



2023 Sponsorship Opportunities


The
Riverwood
Conservancy



Align yourself with a community that lives in harmony with nature.

The Riverwood Conservancy is an organization that connects the community with nature in the heart of Mississauga. We connect the community with nature through conservation, environmental education, and gardening programs. We engage over 20,000 people annually through our programs and receive over 250,000 park visitors.

When you sponsor one of The Riverwood Conservancy's programs or events, you'll be showcasing your presence in front of a community that lives in harmony with nature, and supports brands that do the same.

Analysis conducted by Environics Research revealed our audience is representative of: families, single professionals, and older adults; diverse communities; outdoor recreation and gardening enthusiasts; and homeowners with above-average income.

66K
Total website users in 2022

250K
Park visitors in 2022

6.5K
Facebook followers

3.4K
Instagram followers


5K
Email subscribers



Our Programs

Discovery

Our public programs offer a variety of fun-filled, adult and family-oriented programs, including walks, presentations, and hands-on workshops. Topics include gardening and horticulture, astronomy, wildlife, wildflowers, and much more.

6,120 
Discovery program
participants in 2022


300
Pounds of produce
grown and donated
to local food banks


Gardening

Our team of volunteers and staff bring the gardens around Riverwood to life! We have hands-on programs that let residents dig in, learn new skills, meet new people, and make our plant life pop. We also hold courses and workshops throughout the year that encourage participants to make the most of their own green spaces.

Conservation

Our conservation programs engage environmentally-conscious individuals and groups to support the upkeep of Riverwood's natural areas through citizen science events, tree planting, invasive species removal, and trail maintenance.

535 
Trees planted at
Riverwood in 2022


1,439
Volunteers engaged
throughout 2022

Volunteering

Volunteering with us comes in many forms – gardening, wildlife monitoring, education, marketing, event planning, committee participation – but they all feed into one purpose: to create a community that lives in harmony with nature.



Our Programs

Enabling Garden

Our fully accessible and innovatively designed learning environment is geared for children, youth, and adults who live with physical, cognitive, and/or mental health challenges. Enabling Garden programs strengthen health and wellness through gardening activities, cooking classes, and nature-focused workshops.

1,437
Enabling Garden
program participants
in 2022



5,610
Elementary students
participated in Education
Naturally programs in 2022



Education Naturally

Education Naturally is our environmental learning program for students from kindergarten to grade eight. Students take part in research and conservation initiatives in woodlands and wetlands, and indoors within Riverwood's MacEwan Field Station.

LEADS

Leadership in Environmental Achievements through Diversity and Skills (LEADS) takes secondary students outdoors to learn about local habitats, conduct field research, develop leadership skills, and form solid foundations for careers in science and environmental conservation.

1,730
Secondary students
participated in LEADS
programs in 2022





Sponsoring Discovery Programs

Guided by expert naturalists, The Riverwood Conservancy's Discovery programs are where Mississaugans come to try out a new nature hobby or enhance their knowledge in topics such as birding, hiking, wildlife tracking, and plant identification. We deliver over 200 programs to 6,000 participants annually.

Choose to sponsor the program series that best fits with your audience, including:

- Birding
- Nighttime Nature
- Wildlife Tracking
- Community Science BioBlitz
- Seasonal Interest (Salmon Run, Spring Wildflower Walks)
- Wellness Programs and Forest Bathing

Recognition Opportunities

- Logo or listing on sponsor banner | *Visible to 250,000+ park visitors annually*
- Mention and/or logo in monthly promotion emails | *5,000+ subscribers*
- Logo inclusion on monthly trailhead poster
- Logo on [Discovery Program webpage](#) and/or [Birding webpage](#) and event registration pages
- Dedicated, customized social media recognition posts
- Option to enhance your sponsorship activation with participant giveaway/contest prize/coupon code

Corporate Social and Environmental Responsibility Impacts

- Connecting the community with fun, accessible nature education for all
- Supporting climate awareness and action



Sponsoring Conservation Crews

Over 30 corporate groups from Mississauga's business community helped steward Riverwood's natural areas through half-day and full-day volunteering engagements in 2022. Conservation Crews plant native wildflowers, remove invasive species, and maintain our trail network to create healthy habitats for wildlife and safe places for the public to explore nature. Sponsoring our Conservation Crews program is the perfect way to reach professionals and increase your business-to-business presence.

Recognition Opportunities

- Logo or listing on sponsor banner | *Visible to 250,000+ park visitors annually*
- Logo and link in one promotional and one thank you email | *5,000+ subscribers*
- Logo and link on [Conservation Crews webpage](#)
- Verbal recognition of support to each Conservation Crew
- Dedicated, customized social media recognition posts
- Option to enhance your sponsorship with participant giveaway or coupon code
- Half-day group volunteer opportunity for your team

Corporate Social and Environmental Responsibility Impacts

- Local environmental stewardship and remediation; climate action
- Employee engagement, wellness, and teambuilding



Sponsoring our Trail Ambassador Program (new for 2023)

Riverwood is bustling year round, but especially during the summer. It's a place for families, couples and friends of all ages to come together and enjoy the beauty of nature. For the first time in 2023 we are introducing a Trail Ambassador program, with greeters at our main trailhead during our busiest hours. TRC staff and volunteers will be there to answer questions about the site and ecosystem, encourage respectful trail use, lead games and activities, and even bring out our turtle ambassadors to meet the community!

