

Passport to Nature program is back for a 10th year!

- Events and activities all year long
- Low cost to attend thanks to 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:



2 digital activities



11 In Person events

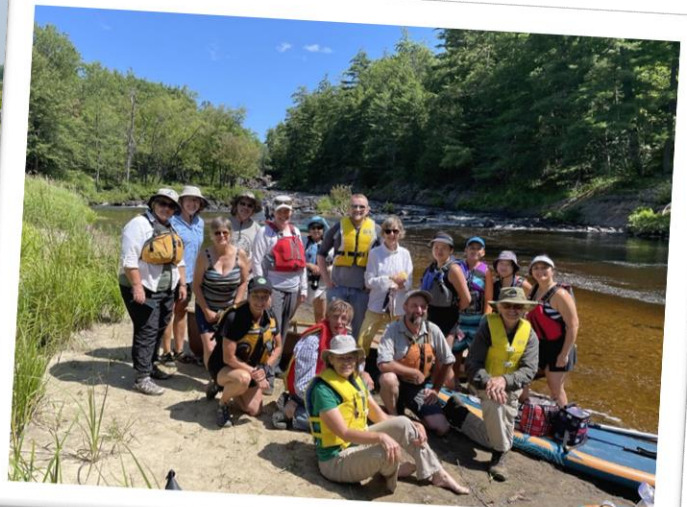


1 Downloadable Resource

57 reserves & easements	26 Kilometers of trails	thousands of people reached	14,939 acres protected
70,000+ People reached 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.			



Participants of the Grassland Bird Walk Hike,
and the Paddle Party on the Black River.

