



In support of
The Riverwood Conservancy
Sunday, October 4, 2026





Be at the forefront of an event that connects community and nature

Ask anyone who's enjoyed a hike on Riverwood's trails, and they'll tell you it was a good time. So what exactly makes The Great Riverwood Hike so... great?

It's a chance for individuals, families, and groups to take in the beauty of nature and learn more about the plants and wildlife that surround them – all while raising funds to support The Riverwood Conservancy's vital conservation, education, and gardening programs.

It costs over \$1 million annually for The Riverwood Conservancy to carry out those programs, and our charity relies on donations, grants, and events such as The Great Riverwood Hike to fund that amount. This will be the second edition of The Great Riverwood Hike, and we're continuing to develop and grow this signature event with the support of our community partners.

Ahead of event day, participants engage in peer-to-peer fundraising, asking their friends, family, and colleagues to donate to their hike. Then on event day, participants hike a one- or two-kilometre loop on Riverwood's trails as many times as they like. Before and after the hike, they can stop at a variety of interactive booths where they will learn about local wildlife and native plants, take part in nature-focused activities, and get to know organizations who care about our mission.

The event wraps up with closing remarks and refreshments that participants can take to go or enjoy in the company a circle of friends who care about Riverwood. Everyone departs knowing they made a difference for nature in the city!

2025 COMMUNITY IMPACT

16.7K Community members engaged in our programs

900 Volunteers engaged

6.8K Elementary students attended field trips

750 Trees planted around the Riverwood property

The Riverwood Conservancy (TRC) is a volunteer- and member-based charity that protects, restores, and invites people to connect with nature at Riverwood – an oasis of woodlands, meadows, and ravines that spans 150 acres along the Credit River in Mississauga. TRC works to connect people of all ages, abilities, and cultures to the wonders of nature through programming that includes environmental education, conservation, gardening, and nature-based programming for people with special needs.



What you can expect as a sponsor

Pre-Event Communications

The Great Riverwood Hike will be promoted across our social accounts (Instagram, Facebook, X, and LinkedIn), through emails to our subscribers, and in signage around Riverwood. Depending on your level of sponsorship, those communications can include your organization's name and logo for superb visibility.

Event Day Actions

On the day of The Great Riverwood Hike, we will have prominent signage displayed around the park to direct participants and highlight major sponsors.

Social posts showing the event in progress will be published across TRC's accounts, and announcements made to the crowd will acknowledge major sponsors.

Depending on your level of sponsorship, you could have the chance make a welcome announcement to participants and/or engage with them at a booth of your own.

Post-Event Communications

In the days that follow The Great Riverwood Hike, we will be sending emails and posting across our social accounts to share information about the event's successes, and the key role that our sponsors played in making the event possible. It's more positive public discussion for your organization and your commitment to corporate social responsibility.

250
Estimated
participants
at the Hike

17K
Combined followers
across X, Instagram,
Facebook, and
LinkedIn who could
see posts about
your sponsorship

6K
Email subscribers who
could see your name
and logo directly in
their inboxes



Sponsorship Levels and Benefits

	Diamond \$5,000	Platinum \$2,500	Gold \$1,000	Silver \$500	Bronze \$250
Logo and Mention on Social Media	✓	✓	✓	✓	✓
Logo and Link to Your Website on Event Page	✓	✓	✓	✓	✓
Logo on Sponsor Backdrop at Event	✓	✓	✓	✓	
Logo and Mention in Digital Marketing Materials	✓	✓	✓		
Opportunity for Booth at Event	✓	✓	✓		
Complimentary Hike Registrations	5	3	1		
Featured Post About Your Organization on Social Media	✓	✓			
Logo Displayed on Prominent Signage at Event	✓	✓			
Speaking Opportunity to Welcome Guests	✓				

Now that you've had a look at your options for sponsoring The Great Riverwood Hike, please get in touch with us to secure an agreement that fits your needs. No matter which sponsorship level you choose, you'll be building your brand while supporting The Riverwood Conservancy's essential environmental work at our signature event. Thank you for making what we do possible!

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X @yourriverwood

Registered Charity No:
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