partnership opportunities

SPONSORSHIP GUIDE FOR COMMUNITY PARTNERS
HI!

Looking to be inspired?

We pride ourselves on working with strategic partners. Like you. We want to hear what you need first, and craft a package in a way that meets your goal.

You’re in the driver’s seat. Our partnerships are exclusive, unique, and totally customizable.

Impact is everything. By harnessing the power of our online following we extend the reach of our partnerships like never before.

We help build teams. From volunteering opportunities to staff retreats, we’ve got the goods to engage your employees and promote your values.

Please join us! Reach out. Begin a conversation. We can’t wait to talk to you.

Kalyn Murdock

Sponsorship + Events Coordinator
kmurdock@fortwhyte.org
why work with us?

GET NOTICED

Your brand is more than just a logo on a leaflet. Work with us to develop a strategy that packs a punch.

JOIN THE CLUB

Show yourself as an environmental changemaker and demonstrate leadership in Manitoba and beyond.

CREATE #SOCIALCHANGE

Boost employee satisfaction through meaningful group team building opportunities customized just for you.
Reach & Exposure

We want you to be a part of creating once-in-a-lifetime immersive outdoor experiences.

*FortWhyte Alive offers:*
- Memorable brand exposure to Winnipeg’s top influencers
- Compelling, one-of-a kind experiences that align with your brand
- High-value sponsor recognition before, during and after events through our online networks that boast above average user engagement

<table>
<thead>
<tr>
<th>SOCIAL MEDIA RELEVANCE</th>
<th>TRADITIONAL MEDIA</th>
<th>VISITOR ENGAGEMENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Instagram: 24.6K+ followers</td>
<td>FortWhyte Alive is featured prominently and regularly in local television, radio and print media.</td>
<td>110,000+ on-site visitors each year</td>
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<tr>
<td>Facebook: 11K+ likes</td>
<td></td>
<td>200K+ unique web visits</td>
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<tr>
<td>Twitter: 6.1K+ followers</td>
<td></td>
<td>14.5K+ email subscribers</td>
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Impact

*Let’s make change together.*

Last year, our community partnerships raised over $100,000 to directly benefit our environmental education and social enterprise programs for today’s children and youth. That’s a big deal.

We focus on building partnerships that are win-win-win. We don’t want you to write us a cheque just because — we want to work with you because we believe that’s how great things get done in the community.

Our Mission

*Connecting humans with nature.*

FortWhyte Alive is dedicated to providing programming, natural settings and facilities for environmental education, outdoor recreation and social enterprise. In so doing, FortWhyte promotes awareness and understanding of the natural world and actions leading to sustainable living.

**ENVIRONMENTAL EDUCATION**

From our flagship field trip program, to frank discussions about climate change, to founding Manitoba’s first Forest School, we are leaders in the field of environmental education leaving a lasting impression on young people.

**OUTDOOR RECREATION**

We provide authentic outdoor experiences for people of all ages at pivotal moments in their lives. For some, these are eye-opening experiences that result in long-term appreciation and stewardship of our planet.

**SOCIAL ENTERPRISE**

Our FortWhyte Farms program provides life-changing opportunities for diverse youth. Growing community from the ground up happens on Winnipeg’s only educational working farm.
your goals.

ENOUGH ABOUT US.
We want to know what you want to get out of your community partnerships.

WHETHER YOU WANT TO...
- Elevate your brand
- Spread your message
- Demonstrate your commitment to the community
- Find creative solutions to access your target audience
- Engage your employees

...we work with you to make it happen.
Wine & Skis

A NORDIC NIGHT OF WINE, CHEESE AND CROSS-COUNTRY SKIS

FEBRUARY

Moonlit cross-country ski event capped off with wine and cheese pairings

Perennial sell-out event with strong social media impact

Available opportunities:

+ Presenting Sponsor $1,000
+ Wine Sponsor $500
+ Menu Sponsor $500
The Lake Shaker

OUR CABIN FEVER RELIEVER

MARCH

A woodland-inspired 18+ outdoor winter party

Cold drinks, warm fires, hatchet throwing, and DJs

Consistently sells out at 300+

Available opportunities:
+ Presenting Sponsor – $2,500
+ Stage Sponsor – $1,000
+ Ice Bar Sponsor – $500
+ Fire Side Bar Sponsor – $500
+ Menu Sponsor – $500

