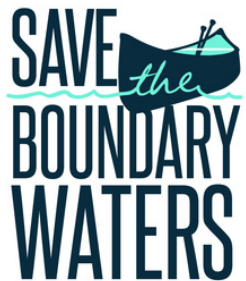


SAVE THE BOUNDARY WATERS

Business Partnerships

Protect a rare treasure: a million acres of pristine lakes and forests, unmarred by roads, development, and most motorized use. Yet uniquely accessible to people of all backgrounds and abilities - making it the most visited Wilderness in the entire U.S.

Invest in adventure and wilderness protection. For everyone. Forever.



To support or receive more information on business partnership, contact Sam Chadwick at sam@savetheboundarywaters.org

The Boundary Waters Wilderness

- A paradise of woods and water - the **most-visited Wilderness in the United States** - more than 2,000 campsites most reached only by canoe - a truly world-class outdoor destination.
- **Vast wild boreal forest and freshwater** landscape - the **sixth most critical** region in the lower 48 to protect for climate resiliency.
- **Threatened by proposed copper mining** - we must protect the Boundary Waters from pollution and destruction.
- **Uniquely accessible outdoor recreation for people of all backgrounds** and abilities, including those often excluded or facing barriers.

Involve your customers, audience, and employees:

ACCESSIBLE RECREATION

STOKE CONTENT

TRIP IDEAS

ADVOCACY

SHOWCASING
WILDERNESS

CONSERVATION

PART OF THE 1854 TREATY AREA - **HOMELANDS OF THE ANISHINAABE PEOPLE** (ALSO KNOWN AS OJIBWE OR CHIPPEWA IN THIS REGION), **WHO HAVE CALLED FOR ITS PROTECTION.**

Audience

Align with a cause and a place that appeals to millions of people who **love to paddle**, camp, hike, fish, dogsled, explore with their families or get away to the cabin.



