



Outdoor Recreation
Council of BC

2023 SPONSORSHIP PACKAGE

About us

The Outdoor Recreation Council of BC is a charitable organization that serves as an umbrella group for nearly 90 outdoor recreation associations and organizations in the province - representing the public interest.

We advocate for those who love outdoor activities, safeguarding vital natural spaces for recreation and ensuring everyone can enjoy BC's great outdoors.

What we are working on

- Advocate and lobby to improve legislation, policies and funding.
- Coordinate and promote BC Trails Day and BC Rivers Day events in communities across the province.
- Establish the Outdoor Recreation Fund of BC; this first-of-its-kind fund will offer grants to recreation groups and First Nations who create and enhance recreational & nature-based experiences.
- Build capacity through webinars, events and resources to support a thriving outdoor recreation sector.

Why you should support us

We are looking for community leaders like you who can join us in creating a flourishing outdoor recreation sector that makes it possible for all British Columbians to enjoy quality outdoor opportunities while safeguarding the integrity of our natural spaces.

As a sponsor, we will promote your business and highlight your contributions to the outdoor recreation community through our website, social media channels, newsletters and events.

Community



1,900
followers



3,500
followers



200,000 people
reached through
social media in the
last year

Newsletter



3,000
subscribers



18 editions
issued
annually



52,000 annual
views. Open rate
is 49% - two
times higher
than industry
average

Members



17 provincial
member
organizations



72 regional
member
organizations



100,000+
indirect
members

Website



25,000
website visits
in the last
year



20,000
unique
visitors



2 minutes
average per
session

Sponsorship levels



CEDAR level supporter

\$20,000

Western red cedar is the most valuable tree species in BC, and we think of our CEDAR sponsors just as highly. We work with you to ensure your business supports a project or initiative that aligns with your vision and objectives.

As a CEDAR sponsor, we recognize your support on our website, monthly newsletter, annual report, ten mentions in social media posts (~10,000 reach) and in a feature article in our newsletter and website.

FIR level supporter

\$10,000

Douglas-fir is a 'keystone' species that significantly influences the whole ecosystem. As a FIR sponsor, you too are an essential component of the recreation ecosystem of outdoor lovers, trail builders, advocates, volunteers and members.

As a FIR sponsor, we recognize your support on our website, monthly newsletter, annual report, five mentions in social media posts (~5,000 reach) and in a feature article in our newsletter and website.

HEMLOCK level supporter

\$5,000

A full-grown western hemlock can be 50 meters long and provides food and shelter for birds and animals. Our HEMLOCK sponsors offer an equally valuable role by supporting several recreation projects that help British Columbians of all ages and abilities enjoy the outdoors.

As a HEMLOCK sponsor, we recognize your support on our website, monthly newsletter, annual report and three mentions in social media posts (~5,000 reach).

LARCH level supporter

\$2,000

Western larch is valuable for wildlife, including nesting as habitat for birds of prey, and it develops a deep and extensive root system. Like larches, our LARCH supporters provide foundational support for everything we do.

As a LARCH sponsor, we recognize your support on our website (corporate supporter page), annual report and two mentions in social media posts (~2,000 reach) and one mention in our monthly newsletter.

SALAL level supporter

\$1,000

Salal is an evergreen plant that grows throughout BC's coastal area. Salal berries are a significant food source for Indigenous peoples on the coast and contain important antioxidants. Like the berries, SALAL sponsors are the powerhouse that allows us to get critical work done.

As a SALAL sponsor, you receive recognition for your support on our website (corporate supporter page), newsletter (one mention) and annual report.

BC TRAILS DAY - title sponsor

\$20,000

BC Trails Day (June 1, 2024) celebrates and cares for BC's trail system, educates about responsible recreation and stewardship, and helps British Columbians enjoy trails and outdoor spaces even more.

As a title sponsor you receive recognition of your support on our website and BC Trails Day page, quotes in pre- and post event media releases, a feature article in our newsletter and on website, logo listed in event host guide, annual report and email blasts along with ten mentions in social media posts (~10,000 reach).

BC TRAILS DAY - silver sponsor

\$10,000

As a silver sponsor, you receive recognition of your support on our website and BC Trails Day page, a mention in a pre-event media release, a featured article in our newsletter and on website, logo listed in event host guide and email blasts to members and supporters, annual report and email blasts along with five mentions in social media posts (~5,000 reach).

BC TRAILS DAY - bronze sponsor

\$5,000

Benefits of a bronze sponsorship includes recognition of your support on our website, BC Trails Day page, event host guide, email blasts to members and supporters, in the annual report and five mentions in social media posts (~5,000 reach).

BC RIVERS DAY - title sponsor

\$10,000

BC Rivers Day (September 29, 2024) celebrates and builds public awareness and appreciation for British Columbia's waterways. Every year, more than 30 community events are held.

As a title sponsor you receive recognition of your support on our website and BC Rivers Day page, quotes in a pre-event media release, a featured article in our newsletter and on website, logo listed in event host guide, annual report and email blasts along with five mentions in social media posts (~5,000 reach).

BC RIVERS DAY- silver sponsor

\$5,000

As a silver sponsor, you receive recognition of your support on our website and BC Rivers Day page, logo listed in event host guide and email blasts to members and supporters, annual report and email blasts along with five or more mentions in social media posts (~3,000 reach).

BC RIVERS DAY - bronze sponsor

\$2,000

Benefits of a bronze sponsorship include recognizing your support on our website (corporate supporter page), BC Rivers Day page, event host guide, email blasts to members and supporters, in the annual report and two or more mentions in social media posts (~3,000 reach).



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Get in touch to discuss further!

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