



SPONSORSHIP OPPORTUNITIES

Saturday June 18th 2016

All day: Rouge Beach Park

*An event for all ages, families,
and corporations*



WILDLANDS LEAGUE

A chapter of the Canadian Parks and Wilderness Society



“Thank you! I had so much fun learning to paddle! I had never been in a kayak before, so this was a really cool chance for me.”
Angie, a youth paddler

Paddle the Rouge is a celebration of Toronto's Rouge Park, offering a unique experience to see the Rouge Valley from the river. It is an event for all ages, families and corporations, raising funds to support Canadian Parks and Wilderness Society (CPAWS) Wildlands League's ongoing work protecting our parks, especially the Rouge.

Paddle the Rouge offers a one-of-a-kind experience; to enjoy a leisurely paddle in a magnificent natural setting, even if you don't own a canoe or kayak. And for youth, we offer a free paddling lesson.

Come for the paddle, learn to paddle or just come for the day and enjoy a picnic on the beach. This year's event marks our biggest celebration to date.

The event is all ages and will feature:

- Two general paddles, one launching at 9 AM and the second at 1 PM
- **Learn to Paddle**, free for youth 18 and under; 1-hour paddling lesson
- VIP's in attendance (*previous years included the Environmental Commissioner*)
- Picnic & fun on the Beach
- Beautiful wildlife including Mink, Orioles & Great Blue Heron
- Prizes for top fundraisers
- Information booths
- Educational activities and more!



Why the Rouge?

With 7 million people living within a one hour drive of the Rouge Valley, it is imperative that we ensure this remarkable natural area and its wildlife are properly protected for the enjoyment of generations to come. Rouge Park is located on the eastern boundary of the City of Toronto and houses much of the lower Rouge River watershed – one of the last in Western Lake Ontario to remain free of urban development.

Rouge Park is home to over **1700 species** of plants and animals including **23 species at risk**. The Rouge Valley also contains one of Ontario’s best remaining examples of Carolinian Forest and the last intact watershed in the area. A properly protected Rouge Park provides the only ecological connection for wildlife between the Oak Ridges Moraine and Lake Ontario in the Toronto area.

The current *Rouge National Urban Park Act* (which received Royal Assent on April 23, 2015) does not provide adequate protection for the remarkable values of the Rouge watershed. In fact, the protection is lower than provincial policy and laws. But there is hope. The new federal government has committed to improving the legislation. This is why **Paddle the Rouge** is so important this year. It is imperative that we profile this natural area and what it means to local people. The law must be strengthened and nature conservation be made the first priority in management of the new park.



EMMA

“That was so much fun! I can’t wait to try it again!”

Giordano, a youth paddler





Audience

In the first 2 years, **Paddle the Rouge** went from strength to strength, doubling in size each year.

In 2014 we started with 32 paddlers and in 2015 there were 72 paddlers. In 2015 we added a free one hour paddling lesson for disadvantaged and new canadian youth. This year we are expanding yet again.

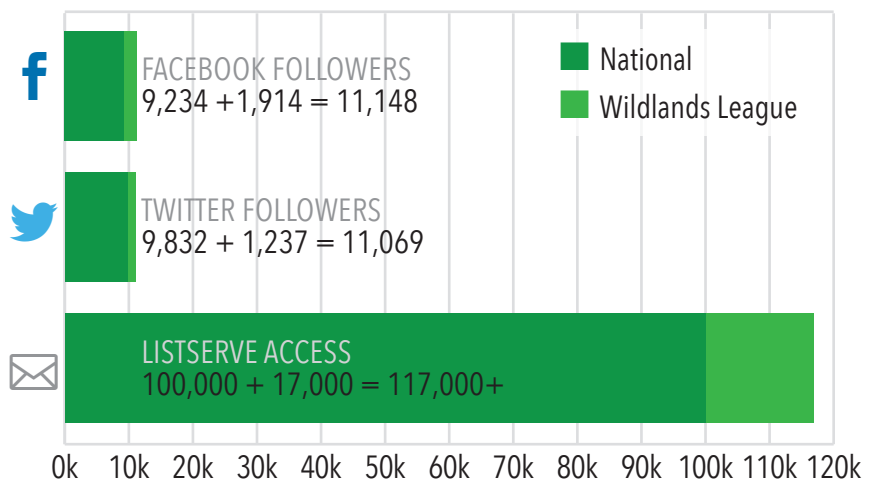
Paddle the Rouge is an event for all ages, families and corporations. The event attracts outdoor enthusiasts, paddlers, local residents across the GTA, corporate teams looking for a team building day, and youth. We market the event, however, across Canada, in support of all our national parks.

