



Sponsorship & Partnership Package

Bringing Outdoor Learning to Alberta Youth

***Award-winning
environmental education
starts with us.***

Mission

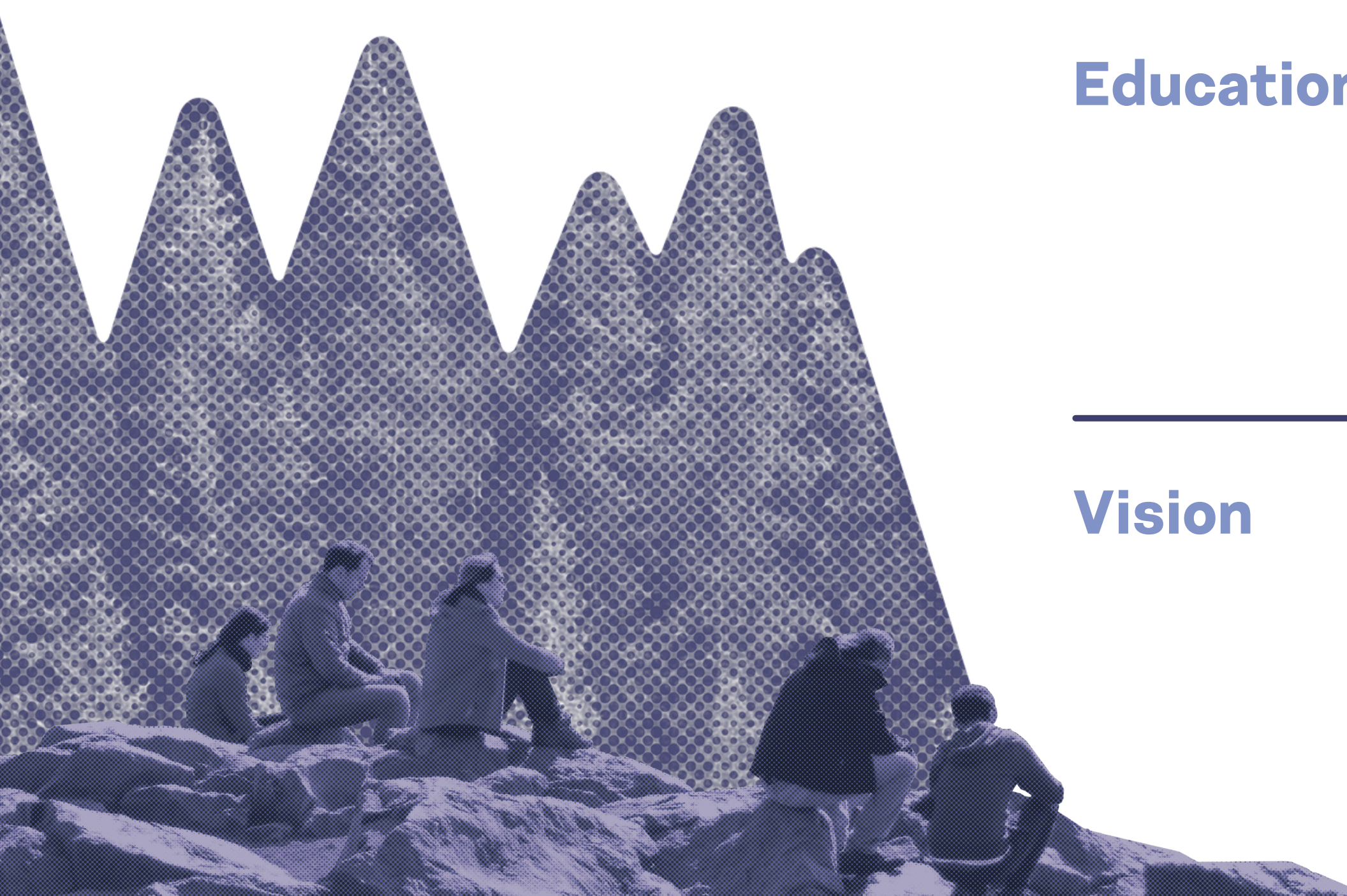
The Southern Alberta Chapter of Canadian Parks and Wilderness Society's mission is to conserve the vital ecological functions of Southern Alberta's public lands and waters, including our parks and protected areas, in collaboration with Albertans, and in a way that advances reconciliation with Indigenous Peoples.

