



Sponsorship Opportunities

Saturday June 15, 2019 | 9 a.m. - 4 p.m.
Rouge National Urban Park

Brought to you by



OUR EVENT

For the sixth year in a row The Wildlands League is teaching more than 100 youth to paddle,

as well as bringing together new Canadians, parents, adults and visitors alike to raise awareness of the importance of conservation in the face of climate change.

Situated on stunning Rouge Beach, Paddle the Rouge is an event filled day which brings the adventure of paddling together with games, hot drinks, snacks and a whole host of goodies to showcase nature and its importance to our communities. As more people begin to place the importance of the impact their buying decisions have on the environment, Paddle the Rouge has quickly become an important place for businesses, governments and non-for-profit organizations to connect with a highly-valued, influential audience.



"On the edge of the concrete jungle, the Rouge Park is a green oasis"

Salma Zahid
MP for Scarborough Centre

Paddle the Rouge Activities:

- Learning to Paddle
- Boat Rentals
- Kayaking
- Canoeing
- Outdoor Games
- Picnics
- Marketplace Shopping
- Hiking
- Walking
- Beach Games
- Seniors Paddling

OUR ATTENDEES

Throughout the course of the first five years, the attendance of Paddle the Rouge continues to grow both in size and diversity.

Canadians young and old, new to the country and multigenerational, continue to come in droves to take in the over 80,000 hectares of natural landscape that the Rouge National Urban Park has to offer. The event attracts families, outdoor enthusiasts, local residents, visitors to the GTA and corporate teams from across the Province. Our attendees are professional, social, community oriented, environmentally aware and influential, sharing their experiences both in their communities but also online.



"It was one of the most memorable experience for me and my son, we look forward every year to Paddle the Rouge. It's been our second year and every year paddle the rouge gets better. It is a great experience for my son who can paddle and enjoy the nature and encourages him to be part of the nature. Thanks."







MARKETING & MEDIA

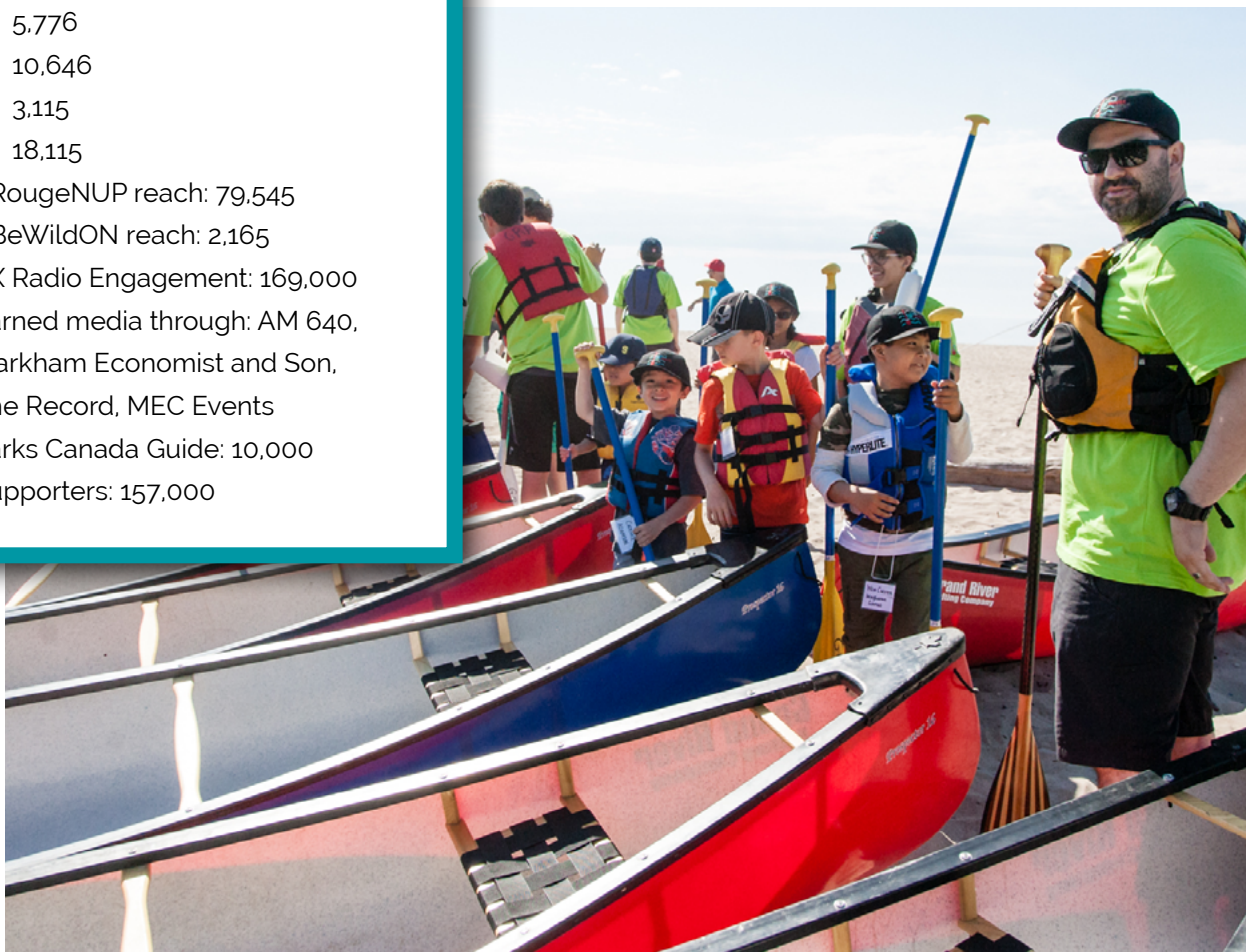
Paddle the Rouge benefits from a broad range of media support including a national and local social media presence.

