



2019 Forest Society Business Partnership Opportunities

The Society for the Protection of New Hampshire Forests is where conservation and business come together. Partnership with the Forest Society is not only about doing good, it is about doing well. It is about achieving your business goals and investing in the long-term vitality of your company, your associates and your customer base. Your support, through business sponsorship, is a partnership with the Forest Society, and its current 10,000 individual and business members to balance economic opportunity with sound conservation practices.

Sponsorship provides the opportunity to align your organization with the Forest Society, the state's oldest and largest land conservation organization in New Hampshire.

BUSINESS BENEFITS

PARTNERSHIP with the Forest Society and its conservation mission

EXPOSURE to the Forest Society's audience of 10,000 member households and program audiences along with thousands of individuals following the Forest Society on social media

ALIGNMENT with New Hampshire's natural resources and tourist economies

The Forest Society Where Conservation and Business Come together

Achieve your business goals in partnership with the Forest Society through a range of sponsorship opportunities and benefits



Business Partnership Opportunities

2019 SPONSORSHIPS

5 HIKES IN 5 WEEKS

Launched in 2016, this popular outdoor seasonal series continues with a stellar lineup of five hikes in the fall to beautiful places on our reservations and private lands. In partnership with WMUR, we have expanded our reach and directly benefited our organization. The series has attracted a new, wider audience beyond our 10,000 member household base, including people of all ages from across the state, who welcomed the opportunity to go on a guided walk to some of New Hampshire's special places. In fact, some who participated had never been for a walk in the woods! Due to the popularity of the series, this year we are planning to hold one set of hikes in the fall, with two different sessions for each hike—one in the morning and one in the afternoon—to reach as many participants as possible.

Sponsorship opportunities range from \$1,250 to \$5,000 and can be renewed annually.

FOREST EXPLORER

Forest Explorer is a mobile-friendly website that allows members and registered visitors to use an interactive trail map for six select Forest Society Reservations. Users can choose from four unique trail experiences, all of which track your location as you hike and allow you to share your trip on social media. Each featured property highlights a trail, its length, elevation gain, and difficulty. The interactive map features local businesses and points along the trail that highlight specific information about the land, as well as trees and wildlife—and it can be accessed at your home computer or via smartphone on the trail.

Sponsorship opportunities range from \$500 to \$1,200 and can be renewed annually.

STEWARDSHIP MATTERS

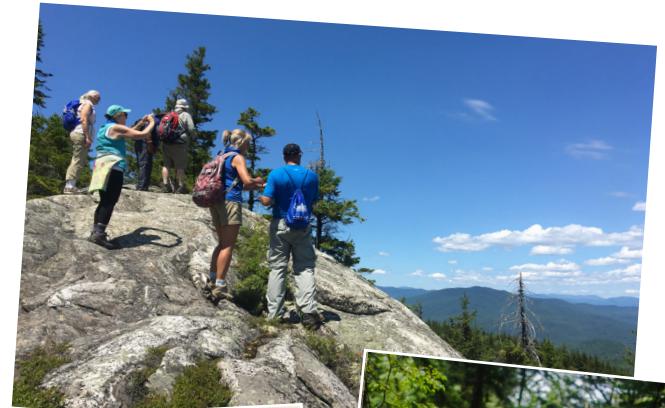
We are fortunate to have 170 volunteer land stewards who monitor and work on our reservations—lands we maintain that provide recreation to the public free of charge. These dedicated volunteers build, maintain, and improve trails and property infrastructure (bridges, etc.) that make reservations safe and enjoyable destinations for visitors like you, your clients and their families. Sponsorship of Stewardship Matters goes to support our land steward program and current land stewardship projects at our beautiful reservations around the state.

Sponsorship opportunities range from \$1,000 to \$10,000 and can be renewed annually.

MERRIMACK RIVER DOCUMENTARY

The Forest Society is working with local director—Jerry Monkman, EcoPhotography to produce a 50-minute video documentary about the Merrimack River. The Merrimack has been designated as one of the most threatened in the nation by the U.S. Forest Service and American Rivers Council. The film will highlight the history and importance of the River and explain why it is critical to conserve. The documentary already has several premier viewings set up in New Hampshire and Massachusetts, offering great exposure.

Sponsorship opportunities that include a range of recognition benefits for businesses, foundations and individuals range from \$500 to \$25,000+. In addition, gifts supporting the film up to \$499 are welcome and appreciated.



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2019 SPONSORSHIPS

ANNUAL MEETING

Our annual meeting features field trips to our properties around the state, a catered dinner, keynote speakers, awards, and a great opportunity for our members to all come together. This occasion is a great publicity opportunity to show our dedicated members who our valued business supporters are. The annual meeting is one of our largest gatherings with members coming from all different areas and backgrounds.

Sponsorship opportunities range from \$250 to \$1,000 and can be renewed annually.

MAGAZINE ADVERTISING

Advertising options include underwriting in our quarterly award-winning magazine, *Forest Notes*. Due to its limited advertising space it offers your organization better access to our membership with greater marketing impact at competitive pricing. In addition, underwriting is also available in our monthly e-newsletters: *Tree Mail*, *Forest Advocate*, and *Forest Explorer*.

Advertising rates range from \$450 to \$1,000 and can be renewed quarterly.

BUSINESS MEMBERSHIP

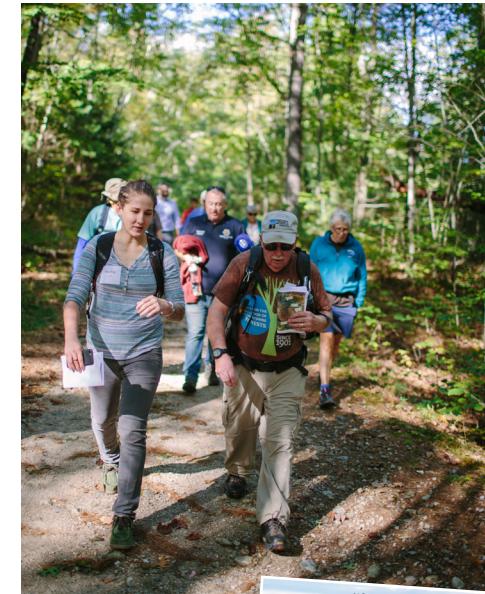
Our 10,000 member families are aware of the businesses who support us. Benefits for the various member levels range from: four complementary tickets to Lost River Gorge in the White Mountains; home or business delivery of a fresh-cut balsam tree from the Rocks Estate—our North Country Education Center and Tree Farm; and new social media exposure options such as a Facebook post about your business to our more than 7,400 followers.

Business Memberships range from \$250 to \$5,000 and can be renewed annually.

Business partners make a difference!

Along with making a meaningful contribution to New Hampshire's environment and future, there are special benefits you will receive as a business partner.

For more information on each of these programs, special projects and their benefits, contact us today!



The Forest Society is a private, nonprofit land trust and forestry organization established in 1901. The Forest Society owns and manages more than 185 forest reservations constituting more than 56,000 acres in 100 New Hampshire communities, and holds more than 700 conservation easements statewide permanently protecting more than 130,000 acres of New Hampshire's landscapes.

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