Education

Our environmental education program, We All Belong in Nature, helps Calgarians build environmental knowledge, confidence in the outdoors, and a shared sense of responsibility for regional nature. Since 1997, we have engaged more than 187,500 people in Calgary and surrounding communities through hands-on indoor and outdoor learning.

Vision

We envision a future where Albertans appreciate and value the public lands and waters and take meaningful conservation action on their behalf. The landscape is well-managed, includes an abundance of parks and protected areas, and is ecologically sound, supporting biodiversity and sustainable communities.



A Message from our Education Director

Every young person in Southern Alberta should have the chance to connect with the outdoors, but too many do not.

I've been with CPAWS Southern Alberta for over a decade, and each season I witness the remarkable transformation that unfolds when a young person discovers, or deepens, their connection to nature. Students often step off the bus unsure and hesitant, sticking close to the paved path. By day's end, those same students are venturing off-trail, playing in the grass, and tuned in to the birdsong and the scent of pine trees that surrounds them. That transformation lies at the heart of our education work.

Time outdoors supports physical and mental well-being, builds confidence, and fosters a lasting connection to the land. Our free and subsidized environmental education programs remove financial, cultural, and accessibility-related barriers so that all youth can experience the benefits of nature.

And the impact goes beyond the participants. When young people connect with these places, they begin to care for them, and that care ripples out to their families, schools, and communities. With your support, we can reach more youth and help inspire the next generation of Southern Alberta stewards, who will protect these special landscapes for years to come.



Jaclyn Angotti

Jaclyn Angotti | Education Director
CPAWS Southern Alberta
jaclyn.angotti@cpaws.org

Your Partner in Conservation and Connection.

Since 1997, CPAWS Southern Alberta has been a leader in environmental education, inspiring Alberta's youth to connect with, understand, and care for Alberta's incredible natural landscapes. Through immersive, hands-on experiences, we help more Albertans access the lasting benefits that nature brings to both people and communities.

By partnering with us, your brand aligns with a trusted conservation organization known for its proven impact and strong national presence. Your support will be seen by an enthusiastic, highly engaged audience of educators, students, families, more than 23,000 newsletter subscribers, and thousands of active social media followers.



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“The experience with Sheri and Lisa was excellent. The content was meaningful and connected to curriculum, but students also had the opportunity to build their relationship to nature and create meaningful connections to the land. Students that were nervous to start came back thrilled. We appreciated the flexibility, but also the structure of the day. The classroom worksheets and resources are excellent.”

Emma Devenny, Teacher | Blessed-Marie Rose School

Award winning programming with an unbeatable reputation.

29
Years

delivering quality environmental education in Southern Alberta.

187k+
Participants

have benefited from our nature based programming.

160+
Programs

delivered every year to Alberta youth of all backgrounds and abilities.

“Unbelievable experience for all our students. Accessible to all. The connection between mental health and nature. Loved all the connections to our work and the Holistic Lifelong Learning Framework, Truth and Reconciliation and Grasslands.”

Erin Wescott, Learning Leader, Adolescent Day Treatment Program

2023
Everyone Belongs Inclusion Award
Developmental Disabilities Resource Centre

2016
EECOM Award
of Excellence

2008
Alberta Emerald Award

Our Audience

Our audience is a highly engaged community of Southern Albertans, and Canadians across the country, including individuals, organizations, and businesses, who share a deep love for the province's wild places. They actively participate in CPAWS initiatives, events, and programs to help protect nature and connect people with the outdoors.

With shared values of sustainability and stewardship, this community is trusted, supportive, and influential. Sponsors partnering with CPAWS Southern Alberta gain meaningful access to an authentic, motivated audience and the opportunity to make a lasting difference in Alberta's future.

