! As with sponsorship we are able to provide a range of PR opportunities and benefits to donors of our Auction Lots, depending on the value of the lot.

Tables

There will be over 50 tables for sale. The table price will be £2,500 for a table of 8 and £3,000 for a table of 10. Purchase a table to share with your friends, enjoy a splendid evening in stunning surroundings and most importantly play your part in helping to conserve the mighty salmon.

If you are able to help please fill in the attached card or get in touch using the contact details below.

For more information please contact:

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THE ATLANTIC SALMON TRUST 50TH ANNIVERSARY DINNER

BE PART OF CELEBRATING 50 YEARS OF
PUTTING WILD SALMON FIRST

THURSDAY 25th May 2017



SYON PARK





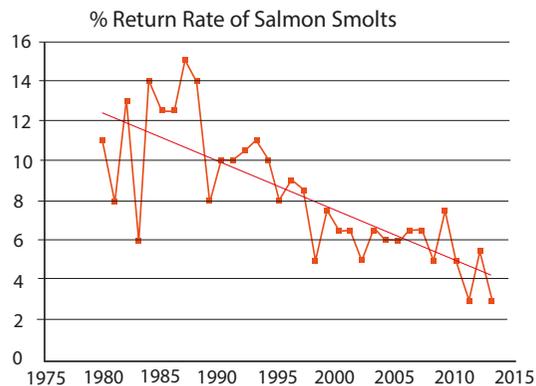
PUTTING WILD SALMON FIRST

Our Mission

The Atlantic Salmon Trust works with partners throughout the Atlantic Salmon's range to research the problems impacting migratory salmonids and secure their future through: Research, Influence & Action.

Since 1967 The Atlantic Salmon Trust has been leading the way in research into migratory salmonids. With over £20 million raised, projects have successfully and radically altered the way in which salmon have been managed during the 50 years of our existence. The Atlantic Salmon Trust instigated the river based biological approach. Additionally, the initiation of the growth of Fisheries and Rivers Trust was supported by The Atlantic Salmon Trusts' initiatives and research grants.

As we approach our 50th year the emphasis for The Atlantic Salmon Trust has changed. Our focus has moved from the freshwater environment to saltwater as scientific indicators point to a major problem in marine conditions. Marine survival of migrating salmon has plummeted from over 13% twenty years ago to below 5% now. Researching the reasons for this decline and solving the problem is our priority and we are launching two major projects focussed on this objective. The funds raised from our 50th Anniversary Celebratory Dinner will go towards achieving this goal.



The Challenge for The Atlantic Salmon Trust

Can we find the reason for the decline of this keystone species and then address it?

THE 50TH ANNIVERSARY DINNER

To Celebrate 50 years of Putting Wild Salmon First the Atlantic Salmon Trust will have a Celebratory Dinner for 500 guests. The Dinner will follow a major international symposium on the decline of wild Atlantic salmon in the ocean. The Dinner, hosted by our President Earl Percy, will take place on Thursday 25th May 2017, in the stunning house, conservatory and gardens of Syon Park, London, which has been kindly donated for the evening by the Duke of Northumberland.

The objectives of the dinner are:

- To raise awareness of the importance of the Atlantic Salmon in our environment as a bell weather for environmental change
- To explain the importance of the work the Atlantic Salmon Trust is currently undertaking & supporting
- To raise funds for the new scientific projects
- To launch the new AST Friends & AST Presidents club



Why are our Salmon Dying?