2026 Sponsorship Opportunities



The Riverwood Conservancy



Connect your organization with a community that lives in harmony with nature

The Riverwood Conservancy is a registered charity that provides programs and direction for Riverwood, a 150-acre urban nature preserve situated on the shores of the Credit River in Mississauga. Our mission is to enable people of all cultures, ages, and abilities to respectfully connect with nature and learn about the importance of protecting, conserving, and restoring natural spaces for the well-being of future generations.

Our staff and volunteers deliver vital nature-focused programming that connects our community to nature. That includes field trips; public events like birding hikes and astronomy nights; specialized programs for individuals with special needs; day camps during March Break and summer vacation; gardening workshops; conservation initiatives; and signature events like our Summer BioBlitz and The Great Riverwood Hike. Each year, we engage over 19,000 people through our programs, and welcome over 250,000 park visitors.

Although we work within a City of Mississauga park, we are not a City department or agency. We do receive approximately 30% of our annual funding from the City through a grant, but that leaves us to generate 70% of our budget on our own, through sponsorships, donations, events, and program fees.

We rely on the generous support of individuals, corporations, businesses, foundations, and various levels of government to carry out our impactful work. When you sponsor one of The Riverwood Conservancy's programs or events, you'll be showcasing your commitment to the environment in front of a community that lives in harmony with nature, and supports brands that do the same.

> "The opportunity to support conservation efforts while enjoying Riverwood's natural beauty has made a lasting impact on our teams. We feel that our contributions truly made a difference in helping to change the world.
>
> *- Team Lead, Prophix Software*

250K
Park visitors per year

81K
Total website users in 2025

13.5K
Instagram + Facebook combined followers



19K
Community members engaged in 2025

Including program participants, event attendees, and volunteers

Where do you want to make an impact?

The Riverwood Conservancy may be a smaller-sized charity, but the impact we make through the variety of programs we deliver is huge. Because of our size, supporters like you have the opportunity to see first-hand just how your contributions are directly making a difference.

That's no more evident than when you put your sponsorship towards one of our major events – our Summer BioBlitz and The Great Riverwood Hike. These are engaging community gatherings where your organization can be put front and center through messaging before, during, and after the event. You'll also get to see the effect of your sponsorship on the events as participants connect with, and give back to, the local environment.

Outside of our major events, our range of nature-based programming needs ongoing support to deliver high-quality experiences throughout the year. Your sponsorship can be put towards supporting any of our major program areas:

- **Conservation:** Stewarding Riverwood's natural areas, ecosystems, and trail systems
- **Public Programming:** Guided hikes, birding excursions, special talks, and more
- **Gardening:** Workshops and opportunities to contribute to the design and upkeep of gardens
- **Education Naturally:** Curriculum-focused field trips for elementary students
- **Therapeutic Horticulture:** Tailored programs for individuals with special needs
- **Camps:** Day camps through March Break, summer vacation (July and August), and P.A. Days

Summer BioBlitz

July 2026

This day-long citizen science event brings nature-lovers of all ages to Riverwood where they photograph and record as many plants and animals as they can. Their observations help us monitor the impact that urbanization has on Riverwood's *flora* and *fauna*.



The Great Riverwood Hike

October 4, 2026

Our signature peer-to-peer fundraiser sees community members raise funds for The Riverwood Conservancy before taking to the trails for a captivating hike. We cap off the event with food, drinks, prizes, and a whole lot of camaraderie.



Sponsorship that shows you care about the environment

	$10,000+	$7,500	$5,000	$2,500	$1,000
BANNER RECOGNITION *250K PARK VISITORS ANNUALLY*	Logo	Logo	Listing	Listing	Listing
WEBSITE RECOGNITION *81K USERS ANNUALLY*	Logo on Homepage	Logo on Homepage	Listing on Supporters Page	Listing on Supporters Page	Listing on Supporters Page
ANNUAL REPORT	Logo on Major Supporters Page Listing in Sunshine Circle or Guardians of Riverwood section	Listing in Pollinator's Circle Section	Listing in Pollinator's Circle Section	Listing in Gardener's Circle Section	Listing in Gardener's Circle Section
SOCIAL MEDIA RECOGNITION *8.2K FACEBOOK FOLLOWERS 5.3K INSTAGRAM FOLLOWERS*	Mention in 6 posts: 3 on Facebook 3 on Instagram Includes video option	Mention in 5 posts: 3 on Facebook 2 on Instagram Includes video option	Mention in 4 posts: 2 on Facebook 2 on Instagram	Mention in 3 posts: 2 on Facebook 1 on Instagram	Mention in 2 posts: 1 on Facebook 1 on Instagram
EMPLOYEE ENGAGEMENT* *CONSERVATION CREW*	Full-Day Conservation Crew up to 30 participants Option to hold Riverwood Green Retreat meeting**	Full-Day Conservation Crew up to 20 participants Option to hold Riverwood Green Retreat meeting**	Half-Day Conservation Crew up to 30 participants	Half-Day Conservation Crew up to 20 participants	
EMPLOYEE ENGAGEMENT* *ADDITIONAL OPPORTUNITIES*	Article written by one of our in-house experts for organizational Sustainability Report 2 -3 engagement opportunities discussed and agreed upon with programs team and partner organization				

** Please note that employee engagement must be booked within six months of sponsorship agreement. Employee engagement opportunities are flexible; you can work with our Program Director to create meaningful engagement.*

*** As availability permits. Green Retreats allow you to hold a meeting of your own for part of the day and experience a nature-based activity led by The Riverwood Conservancy as well.*

Once you've had a chance to consider your options, please contact us to secure a sponsorship agreement that fits your needs. No matter the area of our work you wish to support, or amount you want to contribute, you'll strengthen your brand while supporting essential environmental work in the heart of Mississauga. Thank you for making what we do possible.

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The Riverwood Conservancy

@yourriverwood

Registered Charity No:
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