This high-visibility opportunity includes logo placement in a bustling area and direct interaction with the public during peak park hours.

Recognition Opportunities

- Logo or listing on sponsor banner | *Visible to 250,000+ park visitors annually*
- Logo and link in one promotional and one thank you email | *5,000+ subscribers*
- Custom thank you signage (all weather A-frame) on trailhead booth and option to provide giveaway/contest prize
- Dedicated, customized social media recognition posts

Corporate Social and Environmental Responsibility Impacts

- Local environmental stewardship and connecting the community with nature



Sponsoring Programs for Children, Youth, and Families

The Riverwood Conservancy is the leader in nature-based and outdoor education experiences for families and children in Mississauga. We provide outdoor adventures for the littlest babes up to youth finishing high school – helping to build the next generation of nature lovers and outdoor enthusiasts.

Choose to sponsor the program that inspires you, including:

- Elementary and Secondary School Nature/Outdoor Education
- Summer and March Break Camps
- Nature Babies and Moms Group
- Special Needs Programs in our Enabling Garden
- Youth Summer Volunteer Program
- Turtle Care

Recognition Opportunities

- Logo or listing on sponsor banner | *Visible to 250,000+ park visitors annually*
- Mention and/or logo in monthly promotion emails | *5,000+ subscribers*
- Logo on [Education Naturally webpage](#), [LEADS webpage](#), [Enabling Garden webpage](#), and/or event registration webpages
- Dedicated, customized social media recognition posts
- Option to enhance your sponsorship activation with participant giveaway/contest prize/ coupon code | *Reach over 6,000 households annually*

Corporate Social and Environmental Responsibility Impacts

- Supporting children, youth, families, and people with special needs



Sponsoring our Garden Programs

Riverwood's public gardens are a beautiful spot for enjoyment and learning. We hold gardening courses, workshops, and plant sales throughout the year to help participants make the most of their own green spaces. Sponsoring our garden programs puts your name in front of gardening enthusiasts.

Gardening Program Sponsor Recognition Opportunities

- Logo or listing on sponsor banner | *Visible to 250,000+ park visitors annually*
- Logo and link on all gardening program promotional emails | *5,000+ subscribers*
- Logo and link on [Gardens webpage](#)
- Verbal recognition of support to all Garden program volunteers and participants
- Dedicated, customized social media recognition posts
- Option to arrange a lunch-and-learn or garden volunteer session for your team
- Option to enhance your sponsorship with participant giveaway or coupon code

Corporate Social and Environmental Responsibility Impacts

- Community food security, climate awareness and action, community beautification
- Teambuilding and employee wellness



Sponsoring Events and Campaigns

Every year, we host a variety of events and campaigns to engage our community of program participants, volunteers, members, and supporters. Sponsorships include a high degree of visibility with the most engaged segments of our audience.

Volunteer BBQ Sponsor

- On-site presence at event | *Estimated 100 attendees*
- Logo and mention in promotional emails (invitation to volunteer list, thank you to full list)
- Inclusion in social media post including all event sponsors

Gardens & Gourmets

- Brand exposure at sophisticated culinary fundraising event hosted by Chef Massimo Capra
- Logo on Gardens & Gourmets webpage and event signage
- Space at event reception area
- Verbal name recognition in announcements made at the event
- Two complimentary tickets
- Inclusion in at least three social media posts

Fundraising Campaign Matching Sponsor

- Logo and mentions on direct mail package | *1,000+ households*
- Logo and mentions in three emails | *5,000+ subscribers*
- Six social media posts (two each on Facebook, Instagram, Twitter)

Holiday Gift Wrapping Sponsor

- Logo and mentions in three emails | *5,000+ subscribers*
- Logo on [Holiday Gift Wrapping webpage](#)
- Logo on signage at Erin Mills Town Centre Gift Wrapping station throughout December
- Six social media posts (two each on Facebook, Instagram, Twitter)



Let's give your brand a boost.

	Major Supporter \$10,000+	Partner \$5,000	Contributing Partner \$2,500
Banner Recognition <i>250K park visitors annually</i>	Logo	Listing	Listing
Website Recognition <i>66K users annually</i>	Logo on Homepage	Listing on Supporters Page	Listing on Supporters Page
Annual Report	Logo on Major Supporter Page Listing in Sunshine Circle or Guardians of Riverwood section	Listing in Pollinator's Circle section	Listing in Gardener's Circle section
Social Media Recognition <i>6.5K Facebook followers</i> <i>3.4K Instagram followers</i>	Mention in 6 posts: 3 on Facebook 3 on Instagram Includes video option	Mention in 4 posts: 2 on Facebook 2 on Instagram Includes video option	Mention in 2 posts: 1 on Facebook 1 on Instagram

* All benefits in the table above are based on a 12-month term

Now that you've had a look at your options, please get in touch with us to secure your sponsorship. We will work with you to create a custom sponsorship agreement.

No matter which sponsorship area or amount you want to utilize, you'll be building your brand while supporting The Riverwood Conservancy's essential environmental work in the heart of Mississauga. Thank you for making what we do possible.

The Riverwood Conservancy
905 279 5878
sponsorship@theriverwoodconservancy.org



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