



BC TRAILS DAY

2024 Sponsorship Opportunities

ABOUT US

Founded in 1976, the Outdoor Recreation Council of BC works on behalf of **90 provincial and regional member organizations** and represents **more than 100,000 individuals**, as well as the general public, to support enjoyable and respectful outdoor recreation opportunities for all.



COMMUNITY REACH



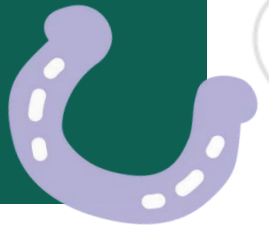
Socials

- **183.5K** organic reach on **Facebook** in the last year with 3.7K followers
- **56.4K** organic reach on **LinkedIn** in the last year with 1280 followers
- **18.8K** organic reach on **Instagram** in the last year with 2.4K followers

Newsletter

- **2.6K** Subscribers
- **55K** emails opened in the past year
- **49%** open rate (2x higher than the 25.2% non-profit industry average)

Website

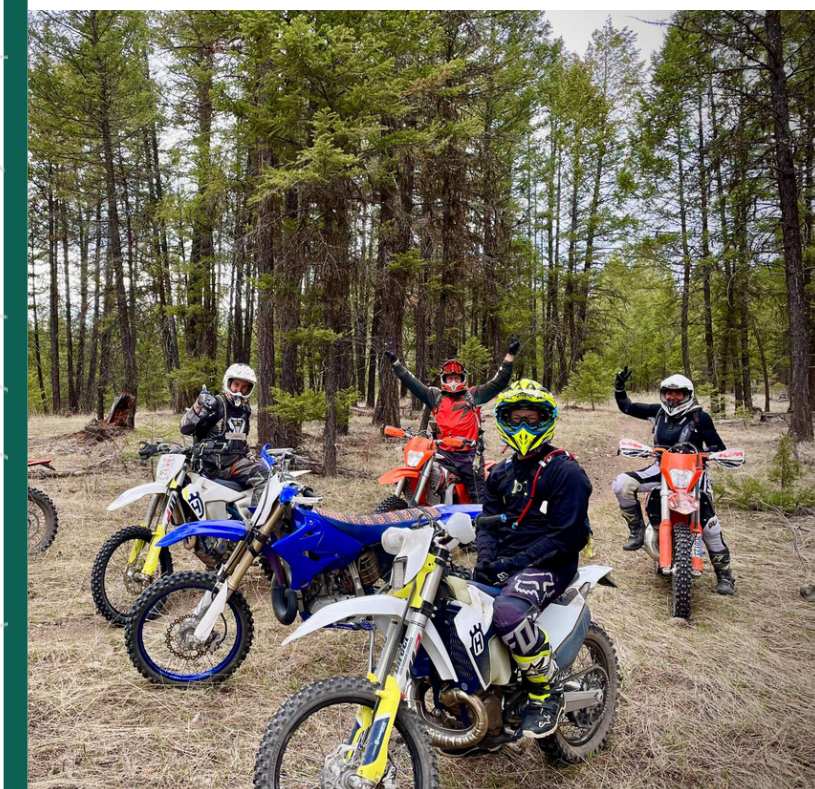
- **22k** unique visitors in 2022
 - **2.3k** views for the BC Trails Day page in 2023
 - 2 min. 30 sec. average view time of BC Trails Day Page
 - Monthly visits peak in June with 60% higher average traffic than other months
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BC TRAILS DAY

June 1, 2024

BC Trails Day is part of the international celebration of Trails Day on the first Saturday of June. BC Trails Day serves to foster awareness about responsible recreation and environmental stewardship while promoting access to and enjoyment of our province's outdoor spaces.

