



📍 GET OUT. CONNECT. PROTECT.

🌐 WWW.COUCHICHINGCONSERV.CA



When you support The Couchiching Conservancy and the Passport to Nature program, here's what YOU put into action!

- Year-round recognition for your business throughout Simcoe, Muskoka and the Kawarthas
- A positive first impression with thousands of nature lovers and community members
- Safeguarding more wilderness to help mitigate our climate emergency
- The protection of our forests, wetlands, and alvars

The Passport to Nature program is back for its 8th year, bringing hundreds of people together to explore and appreciate the wilderness in our region. Thanks to **YOUR** sponsorship, almost all events and activities are completely **free to attend!**

We have **11 events, 6 downloadable activities AND a family fun box** planned for the 2022-23 program, including 2 exciting road trips, paddling the Black River, kids activities and more! Participants will have guided access to many of The Couchiching Conservancy's 52 Reserves and Easements.

Advertising that does good in your community

Your sponsorship and advertisement helps make Passport to Nature the huge success it's become. Each sponsor is featured in our full colour Passport booklet, which gets distributed across the region, and is available to download on our website & e-newsletter. We promote the program **all year long**, so a one-time sponsorship goes a long way. This is a great opportunity to combine your advertising with supporting land conservation efforts and **show the community your business cares about protecting the environment.**

71,000+	People reached from the Passport to Nature webpage, social media, e-news and more!
70,000+	Website page views in 2021
2,500+	e-Newsletter Subscribers. Our monthly e-news has an above industry standard open rate and click rate. The Passport events are regularly featured and one of the top clicked items.
5,400+	Social Media followers across Instagram, Facebook, and Twitter. We post daily and feature the Passport to Nature program regularly.

How will your business be recognized?

We print **4,000** full colour Passport to Nature booklets with your business ad and event information inside. These booklets are distributed throughout the region, to our members, at community events, and more. Because our program runs all year, we get to talk about our sponsors **all year long** on our website, e-newsletter and social media channels. Last year, we reached over 71,000+ supporters online!

Program Sponsors (recognized at every event, in all advertisements, across social media, and more)

Level including HST	#	Recognition
Gold Sponsor \$3,400	1	<ul style="list-style-type: none"> • Opportunity to send staff to our events and represent your business • Logo on front of Passport booklet • Full page advertisement on inside front cover (4.3w x 7.5h inches) – in person comment • Colour logo on the Conservancy's website and e-newsletter with links to your website, and on advertisements and posters
Silver Sponsor \$2,260	1	<ul style="list-style-type: none"> • Full page advertisement on outside back cover (5.5w x 8.5h inches + .25 bleed) • Colour logo on Conservancy website, e-newsletter and links to your website plus in advertisements and posters
Map Sponsor \$1,130	1	<ul style="list-style-type: none"> • Advertisement in the centre with the map (10w x 1.4h inches) • Colour logo on Conservancy website, e-newsletter and links to your website plus in advertisements and posters
Bronze Sponsor \$1,130	10	<ul style="list-style-type: none"> • Third of a page advertisement (4.3w x 3.7h inches) • Colour logo on Conservancy website, e-newsletter and links to your website plus in advertisements and posters

Event Sponsors & Partners (recognized at the specific event, event specific promo, and more)

Level including HST	#	Recognition
Event Sponsor \$570	-	<ul style="list-style-type: none"> • Advertisement on event page (4.3w x 3h inches) • Business name on Conservancy website and e-newsletter with a link to your website • A shout-out on social media
Event Partner \$285	-	<ul style="list-style-type: none"> • Advertisement on event page, shared with another business <ul style="list-style-type: none"> ◦ Horizontal: (4.3w x 1.4h inches) • Business name on Conservancy website, e-newsletter and link to your website • A shout-out on social media

Deadlines:

Ad & Sponsor confirmation: As soon as possible, deadline is **March 1, 2022**


Ad submission: **March 16, 2022**

The booklets will go to print early April date. The first event is April 23rd.