Our supporters are smart brand buyers, socially aware and environmentally conscious, and appreciate the splendour of nature in their own backyards.

Furthermore, 7 million Canadians live within an hour of the Rouge and marketing will be designed to reach them.

Marketing & Media

We have the privilege of being part of a national charity and are fortunate to use some of their routes to market.



Event at a Glance

Saturday June 18th 2016

at

Rouge Beach Park

195 Rouge Hills Drive, Toronto

- Over **200 attendees** expected
- **2 paddle launches** (9 AM/1 PM)
- Access to beach and trails
- Youth: **Learn to paddle** at 11 AM
- **TTC and GO Transit accessible**
(Rouge Hill station) with shuttle service from parking lots
- Help & advice on paddling for all

Sponsorship Opportunities

**Rainbow Darter**

\$3,000

- ✕ Customised poster for your offices
- ✕ 4 boats, up to 6 paddlers
- ✕ Receive an event certificate
- ✕ Add your information leaflets/items to our goody bags

**Great Blue Heron**

\$6,000

- ✕ Customised poster for your offices
- ✕ 5 boats, up to 10 paddlers
- ✕ Receive an event certificate
- ✕ Add your information leaflets/items to our goody bags
- ✕ Exposure on our list serve (100k)
- ✕ Your logo will be placed prominently on our website for 3 months
- ✕ Executive Director to give talk at your office
- ✕ Logo placement on all promotional materials
- ✕ Tailored social media plan

**SEED SPONSOR**
Peregrine Falcon

\$15,000 per annum

- ✕ Customised poster for your offices
- ✕ 7 boats, up to 21 paddlers **OR** donate your boats to the youth paddle to participate
- ✕ Receive an event certificate
- ✕ Add your information leaflets/items to our goody bags
- ✕ Exposure on our list serve (100k)
- ✕ Your logo will be placed prominently on our website for 3 months
- ✕ Executive Director to give talk at your office
- ✕ Logo placement on all promotional materials
- ✕ Tailored social media plan
- ✕ Earned media
- ✕ Tailored communications plan of thanks
- ✕ Provided content for your newsletter
- ✕ Table space at event if required
- ✕ Volunteer opportunities on the day

Volunteer with us leading up to the event to help with outreach for *Learn to Paddle*

“If you just have a fundraiser saying ‘come here and protect the marshes’ it’s not going to be as useful as actually coming out to the marshes and exploring them. It’s pretty personal. I like it.”

Hritik, a youth paddle



“Seeing the park from the River, there is nothing like it. And the smiles tell it all.”

Janet Sumner, Executive Director



CPAWS Wildlands League

A chapter of Canadian Parks and Wilderness Society

All proceeds from **Paddle the Rouge** will go to **CPAWS Wildlands League's** work to support parks across Ontario, including our work in Rouge Park.

We have been working in the public interest to protect public lands and resources in Ontario since 1968.

Our work is dynamic. We don't just talk about an area or an issue. We get to know it inside and out.

CPAWS Wildlands League is the Ontario chapter of CPAWS, Canada's only nationwide charity dedicated solely to protecting our public lands and water. With thirteen chapters across Canada, we're on guard for Canada's parks to make sure they are well managed. In the past 50+ years we've played a lead role in protecting over 50 million hectares — an area bigger than the entire Yukon Territory! Our vision is to protect at least half of Canada's irreplaceable wilderness — forever.

Contact

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