

# PASSPORT TO NATURE

FREE & LOW COST EVENTS ALL YEAR LONG, THANKS TO YOUR SUPPORT!



**Together, Let's Build Healthier Lives and  
a Resilient Tomorrow through Nature.**

The Passport to Nature program provides people of all ages with events and activities throughout the year to connect with nature. Here are a few reasons why this matters:

- **Nature Education:** There is so much to learn about our landscapes and local species! Along with knowledgeable leaders, groups have an opportunity to learn about nature close to home.
- **Helping Improve Mental Health Issues and Stress Relief:** Time spent in natural environments promotes emotional well-being, lowers stress, and decreases symptoms of anxiety and rumination. It especially helps with children's Nature Deficient Disorder, which is behavioural and emotional difficulties that arise from children spending less time outdoors.
- **Tackling Climate Anxiety:** Engaging with nature helps individuals feel more connected to the environment, reducing eco-anxiety.
- **Strengthening Physical Health:** Physical well-being is also enhanced through regular outdoor activities, which helps reduce risks of chronic diseases, improves sleep, and lowers blood pressure.
- **Building Community and Social Cohesion:** Nature not only benefits individuals but also communities by fostering social interaction, increasing a sense of belonging, and even reducing crime rates in areas with more greenery. These benefits make a compelling case for investing in community-based nature programs.

- ✓ 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



## What are we planning for this year?

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 us know.

MONTH	DETAILS
APRIL	<b>Kick off event</b>
MAY	DIY Pre-planned <b>Road Trip of Carden Alvar</b> <b>Spring Ephemerals</b> of the Moraine
JUNE	<b>Forest Bathing</b> at an Easement in Oro Medonte
JULY	<b>Bats!</b> Learn about our bat monitoring program and the bats in our region
AUGUST	<b>Paddle Party</b> of the Black River within the Ron Reid Nature Reserve <b>Music in the Forest</b> at Cedar Grove Nature Reserve (one of our newest protected places!)
SEPTEMBER	<b>Indigenous Led Hike</b> at Grant's Woods Nature Reserve
OCTOBER	<b>Painting</b> in the Wildlands DIY Pre-planned <b>Road Trip of Oro-Medonte</b>
NOVEMBER	<b>Birds, Beer and Bingo</b>
JANUARY	<b>Story walk</b> in partnership with the Orillia Public Library, at Scout Valley
FEBRUARY	<b>Rewild your Backyard &amp; Your Life – Webinar</b>



**Pictured:** Grassland Flora Walk - Coral Hairstreak (Judith Pelley), Kids Storywalk at Scout Valley, a conservation easement we hold with the City of Orillia, Painting in the Wildlands at the Adams Nature Reserve with artist Doug Cooper.

## Advertising that does good in your community

**Full colour booklet, promoted year round!** Combine your advertising with supporting land conservation efforts and show the community your business cares about protecting the environment.

**Deadlines: Sponsor confirmation:** As soon as possible, deadline is **March 14, 2025** **Ad submission:** **March 21, 2025**

### Levels & Recognition:

<b>Gold</b> \$3,400	1 available	Logo on front of Passport to Nature booklet Full page ad on inside front cover (4.3w x 7.5h inches) Colour logo on our website and newsletter with links to your website Colour logo on advertisements and posters Opportunity to send staff to an event and represent your business
<b>Silver</b> \$2,260	2 available	Full page ad on inside or back cover (5.5w x 8.5h inches + .25 bleed) Colour logo on our website and newsletter with links to your website Colour logo on advertisements and posters
<b>Map</b> \$1,130	1 available	Ad in the centerfold of booklet (10w x 1.4h inches) Colour logo on our website and newsletter with links to your website
<b>Bronze</b> \$1,130	10 available	Third of a page advertisement in booklet (4.3w x 3.7h inches) Colour logo on our website and newsletter with links to your website
<b>Event Sponsor</b> \$570	13 events	Event page ad (4.3w x 3h inches) Listed on our website and newsletter with links to your website
<b>Event Partner</b> \$285	13 events	Event page ad, three per event max (4.3w x 1.4h inches) Listed on our website and newsletter with links to your website

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.



**Pictured:** Grassland Flora Walk of the Deverell-Morton Nature Reserve, one of our newest protected places. A visitor to Grant's Woods Nature Reserve and her dogs use the upgraded accessible trail.

# Yes! I would like to advertise & support the 2025-26 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

HST 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 14, 2025**
- I will send my completed ad to [engage@couchconservancy.ca](mailto:engage@couchconservancy.ca) by **March 21, 2025**
- Please use the same ad as last year

## Payment info

Payment can be made anytime before October 31, 2024. Payment can be split up if need be.

- 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 21, 2025****

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

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