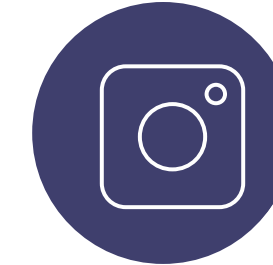
23,000+ subscribers

To our monthly newsletter, and an additional 1,300+ subscribers to our education newsletter.



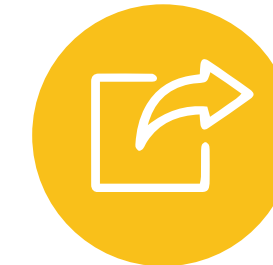
20,000+ followers

Across social media platforms, including Instagram, Facebook, Bluesky, X, Threads and LinkedIn.



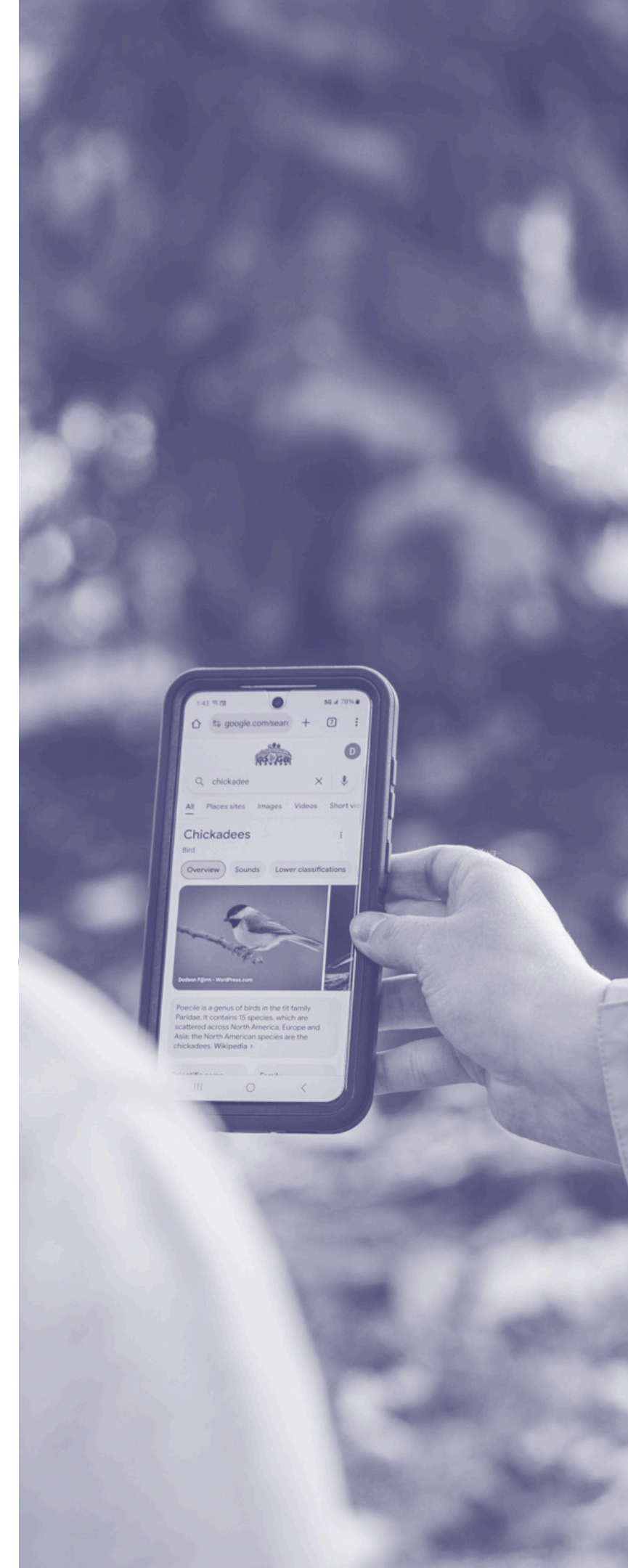
5,100+ reach

On average for each post, with top-performing content as high as 63,000.



