

## Passport to Nature program is back by popular demand!

- Events and activities all year long
- Free to attend thanks to business sponsorships
- Reaches thousands of people each year
- Connects with people of all ages

- ✓ 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 wilderness to help mitigate our climate emergency
- ✓ Protection of our forests, wetlands, and alvars

### 2023-2024 program summary:



8 digital downloads



7 In Person events



1 Zoom event

<p>52 reserves &amp; easements</p>	<p>26 Kilometers of trails</p>	<p>thousands of people reached</p>	<p>14,350 acres protected</p>
<p><b>70,000+</b> <b>People reached</b> from our website, social media, newsletter, printed booklet and more! 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. We post regularly on social media and feature the Passport to Nature program often.</p>			



Participants of the Printmaking event at Grant's Woods Nature Reserve.  
Jane, Mateo and Michelle braving the rain at Scout Valley to pick up garbage.

## 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, with a distribution of 4,000 copies across the region, and is available to download on our website & 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**.

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

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

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

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

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.

## Deadlines:

**Ad & Sponsor confirmation:** As soon as possible, deadline is **March 1, 2023**

**Ad submission:** **March 13, 2023**

The booklets will go to print early April.

## 2023-24 Passport to Nature Program Plans

All program sponsors are recognized at all of these events!

Event sponsors and partners are recognized alongside the specific event they sponsor. If you have a preference on which event you make possible, please let me know.

Date	Type	Event
ALL YEAR	Digital Download	<b>Experience the Black River Wildlands:</b> Download info to do a DIY road trip, visit Reserves with surprises along the way!
ALL YEAR	Digital Download	<b>Experience the Carden Alvar:</b> Download info to do a DIY road trip, visit Reserves with surprises along the way!
ALL YEAR	Digital Download	<b>Family Fun Collection:</b> Fun activities for every season!
ALL YEAR	Digital Download	<b>Conservancy Trails 101:</b> Get the inside scoop on the 26km of trails we manage with info on where to go, what to see and more.
ALL YEAR	Digital Download	<b>Birding by Ear:</b> refresh your birding skills in time for spring migration with tips and a video presentation
JUNE	Digital Download	<b>Saving Nature – Mission Possible:</b> our spring mission takes participants to a secret location for a special mission!
JUNE	In Person	<b>Grassland Bird Walk:</b> visit Turnbull Ranch on the Carden Alvar and learn from an expert birder.
JULY	In Person	<b>Paddle Party:</b> Get out on the Black River near the Reid Nature Reserve.
AUG	In Person	<b>Fascinating Forests:</b> Learn how to identify our local trees while exploring the Adams Nature Reserve
SEPT	In Person	<b>Foraging for Fungi Photos:</b> The best way to ‘collect’ is to take photos! Takes places at Grant’s Woods Nature Reserve.
SEPT	Digital Download	<b>Saving Nature – Mission Possible:</b> our fall mission takes participants to a secret location for a special activity!
OCT	In Person	<b>Painting in the Wildlands:</b> Visit Alexander Hope Smith Nature Reserve with a local artist to be inspired by nature
DEC	Digital Download	<b>Saving Nature – Mission Possible:</b> our winter mission takes participants to a secret location for a special mission!
JAN	In Person	<b>Story Walk for Kids:</b> Do a DIY walk of Scout Valley, in partnership with the Orillia Public Library
FEB	In Person	<b>Snowshoe &amp; Books n Beer:</b> Read the book, snowshoe and then have a beer together. The perfect combo! Takes place at East Coulson Swamp Nature Reserve.

# Yes! I would like to advertise & support the 2023-24 Passport to Nature program



## Level of Support

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

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

**The Couchiching Conservancy can issue 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 advertisement. I'll email my logo, wording, etc. to [engage@couchconservancy.ca](mailto:engage@couchconservancy.ca) by **March 1, 2023**
- I will send my advertisement to [engage@couchconservancy.ca](mailto:engage@couchconservancy.ca) by **March 16, 2023**
- Please use the same ad as last year

## Payment info

- 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: **March 1, 2023****

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

**Email:** Tanya Clark, [tanya@couchconservancy.ca](mailto:tanya@couchconservancy.ca)