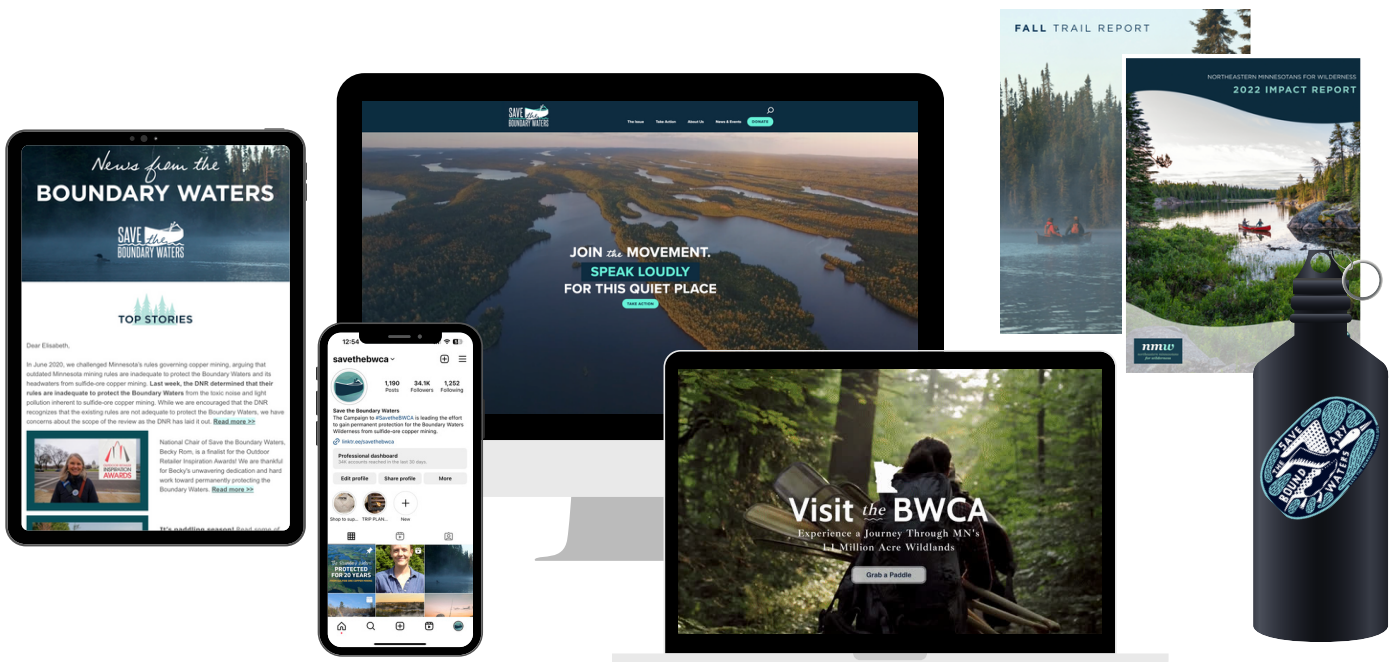
400 K EMAIL SUBSCRIBERS

34 K INSTAGRAM FOLLOWERS

13 MIL TOTAL PEOPLE REACHED IN 2022

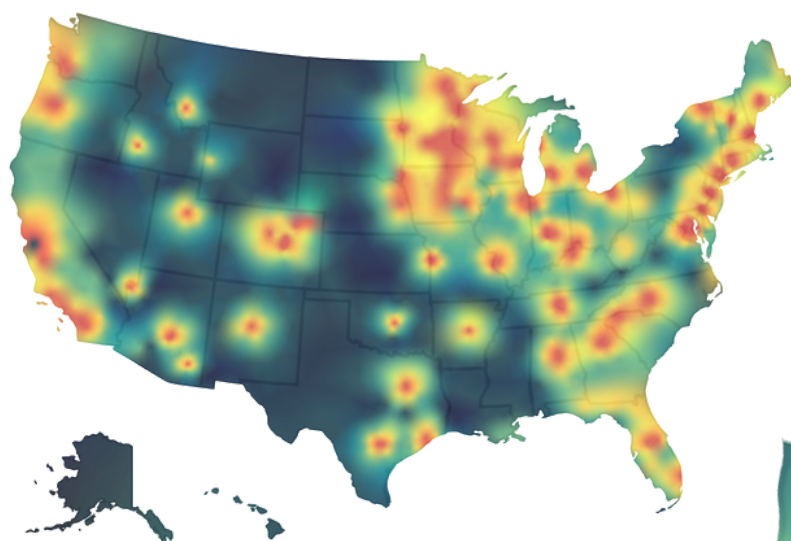
50+ ANNUAL EVENTS HELD NATIONALLY

Cross Channel Reach

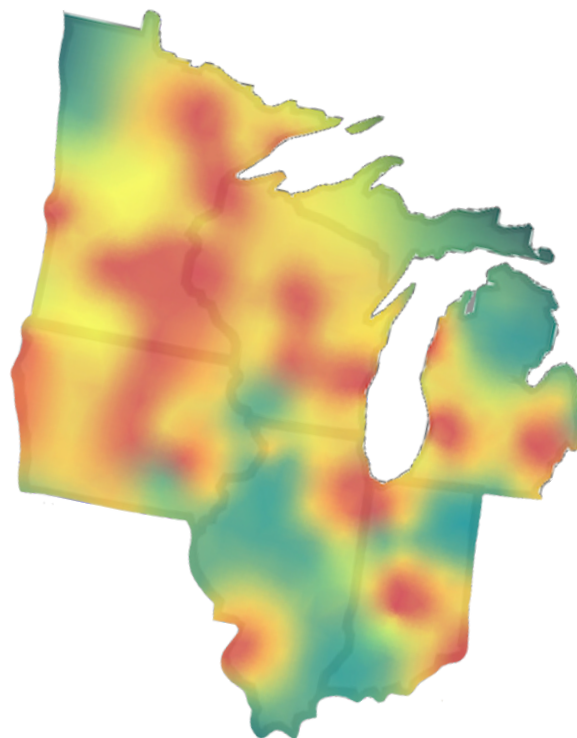
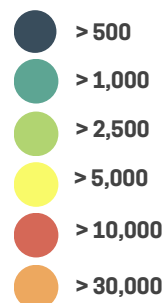




