

Passport to Nature

Bringing people and nature together, thanks to supporters like you.

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

Pictured: Birds, Beer & Bingo at Brewery Bay.



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	Saving the Night Caller movie screening and discussion
MAY	Digital Birding Guide Carden Challenge Birding 101
JUNE	Bio blitz on the Kris Starr Sanctuary - explore the land with staff and experts Forest Fairies for kids at Grant's Woods
JULY	Bats! Learn about our bat monitoring program and the bats in our region Bio blitz on the Blackwell Brady Clark Nature Reserve - the newest reserve
AUGUST	Music in the Valley at Scout Valley, enjoy some tunes along the trail
SEPTEMBER	Forest Therapy at Cedar Grove DIY Pre-planned Paddle on The Black River
OCTOBER	Fungi & Photography in the Wildlands
NOVEMBER	DIY Pre-planned Road Trip of Oro-Medonte
JANUARY	Climate Resilient Landscapes – Webinar
FEBRUARY	Birds, Beer and Bingo



Pictured: Spring Ephemeral Walk – Red Trillium (Nicole Rulff), Forest Therapy with Beth Foster (Jocelyn Trudell), Painting in the Wildlands at the Adams Nature Reserve with artist Doug Cooper (Amina Moamed), Kids Story Walk at Scout Valley, a conservation easement we hold with the City of Orillia (Tyler Knight).

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: February 17, 2026 (as soon as possible is appreciated)

Ad submission: February 23, 2026

Levels & Recognition:

Platinum \$5,650	1 available	Logo on front of Passport to Nature booklet Full page ad on 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 Opportunity to send staff to an event and represent your business
Gold \$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
Silver \$2,260	1 available	Full page ad on inside 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
Map \$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
Bronze \$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
Event Sponsor \$570	13 events	Event page ad (4.3w x 3h inches) Listed on our website and newsletter with links to your website
Event Partner \$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: Paddle Party on the Black river at Ron Reid Nature Reserve. Volunteer musicians playing at Music it the Grove on one of the newest properties - Cedar Grove Nature Reserve.

Yes! I would like to advertise & support the 2026-27 Passport to Nature program



Level of Support

- Platinum \$5,650 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 by **February 17, 2026**
- I will send my completed ad to engage@couchconservancy.ca by **February 23, 2026**
- Please use the same ad as last year

Payment info

Payment can be made anytime before October 31, 2026. 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: February 23, 2026

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

Email: Tanya Clark, tanya@couchconservancy.ca