2022-23 Passport to Nature Potential Program Plans

Confirmed Programs Sponsors:














LaFarge (Bronze)




LEGEND:	 Hike/Walk/Bike	 Online
 Physically accessible	 Identification	 Family friendly

Downloadable Content, available all year long:

Date	Event	Event Type	Sponsors
All year	Experience the Black River Wildlands <i>Download info to do a DIY road trip, visit Reserves with surprises along the way!</i>	  	
All year	Experience the Carden Alvar <i>Download info to do a DIY road trip, visit Reserves with surprises along the way!</i>	  	
All year	Family Fun Box – Print at Home Materials <i>No limit on the fun activities available!</i>	 	Confirmed: Event Partners (Value Propane), Miller Aggregates

Events & Activities:

Date	Event	Event Type	Sponsors
April	Earth Day Community Clean Up <i>Kick Off Event to Clean Up around a Nature Reserve</i>		
	Family Fun Box <i>Pick up your box - limited quantity of printed activities and materials</i>	 	
May	Birding by Ear <i>Part two of this popular online event to learn your birds</i>	 	
	Seasonal Step Into Nature Challenge <i>Track your Reserve visits, enter to win great prizes</i>	 	
June	Print Making <i>BYO tshirt, tote, etc. to be printed with a custom CC design!</i>	 	
July	Paddle Party on the Black River <i>Explore the wilds of the Black River region by water</i>		
Aug	Seasonal Step Into Nature Challenge <i>Track your Reserve visits, enter to win great prizes</i>	  	

Date	Event	Event Type	Sponsors
	A Musical Evening in the Woods with special guests <i>Gather together and listen to the sweet tunes carry through the forest</i>		
Sept	Yoga & Meditation on the Land <i>Connect to your heart, connect to the land in this guided event on one of the new Nature Reserves</i>		
Oct	Seasonal Step Into Nature Challenge <i>Track your Reserve visits, enter to win great prizes</i>		
	Inspired by Nature <i>A painting event with a local artist</i>		
Nov	Books n' Beer Club <i>A spin on a traditional book club. Read the book & gather for an in person hike to discuss. Plus a visit to a brewery!</i>		
Jan	Flora of the Kawarthas <i>Online presentation detailing the flora of the region.</i>		
Feb	Seasonal Step Into Nature Challenge <i>Track your Reserve visits, enter to win great prizes</i>		

Yes! I would like to advertise & support the 2022-23 Passport to Nature program



**UPDATE – HST has been included in each level*

- Gold \$3,400 Silver \$2,260 Bronze \$1,130 Map \$1,130
 Event Sponsor \$570 Event Partner \$285

The Couchiching Conservancy cannot provide a charitable tax receipt but can issue a receipt if needed.

We would like to plan ahead, and can commit to sponsoring for:

- This year only Two years Three years Other: _____

This will help you budget, and it helps us too. You will still be invoiced annually and contacted for any updates to your advertisement.

Company Name: _____

Primary Contact Name: _____

Address: _____

City: _____ Province: _____ Postal Code: _____

Telephone Number: (____) _____ Email: _____

We need help creating an advertisement. I'll email my logo, wording, etc. to engage@couchconservancy.ca by **March 1, 2022**

I will send my advertisement to engage@couchconservancy.ca by **March 16, 2022**

I have enclosed a cheque made payable to The Couchiching Conservancy

Please charge my credit card: Visa Mastercard

Card Number: _ _ _ _ _ _ _ _ _ _ _ _ _ _ _ _ Expiry: _____ CVV: _____

Name on Card: _____

Signature: _____

Please send us an invoice

Please return this form by:

Mail: The Couchiching Conservancy, Box 704, Orillia, ON L3V 6K7

Email: Tanya Clark, tanya@couchconservancy.ca

Ad Specifications

Event Partner: 4.3"w x 1.4" h
Bronze Sponsor: 4.3"w x 3.7"h
Gold Sponsor: 4.3"w x 7.5"h

Event Sponsor: 4.3"w x 3"h
Silver Sponsor: 5.5"w x 8.5"h (.25in bleed)
Map Sponsor: 10"w x 1.4"h

Please supply all artwork electronically as high resolution PDF (*.PDF), EPS (*.EPS) or JPEG (*.JPG). Please note that we cannot modify your ad files, though we would be more than happy to create a simple ad for you if you provide us with a high-resolution version of your logo and any wording/contact information you would like included.

Please note that the sizes below are smaller than actual, and demonstrate proportional sizing of ad space:

