Explore the Outdoors
2023 Partnership Opportunities

LONG POINT BASIN LAND TRUST

The Explore the Outdoors program is back for its fifth year, bringing knowledge of the outdoors and appreciation for our wilderness ecosystem to thousands of people in our region. **Thanks to your sponsorship**, these events are completely free to attend! This year we have several events planned in both webinar and in-person formats.

Build profile for your business or organization as you help Long Point Basin Land Trust build capacity!

- We offer meaningful visibility for your products and services including branding opportunities through the Explore the Outdoors presentations, Long Point Basin Land Trust's website, social media, and newsletter
- Your support provides the opportunity for individuals and families to attend free events, inspiring everyone to become a nature lover!
- As a sponsor, you will demonstrate your business or organization's support for nature, conservation, and the protection of natural areas in our community

SOCIAL MEDIA IMPRESSIONS

40,000+ in 2022 on Facebook, Instagram, and Twitter

E-NEWSLETTER SUBSCRIBERS

2500+ That will hear about your business, with an above industry-standard open rate

WEBSITE PAGE VIEWS

46,000+ In 2022 alone! Your logo could be seen on every page.

EVENTS

14 In 2022, with topics like Monarch Butterfly Tagging, Creatures of the Night, and Mushroom ID
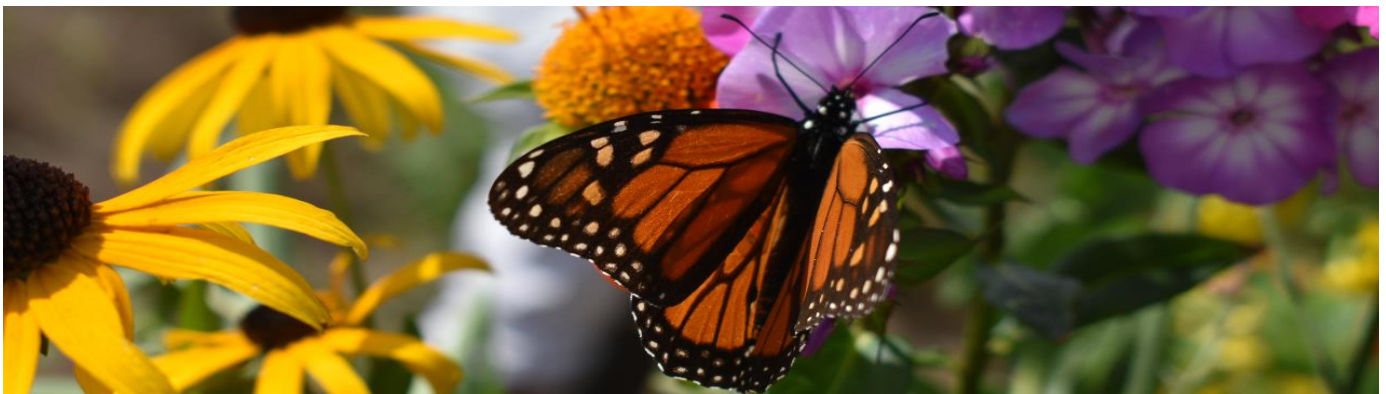
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Explore the Outdoors Event Sponsorship

A commitment of just **$500** will make a difference to the environment in perpetuity!

- Choice of event to sponsor (subject to availability)
- If the event is in-person, the presenter will thank the sponsor at the beginning and end of the event and give the sponsor an opportunity to speak and/or provide literature/coupons to participants
- If the event is virtual, a "brought to you by…" acknowledgement will be shown at the beginning and end of the event (the virtual event will be recorded and shown on our YouTube channel)
- Your logo on our supporters' website page with link to your website
- A thank you with your logo in one monthly e-newsletter with link to your website
- Name mention in one edition of the semi-annual newsletter, ViewPoint
- If you choose to sponsor more than one event, a discount of 10% will be applied to all subsequent sponsored events.

**To support Explore the Outdoors please contact Brianne Curry at
outreach@longpointlandtrust.ca or 519-331-7020**