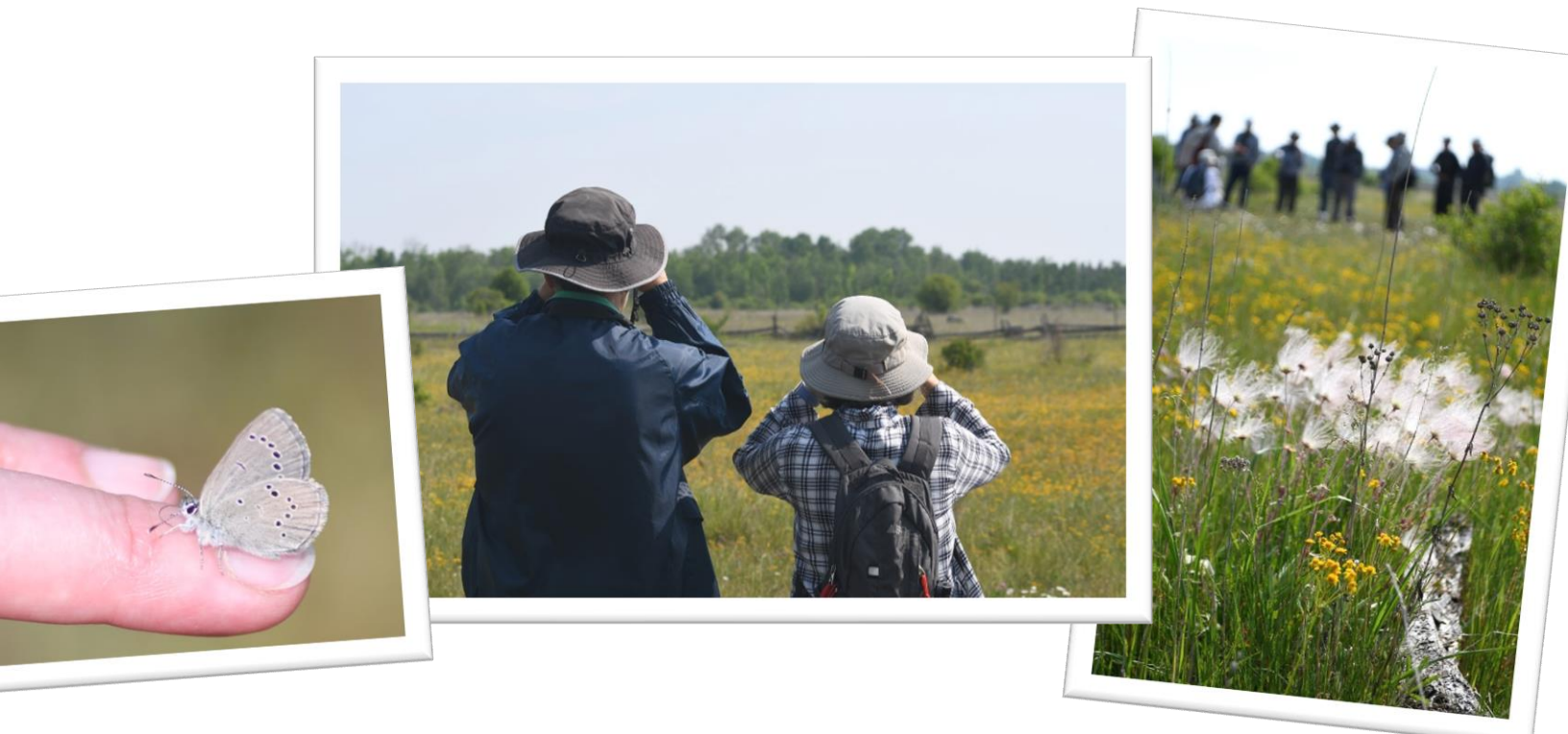


What are we planning for this year?

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 me know.

GREEN – In person events **BLUE** – Do it Yourself or Online Activities

 <p>Discover Trails Day</p> <p>We will have volunteer Ambassadors at Grant's Woods Nature Reserve</p>	 <p>Discover Trails Day</p> <p>We will have volunteer Ambassadors at Alexander Hope Nature Reserve</p>	 <p>Discover Trails Day</p> <p>We will have volunteer Ambassadors at Wylie Road on the Carden Alvar</p>	 <p>Wildflower Photography</p> <p>Learn from experts and the flora of the Alvar</p>
 <p>Eco-Hike: Grassland Walk</p> <p>Learn about the importance of grasslands with an expert leader</p>	 <p>Paddle Party</p> <p>Our most popular event to explore the Black River</p>	 <p>Wheels & Wetlands</p> <p>Learn about the waterways that flow through our neighbourhoods</p>	 <p>Indigenous-led hike and sharing circle</p> <p>Gather around to explore our landscapes</p>
 <p>Painting in the Wildlands</p> <p>Plein art inspired by nature with a local artist to guide you along the way</p>	 <p>Experience the Carden Alvar DIY Road trip</p> <p>Download our package and plan a day to experience Carden!</p>	 <p>Pride in Nature</p> <p>Join together to explore nature.</p>	 <p>Downloadable Resources</p> <p>Resource page added to our website for past webinars</p>
 <p>Experience the Black River Wildlands DIY Road trip</p>	 <p>Nature Documentary Movie Night</p> <p>A great opportunity to join together and learn</p>	 <p>Kids Story Walk</p> <p>A DIY walk of the woods with a story along the way</p>	 <p>Full Moon Night Snowshoe</p> <p>Listen to the sounds of the night by moonlight</p>



Advertising that does good in your community

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**.

Levels & Recognition:

	Program Sponsors				Event Sponsors	
	Gold \$3,400	Silver \$2,260	Map \$1,130	Bronze \$1,130	Sponsor \$570	Partner \$285
Spots available:	1	2	1	10	11 events	
Colour logo on our website and newsletter with links to your website, and on advertisements and posters	✓	✓	✓	✓		
Listed on our website and newsletter with links to your website					✓	✓
Logo in our Annual Report	✓	✓	✓	✓	✓	✓
Logo in program registration pages	✓	✓	✓	✓	✓	✓
Opportunity to send staff to an event and represent your business	✓					
Logo on front of Passport to Nature booklet	✓					
Full page ad on inside front cover	✓					
Full page ad on inside or back cover		✓				
Ad in the centerfold of booklet			✓			
Third of a page advertisement in booklet				✓		
Event page ad					✓	
Event page ad, three per event max						✓

Ad Specs

GOLD - 4.3w x 7.5h inches
 SILVER - 5.5w x 8.5h inches + .25 bleed
 MAP - 10w x 1.4h inches
 BRONZE - 4.3w x 3.7h inches
 SPONSOR - 4.3w x 3h inches
 PARTNER - Horizontal: 4.3w x 1.4h inches

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 27, 2024

Ad submission: **April 3, 2024**

The booklets will go to print
 mid-late April

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

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 **March 27, 2024**
☐ I will send my completed advertisement to engage@couchconservancy.ca by **April 3, 2024**
☐ 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 27, 2024**

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

Email: Tanya Clark, tanya@couchconservancy.ca