In 2019 the event will again be supported by a media sponsor to be named soon. The event benefits greatly from our attendees' profile and reach with noteworthy guests including the Prime Minister and Sophie-Gregoire Trudeau in years past.



2018 Media Snapshot

-  5,776
-  10,646
-  3,115
-  18,115
- #RougeNUP reach: 79,545
- #BeWildON reach: 2,165
- KX Radio Engagement: 169,000
- Earned media through: AM 640, Markham Economist and Son, The Record, MEC Events
- Parks Canada Guide: 10,000
- Supporters: 157,000



SPONSORSHIP OPPORTUNITIES

	Darter (\$2,500)	Heron (\$7,500)	Peregrine (\$15,000)	Presenting (\$40,000)
Event title sponsor				•
Logo on website & all other pre-promotional material printed and digital (where it can reasonably be placed)	•	•	•	•
Onsite sponsor recognition printed and digital (i.e. Thank You To Our Sponsors signs)		•	•	•
Post event sponsor recognition (post event attendee thank you email, website etc.)		•	•	•
Logo on volunteer/staff shirts (under corresponding sponsor category which determines size of logo)	•	•	•	•
Logo on swag bags				•
Tailored social media thank you	•	•	•	•
Tailored social media recognition (5x on each platform: Instagram, Facebook, Twitter)		•	•	•
Organization listed in event press release		•	•	•
Info/items may be placed in swag bags		•	•	•
Activation/experience (custom size available, to be determined in coordination with Event Production Team)		• (100 sq. ft.)	• (200 sq. ft.)	• (200+ sq. ft.)
Opportunity to sponsor a zone/activity with onsite logo presence i.e. Entertainment			•	•
Opportunity for custom corporate experience (i.e. Team Building Paddle on The Rouge)				•
Sponsor Category Exclusivity				•

Note: 2019 event website to remain active for 60 days post event to ensure the additional exposure to sponsor logos. However, post-event, the website will be updated to reflect an event recap/details or a save the date about 2020.

Contact meagan@curatedbym.com or +1-905-995-4343 for more information

SPONSORSHIP OPPORTUNITIES

Donor (in-kind)

- Ability to donate item(s) for the silent auction to be held at the event.
- Logo on website and any other auction-specific material (printed and/or digital, where it can be reasonably placed)
- Custom social media thank you, pre and post event
- Logo inclusion on post event thank you email

Swag Bag (in-kind)

- Ability to donate item(s) for inclusion in the swag bags which are provided to all participants
- Logo on website and any other swag bag-specific material (printed and/or digital, where it can be reasonably placed), including post card thank you insert
- Custom social media thank you, pre and post event
- Logo inclusion on post event thank you email