Our *Active* Supporters



Supporter population



Top metro areas

Minneapolis/St. Paul, MN

Chicago, IL

Duluth, MN/Superior, WI

Washington-Baltimore-Arlington, DC

Milwaukee/Madison/Stevens Point, WI

New York City, NY

Los Angeles-Long Beach-Glendale, MD

Denver, CO

Business Support



Businesses play a crucial role in protecting the Boundary Waters We appreciate financial support and creative collaboration

Save the Boundary Waters annual \$3 million budget is funded exclusively by individual donors, grants, and businesses.

- Give-what-you-can --> \$10,000
- \$10,000+
- \$25,000+
- \$50,000+
- \$100,000+



Let's explore partnership --> contact
sam@savetheboundarywaters.org

Partnership often includes:

- **Brand exposure** to Save the Boundary Waters' audience & recognition on our channels
- Access to Boundary Waters **toolkits & multimedia assets** - share with your audiences
- **Exclusive events**, updates, and trip invitations
- **Volunteer & engagement opportunities** for your employee team
- **Collaboration** on specific campaigns you run, or annually on Public Lands Day, Earth Day, paddling season, etc.
- Your **creative ideas** to celebrate the Boundary Waters and inspire conservation!

Partnership Matters



KEEN Footwear Sponsorship of Queer Boundary Waters Trip
Monetary gift + sent KEEN employee on LGBTQ+ Boundary Waters canoe trip with other outdoor industry staff and adventurers

"The Boundary Waters Canoe Area Wilderness is a national treasure - its expansive network of waterways, forests and thousands of lakes provide unmatched recreational experiences for thousands of visitors who come to camp, canoe, hike, and more. The region is also essential for tribal communities connected to this special place to harvest rice, fish, and exercise their treaty rights. At REI, we remain steadfast in our mission to connect every person to the power of the outdoors and engage them in the fight to protect it. **Ensuring that every person can enjoy the Boundary Waters requires us to protect it from harmful activities and fulfill our responsibility to future generations** to preserve this irreplaceable landscape."

- *Taldi Harrison*

*Head of Government Affairs,
REI Co-op*

Partnership Examples



MONETARY DONATIONS

- Use your brand's philanthropy, sustainability, marketing, or partnership dollars to protect America's most popular wilderness
- Collab on promos and give-backs like contests, round-ups, Giving Tuesday, co-branded products and more

MEDIA PROJECTS

- Give the resources and expertise to create and distribute engaging films across platforms
- Films like A Northern Light, Public Trust, and Boundary Waters Traverse have reached millions of views
- Champion representation in the outdoors and conservation, particularly people too often excluded or facing barriers



EVENTS

- Sponsor our annual Gala, an adventure trip, or other event for unique and targeted visibility
- Create your own exclusive events, like KEEN's Story Camp in the Boundary Waters



There are so many possibilities - let's collaborate and get creative!

Contributions from Business & Brands

We are so grateful to generous business partners that fund Save the Boundary Waters, including:

The Patagonia logo, featuring the word "patagonia" in a bold, lowercase, sans-serif font.The Conservation Alliance logo, featuring a stylized mountain range icon to the left of the text "The Conservation Alliance" in a sans-serif font.The REI Co-op logo, featuring a stylized mountain range icon to the left of the text "REI CO-OP" in a bold, sans-serif font.The Public Lands Fund logo, featuring a stylized yellow mountain range icon above the text "PUBLIC LANDS FUND" in a bold, sans-serif font.The North Face logo, featuring the text "THE NORTH FACE" in a bold, sans-serif font, with a stylized mountain range icon to the right.

**Reach out today to join the movement and explore partnership
sam@savetheboundarywaters.org**