



## SPONSORSHIP & ADVERTISING OPPORTUNITIES

**What is the Passport to Nature?** It's a year-long series of free guided events at Couchiching Conservancy properties. Each participant is given a "passport" that has information on each event, sponsors and the work the Conservancy does.

**How can you get involved?** Join us as a sponsor and help to make the Passport to Nature a success. Your support allows the series to be free for the public to attend. Each sponsor is featured in the full colour Passport booklet which is distributed across the region and is also available to download on our website and e-newsletter. We promote this program all year long, so a one-time sponsorship goes a long way. This is a great opportunity to **combine your advertising with supporting our conservation efforts** and show the community that you care about protecting the environment.

## 25 events for 25 years of conservation!

2018 is an exciting year. As we celebrate the many accomplishments that our members and supporters have made possible over the past 25 years, the Passport to Nature will be a key piece of the celebration. With 25 events including our Annual General Meeting and the 13<sup>th</sup> annual Carden Challenge, we are looking forward to adding more ways to celebrate the places we have been able to protect and care for thanks to caring individuals and businesses like yours.



# Our 2017 successes are thanks to our sponsors!

✓	Over 400 participants provided with free opportunities to get outside
✓	Partnered with over 40 local businesses who care for the environment
✓	4,000 booklets distributed, with many going door-to-door, which increases awareness of our work
✓	Raise funds to continue our work - We raised almost \$20,000!
✓	Educate the public on environmental issues - Topics included birds, wildlife & landscapes
✓	Connect our community with surrounding natural areas - Together we visited 10 different properties we help to protect

## How will your business be recognized?

We print **4,000** Passport to Nature full colour booklets with your business ad and event information inside. These booklets are distributed throughout the region, to our members, at community events and more.

Since this program runs **all year**, we talk about the Passport to Nature and our sponsors **all year** long on our website, e-newsletter and social media channels. Last year, we reached over 20,000 supporters online.

Level	#	Recognition
<b>Gold Sponsor</b> (\$3,000)	1	<ul style="list-style-type: none"> <li>• Opportunity to have staff at hikes to represent your business</li> <li>• Logo on front of Passport</li> <li>• Full page advertisement on inside front cover (4.3w x 7.5h inches)</li> <li>• Colour logo on Conservancy website, e-newsletter and links to your website plus in advertisements and posters</li> </ul>
<b>Silver Sponsor</b> (\$2,000)	1	<ul style="list-style-type: none"> <li>• Full page advertisement on outside back cover (5.5w x 8.5h inches + .25 bleed)</li> <li>• Colour logo on Conservancy website, e-newsletter and links to your website plus in advertisements and posters</li> </ul>
<b>Bronze Sponsor</b> (\$1,000)	4	<ul style="list-style-type: none"> <li>• Third of a page advertisement (4.3w x 3.7h inches)</li> <li>• Colour logo on Conservancy website, e-newsletter and links to your website plus in advertisements and posters</li> </ul>
<b>Map Sponsor</b> (\$1,000)	1	<ul style="list-style-type: none"> <li>• Advertisement in the center with the map (10w x 1.4h inches)</li> <li>• Colour logo on Conservancy website, e-newsletter and links to your website plus in advertisements and posters</li> </ul>
<b>Event Sponsor</b> (\$500)	-	<ul style="list-style-type: none"> <li>• Exclusive advertisement on event page (4.3w x 3h inches)</li> <li>• Business name on Conservancy website, e-newsletter and link to your website</li> </ul>
<b>Event Partner</b> (\$250)	-	<ul style="list-style-type: none"> <li>• Advertisement on event page, shared with another businesses               <ul style="list-style-type: none"> <li>○ Vertical: (2w x 3h inches) or Horizontal: (4.3w x 1.4h inches)</li> </ul> </li> <li>• Business name on Conservancy website, e-newsletter and link to your website</li> </ul>

**Yes!** I would like to advertise & support the Passport to Nature program

Level of Support

- Gold \$3,000     Silver \$2,000     Bronze \$1,000     Map \$1,000
- Event Sponsor \$500
- Month preference: \_\_\_\_\_  No preference
- Event Partner \$250 (box or rectangle)
- Month preference: \_\_\_\_\_  No preference

**REMINDER: All sponsors are subject to HST (13%).**

**We cannot provide a charitable tax receipt but can provide a receipt if needed.**

Company info

Company Name: \_\_\_\_\_

Primary Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ Province: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Telephone Number: (\_\_\_\_) \_\_\_\_\_ Email: \_\_\_\_\_

Ad info

- We need help creating an ad. I'll email my logo, wording, etc to smsdesign@rogers.com
- I will send my our ad to smsdesign@rogers.com

Payment info

- I have enclosed a cheque made payable to The Couchiching Conservancy
- Please charge my credit card:     Visa     Mastercard
- Card Number: \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_    Expiry: \_\_\_\_\_
- Name on Card: \_\_\_\_\_
- Signature: \_\_\_\_\_
- Please send us an invoice

**Please return this form to:** The Couchiching Conservancy, Box 704, Orillia, ON L3V 6K7  
or Tanya Clark (tanya@couchconservancy.ca).