

GRAND CANYON  
CONSERVANCY

# CORPORATE SUPPORT OPPORTUNITIES





**GRAND CANYON CONSERVANCY** is the official nonprofit partner of Grand Canyon National Park, raising private funds, operating retail shops within the park, and providing premier guided educational programs about the natural and cultural history of the region.

As a Natural Wonder of the World, Grand Canyon sees over six million visitors each year making it a vital economic driver for the state of Arizona. In order to maintain the park's iconic trails, restore historic structures, and inspire the next generation of park stewards, we need your company's support.

Together, we can create brand visibility and awareness around your corporate citizenship while protecting this national treasure, Grand Canyon National Park.

## SPONSORSHIP ASSETS

### DIGITAL

GCC has a large social media presence and online group of followers and e-mail contacts. With over 400,000 Facebook friends, 28,000 Instagram followers, 70,000 e-mail contacts, and 319,000 annual website users, our growing digital audience is one of our most passionate and engaged groups. Each of these channels deliver the latest park updates, news, and fundraising project updates, with the opportunity to spotlight our corporate partners to show your impact at Grand Canyon National Park.

### IN-PARK PROMOTIONS AND EVENTS

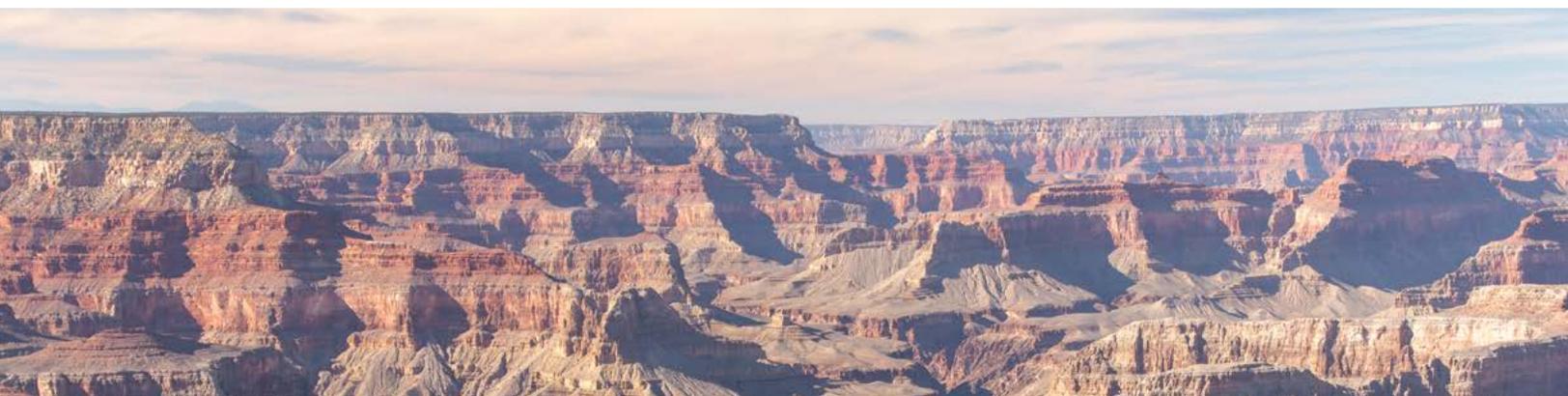
More than six million visitors from around the world visit Grand Canyon each year. Several yearly signature events are hosted by Grand Canyon Conservancy in collaboration with the park service, and as a partner, you'll find there is a grand opportunity to get involved.

### PUBLIC RELATIONS

Grand Canyon Conservancy distributes press releases across the United States and the rest of the world. Our pick-up rate is high, as local, regional, national, and international media care about America's national parks and one of the Seven Natural Wonders of the World, Grand Canyon National Park.

### MAGAZINE: *CANYON VIEWS*

This 36-page magazine is published and mailed to over 20,000 supporters twice a year. Serving as a true supporter benefit, *Canyon Views* tells the behind-the-scenes story about fundraising projects and priority impacts at Grand Canyon National Park.



# 2020 BENEFITS

BENEFIT*	\$10,000 +	\$25,000 +	\$50,000 +	\$100,000 +	\$250,000 +
Concierge service to reserve space for corporate event at the Grand Canyon*					Up to 40 people
Cause-related marketing opportunities				X	X
Corporate day at Grand Canyon National Park; Discount in our retail stores, and tours of donor-funded projects at the park.				X	X
Volunteer team-building opportunities			X	X	X
Press Release to GCC's media list (local and national)			X	X	X
Complimentary invitations to Grand Gathering (annual recognition event)			2	4	6
Inclusion in social media posts or story campaigns			2 posts	3 posts	4 posts
Day tour with the Field Institute		up to 6 people	up to 8 people	up to 10 people	up to 10 people
Inclusion in program -specific collateral		X	X	X	X
Inclusion in one monthly e-newsletter (sent to an average of 70,000 GCC contacts)		One line and link to donor website	One line and link to donor website	Paragraph with link to more information on GCC website with link to donor website	Paragraph with link to more information on GCC website with link to donor website
Discount coupons for GCC merchandise to use for employee recognition, raffle prizes and more.	10	20	30	40	50
Name recognition in Grand Canyon Conservancy's printed Annual Report and Visitor Center Donor Wall	X	X	X	X	X
Name recognition on GrandCanyon.org (an average of 319,000 annual users)	Printed name with link back to donor website	Printed name with link back to donor website	Small logo with link back to donor website	Medium logo with link back to donor website	Large logo with link back to donor website
Private tour of Kolb Studio	up to 6 people	up to 10 people	up to 10 people	up to 10 people	up to 10 people

\*Assets are subject to change. For items involving the National Park Service, availability and access is not guaranteed. Frequency, timing, and logistical details for digital assets are determined by GCC based on existing content calendars and availability.



# GRAND CANYON CONSERVANCY



THE OFFICIAL NONPROFIT PARTNER OF GRAND CANYON NATIONAL PARK

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