KELSEYDIANEXOX:
As always, had a great night at @fortwhytealive’s Lake Shaker! Beer, friends, tobogganing and axe throwing #fortwhytealive #lakeshaker
Earth Day

MANITOBA’S LARGEST ANNUAL EARTH DAY CELEBRATION

APRIL

A free family-friendly day of celebrating the planet

Outdoor activities, educational tours, and live entertainment

5,000+ earth-loving attendees

Available opportunities:

- Presenting Sponsor – $5,000
- Stage Sponsor – $1,000
- Park ‘n Ride Sponsor – $1,000
- Activity Sponsor – $500

@CBCMANITOBA:

From exploring our ecosystem to big smiles to animal shenanigans, it’s been a great day inside and out @fortwhytealive. #EarthDay
Birding and Breakfast

A SUNRISE HIKE IN COMMUNITY

APRIL - MAY & AUGUST - SEPTEMBER

Extremely popular, long-running guided birding experience
Active older adults passionate about wildlife and low-impact activity
Exclusive early morning site access with catered breakfast
Unique marketing opportunity with significant goodwill

Available opportunities:
+ Spring Migration Season Sponsor – $2,000
+ Fall Migration Season Sponsor – $1,000
Sunset BBQ

AN ELEGANT GATHERING OF WINNIPEG’S COMMUNITY LEADERS

JUNE

Our premier gala in an unforgettable lakeside setting
Signature event infused with 400+ unique networking opportunities
Funds raised make environmental education accessible to all kids

Available opportunities:
+ Presenting Sponsor $7,500
+ Sunset Sponsor $5,000
+ Evening Sponsor $3,000
+ Corporate Table $2,000

@VIRGINRADIOWPG:
BEAUTIFUL night for a #SunsetBBQ auction at @FortWhyteAlive hosted by @ChrissyTroy supporting youth enviro education!
The Great Escape

SUMMER CAMP, TAKEN UP A NOTCH

JULY

Summer-camp inspired 18+ party

Earn badges roasting s’mores, paddling canoes, making crafts, and dancing

Regularly sells out at 600+ attendees

Large social media impact

Available opportunities:
+ Presenting Sponsor $5,000
+ Main Stage Sponsor $2,500
+ Bar Sponsor $1,000
+ Menu Sponsor $500

@TINYEXPLORERSMB:

Bison selfie, wilderness survival, hatchet throwing: #fwagreatescape badge earned!
Now MORE GRLDCHZ @FortWhyteAlive
@FILLMORE_RILEY:
A few of us are looking forward to the #frighteningfiver tonight. We’re proud to support @FortWhyteAlive

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FortWhyte Fivers

**RUN THROUGH THE FORESTS OF FORTWHYTE ALIVE**

A series of 5 and 10k races for the casual fitness crowd – complete with a bonfire, BBQ, and cash bar

Up to 300 attendees interested in being active and getting outside

Opportunity to call the shotgun start

*Available opportunities:*
- Presenting Sponsor – $2,000
- Healthy Living Sponsor – $1,000
- Race Kit Sponsor – $500
Sam Fabro Memorial Golf Classic

LOVINGLY KNOWN AS ‘THE SAMMY’

SEPTEMBER

A fast and fun 18 holes at Pine Ridge Golf Course in honour of the late, great Sam Fabro

Laid-back networking with 120+ of Winnipeg’s top community and business leaders

Golf, games, drinks, and dinner

Available opportunities:
+ Presenting Sponsor – $7,500
+ Dinner Sponsor – $5,000
+ Golf Cart Sponsor – $3,000
+ Lunch Sponsor – $3,000
+ Tee Gift Sponsor – $3,000
+ Corporate Sponsor – $2,500
+ Wine Sponsor – $2,000
+ Hole or Putting Contest Sponsor – $1,250
The Harvest Supper

AN EVENING IN CELEBRATION OF FOOD, YOUTH, AND COMMUNITY

SEPTEMBER

An idyllic autumn evening complete with live music, farm tours, festivities, bonfires and rustic charm