10,000+ page visits

Every month on our website at cpaws-southernalberta.org.



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“We had such an incredible time today on the Wild Wellness outing with CPAWS. Our guides Sabrina and Lisa were so knowledgeable and wonderful with the students. They created such a safe and inclusive learning environment, and were able to redirect as needed and keep the kids engaged all day. Thank you SO much for allowing our group to come!!”

Andie Burke, Teacher | Stanley Jones School

Your support is invaluable.

Our acclaimed education programs take young Albertans beyond the classroom and into real-world settings, where curiosity turns into discovery and learning becomes truly memorable. Through our inclusive “pay what you can” model, we reduce financial barriers, offering subsidized and free opportunities so that cost is never a reason a young person misses out.

With your support, more youth across Alberta can access meaningful outdoor learning experiences that build confidence, perspective, and a lasting relationship with the natural world.



Your Impact

Your support gives Alberta's youth the chance to connect with nature in ways that inspire curiosity, build confidence, and strengthen resilience.

By engaging with the natural world, young people gain critical skills, develop a sense of stewardship, and experience the health and social benefits of time spent outdoors.

At the same time, your brand is linked with programs that create meaningful, measurable impact, demonstrating a commitment to education, environmental responsibility, and the next generation of healthy, engaged community members.

\$5k

Guided hikes for 100 youth per year

\$10k

Guided hikes for 200 youth per year

\$25k

Guided hikes for 500 youth per year

\$50k

Title sponsor of a flagship nature program, reaching 500-1,000 youth annually

\$100k

Champion sponsor of either the entire indoor or entire outdoor education program, reaching 1,750 youth annually

\$250k

Keystone sponsor of entire CPAWS education program, reaching 4,000 youth annually

Your Benefits

It's important to us that partners feel appreciated for their invaluable support. Sponsors are recognized through our social media, newsletter, and website, and we are available to engage your team with lunch-and-learns, guided hikes, and Earth Day activities. These experiences are designed to help your team reconnect with nature, recharge, and build stronger connections with each other.

We are especially excited about partnerships that grow over time. Multi-year support gives us the stability to plan ahead and strengthen our programs. To reflect this, sponsorship benefits are adjusted based on total commitment. For example, a five year commitment of \$50,000 annually will be offered many of the same benefits as a one-time \$250,000 contribution.