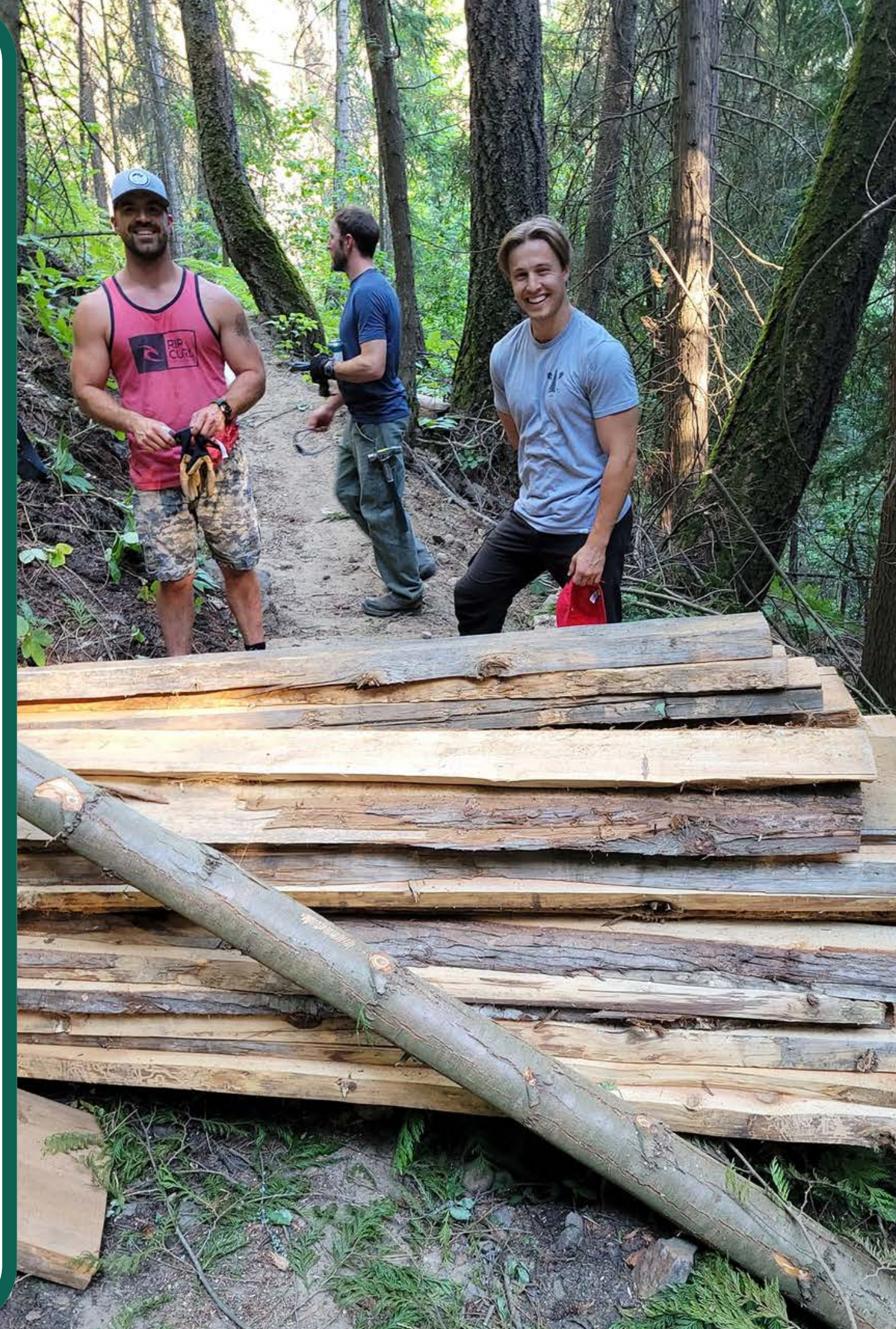
The Outdoor Recreation Council of BC coordinates and promotes BC Trails Day. In 2023 there were **over 80 events, covering every region of the province.** Events included clean ups, recreational activities, trail stewardship projects and more.



WHY WE CELEBRATE

Trails are essential to most outdoor recreation activities. **70% of people in British Columbia and millions of visitors participate in outdoor recreation in B.C. every year.**

Trail stewards and outdoor recreation groups are the reason many trails continue to exist. **BC is home to an estimated 44,000 km of trails.** Every year, trail stewards maintain a **minimum of 8500 km of trail** and they contribute **over 100,000 volunteer hours.**



Sponsorship Options (Customizable)	\$10,000+	\$5,000+	\$2500+
Support recognized on BC Trails Day page and on homepage of website	✓	✓	
Logo listed in event host guide	✓	✓	✓
Mention with link in newsletter	✓	✓	✓
Logo included in newsletter for the rest of 2024	✓	✓	
Quotes in pre and post event media releases	✓		
Mention in pre-event media release	✓		
Social media mentions	10	5	2
Dedicated social media post	✓		

BENEFITS



1

Directly reach outdoor recreationists

Through our channels, you will have the opportunity to reach the highly passionate and motivated individuals who drive the outdoor community.

2

Show a commitment to stewardship and responsible recreation

From clean ups to trail repairs to workshops, the events foster stewardship and responsible recreation.

3

Contribute to dozens of community events

One sponsorship supports dozens of local community events in every region of the province.

4

Meaningfully support hard-working volunteers.

Volunteers often experience burnout but your contribution helps to build capacity in the sector and appreciate them.



ARE YOU READY TO SUPPORT BC TRAILS?

Get in touch with us!



+1 (604) 873-5546



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www.orcbc.ca