Boat Sponsor \$10,000 + HST

- Opportunity to sponsor the paddling boats including canoes and kayaks
- Logo on website and all other pre-promotional material printed and digital (where it can be reasonably placed)
- Onsite sponsor recognition (print or digital) ie. Thank You To Our Sponsors Signs, etc.
- Post event sponsor recognition (post-event attendee thank you email, website)
- Logo on staff/volunteer shirts (under corresponding sponsor category which determines size of logo)
- Custom social media thank you, pre and post event
- Social Media Recognition:
 - 1x post on each platform (Instagram, Facebook, Twitter)
- Organization listed in event press release
- Info/items may be placed in swag bags
- Activation/experience up to 100sqft
- Boats will be branded with organization's custom logo



SPONSORSHIP OPPORTUNITIES

Lounge Sponsor \$10,000

- Opportunity to sponsor the Paddler's Lounge
- Logo on website and all other pre-promotional material printed and digital (where it can be reasonably placed)
- Onsite sponsor recognition (print or digital) ie. Thank You To Our Sponsors Signs, etc.
- Post event sponsor recognition (post-event attendee thank you email, website)
- Logo on staff/volunteer shirts (under corresponding sponsor category which determines size of logo)
- Custom social media thank you, pre and post event
- Social Media Recognition:
 - 1x post on each platform (Instagram, Facebook, Twitter)
- Organization listed in event press release
- Info/items may be placed in swag bags
- Activation/experience up to 100sqft (in addition to the lounge activation)
- Some lounge items will be branded with the organization's custom logo

Custom Kids Activity \$1,500

- Opportunity to sponsor a kids custom activity
- Logo on website and all other pre-promotional material printed and digital (where it can be reasonably placed)
- Logo on staff/volunteer shirts (under corresponding sponsor category which determines size of logo)
- Custom social media thank you, pre and post event
- Logo inclusion on post event thank you email



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TESTIMONIALS

“TD has a long history with the environment with our friends of the environment foundation. It is through that organization that we partnered with on this initiative and other Rouge initiatives as well. It’s been quite an exciting time for TD and the Rouge Park.”

– Wendy Brisebois, District
Vice President, TD Commercial Banking

“It was a fantastic success and congratulations to everyone who was on the team. It was a fabulous event and, you know, it’s just wonderful to bring all these people together and see not, just a group of activists that are passionate about a cause, but to see literally the prime minister and a whole array of individuals from government, and all different types of organizations, and then citizens and kids and families coming together and make something happen because it takes a group of people to make something happen, because it takes a group of people to make something real.”

– Eli Singer
Former CMO and CFO of Engagement Labs.

“To be able to give back to the community is a huge personal thing for me. So I loved it, I think this is a fantastic opportunity. I wish there was more of it across Canada.”

– Melanie Christou,
Owner of Get Skewered



INFO ABOUT THE ORGANIZERS

More About the Wildlands League:

Wildlands League is a voice for nature. We are a not-for-profit charity that works in the public interest to protect Canadian public lands and resources.

Wildlands started 50 years ago, with campaigns to protect Ontario Parks from logging. We were successful in all parks except Algonquin, where logging continues, but so does our resolve to have it removed.

Since we started in 1968, the decline of nature globally has deepened. It is why Wildlands League exists – to protect nature. We have a deep love for nature which is rooted in science and drives us to protect the systems of life that support us all. We partner with the Canadian Parks and Wilderness Society (CPAWS) chapters to protect nature across Canada, which includes caribou protection projects.

We also have a strong understanding of the impacts of industrial development on nature and the wildlife that depend on them. We know what it takes to establish protected areas and how to work with industry, governments, and Indigenous Peoples.

This experience and understanding helped us overcome barriers and see through the establishment of Rouge National Urban Park. It is an example of how we broker solutions that protect nature for all Canadians.

In the past 50+ years, Wildlands League has played a lead role in protecting or improving conservation on over half 15 million hectares.

More About Rouge National Urban Park:

Rouge National Urban Park is a rich assembly of natural, cultural and agricultural landscapes, home to amazing biodiversity, some of the last remaining working farms in the Greater Toronto Area. Rouge National Urban park is also home to Carolinian zone habitats and ecosystems, Toronto's only campground, and is one of the region's largest marshes, unspoiled beaches, amazing hiking opportunities, and human history dating back over 10,000 years, including some of Canada's oldest known Indigenous sites.

Rouge National Urban Park is also a place of replenishment and enjoyment for the 7 million Canadians who live within an hour of the park. It is where our children will learn about nature, where they will see paw prints along the river bank, where the willows will whisper to them and sun filled days on the beach will ground them in the natural world.