Perfect for brands looking for an authentic way to support sustainable agriculture, social enterprise, and youth employment

Available opportunities:
+ Harvesting Sponsorship – $5,000
+ Stewarding Sponsorship – $2,500
+ Growing Sponsor – $1,000
+ Pollinating Sponsor – $500
+ Cultivating Sponsors – $250

@STELLMAD:
Every. Single. Bite. AMAZING!! @FortWhyteAlive Harvest Supper is the #harvestsupper of all Harvest Suppers!
The Market

FOOD GROWN WITH HEART — AND WITH OUR ENVIRONMENT AND COMMUNITY IN MIND

JULY, AUGUST, AND EARLY SEPTEMBER

Farmer’s market featuring produce, farm-made goods and local honey every Tuesday and Sunday. The only place in Winnipeg where you can shop while visiting pigs, chickens, rabbits, and beehives.

Social enterprise providing life-changing opportunities for diverse youth.

Perfect for companies looking to champion local food, support sustainable agriculture, and align their brand with a cause.

Available opportunities:
* Market Season Sponsor: $5,000
Other Opportunities

**GIVING TUESDAY GIFT MATCH**

**WHAT?**
Make more good happen! A day of philanthropy encouraging donors to double their impact

**WHO?**
FWA’s huge online presence, social media following, and donor base

**WHY?**
Visibility as supporter and exposure to FWA’s massive online presence and 8,000+ donor and member base
Camaraderie and goodwill with direct promotion to large group of invested community members

**LEARNING TO GROW**

**WHAT?**
Year-round training for one of Manitoba’s largest and most active volunteer programs
Innovative technology and recruitment initiatives for FWA’s 450+ volunteers donating 23,000+ hours of their time

**WHO?**
Hundreds of motivated individuals looking to connect with a cause and support their community
Public-facing and highly visible active older adults and youth

**WHY?**
Significant goodwill advertising with loyal supporters of FWA
Strong association with professional development, program innovation, and human resource management

**TEAM BUILDING PROGRAMS**

**WHAT?**
Dynamic outdoor experiences for employers who know that fresh air = fresh ideas
Team building retreats, board meetings, brainstorming, and more

**WHO?**
Hundreds of corporate and non-profit client organizations with significant repeat business
Employees and management looking for new and innovative ways to improve their business

**WHY?**
Direct name exposure to office managers and decision makers in hundreds of organizations
Logo visibility among a wide range of staff members and business networks interested in thinking “outside the box”
Custom Partnerships

Looking for something a bit different?

Work with our marketing team to come up with a plan that meets your goals and objectives, year-round. Talk to us about on-site advertising, program delivery, experiential marketing, targeted social media strategy and custom contesting. We can deliver on co-branded materials, email appeals, social media posts, partner-focused hashtags, and more.

Flexibility and customization is one of the things that sets us apart.

Great for brands looking to:
+ Make an impact throughout the calendar year
+ Increase their profile
+ Support issue-based public education with a trusted community partner
impact.

OUR PARTNERSHIPS HELP PLANT THE SEEDS OF SUCCESS

ENVIRONMENTAL EDUCATION

BEYOND “JUST A FIELD TRIP”

Outdoor experiences are crucial to health, well-being and personal development in children and teens. Thanks to our supporters, 32,834 students from 230 schools enjoyed eye-opening environmental education experiences that will result in a lasting appreciation of our planet.

FOREST SCHOOL

LEARNING IN THE WILD

Time in nature has incredible benefits on preschool-aged children, including building confidence, cognitive development, and self-esteem. Thanks to our community, students thrive year-round at FortWhyte Alive’s outdoor Forest School.

FORTWHYTE FARMS

GROWING YOUTH, FOOD, AND COMMUNITY

FortWhyte Farms continues to grow youth who go on to create change in their own families and communities. It’s a welcoming place where diverse youth come to learn about healthy food, job skills, and money management while planning for long-term success.
what’s next?

WHAT’S NEXT IS UP TO YOU.

Think about what you want to get out of your community partnerships. Then, let’s have a conversation about how best to make that happen. We would love to craft a customized plan for you and your organization.

CONTACT

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