Custom benefits available

Outreach booth at your headquarters

Free tickets to all CPAWS events

Free tickets to End Of Year Celebration

Tailored report on your impacts

Earth Day or Earth Month Activity

Guided Team Hike for Up to 30 people

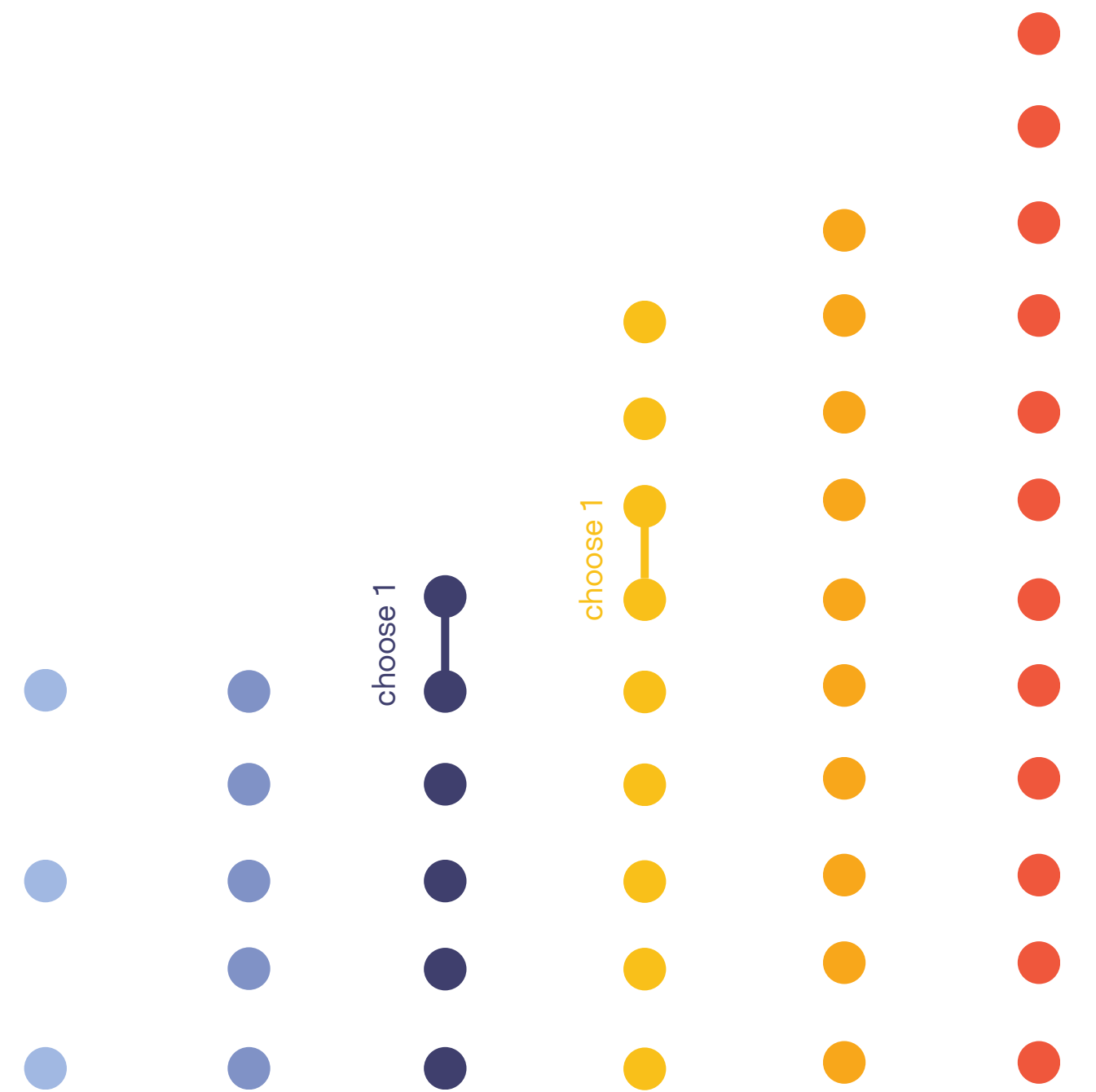
Lunch & Learn Session

Co-branded social media post

Impact Report

Gratitude shout-out in newsletter

Logo recognition on website



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“We know the students enjoyed and absorbed the experience because they have been talking about it non-stop - recounting how hard they hiked to get to the beautiful viewpoint... These kids are honest - if they are excited about something, they will tell you. And if they are proud of something, they want their whole world to know. The stickers they earned for their Animal Detective achievements continue to adorn their favourite hats, water bottles, and backpacks.

—Nathan Court, Vice Principal | Nakoda Elementary School

\$5,000

Your Impact

So many students cite our hikes as the highlight of their school year! Your support funds guided hikes for 100 youth, helping them access the mental, physical, and social benefits of connecting with nature.

Your Benefits

- Logo recognition on our website
- Impact report
- Lunch & Learn session for your team



\$10,000

Your Impact

A meaningful connection with nature is so important for young people's mental, physical, and social well-being. Your generous support makes it possible for 200 youth to experience guided hikes, gaining access to these important benefits, when they might not otherwise have the chance.

Your Benefits

- Logo recognition on our website
- Impact report
- One co-branded social media post
- One newsletter shout-out
- Lunch & Learn Session for your team



\$25,000

Your Impact

Connecting youth to nature improves physical and mental wellbeing, and helps inspire lifelong stewardship of our lands and waters. Your support gives guided hikes to 500 young people. That impact extends beyond each participant, reaching families, schools, and communities, and fostering a shared commitment to caring for Alberta's wild places.

Your Benefits

- Logo recognition on our website
- Impact report
- One co-branded social media post
- One newsletter shout-out
- Guided Team hike for up to 30 people



\$50,000

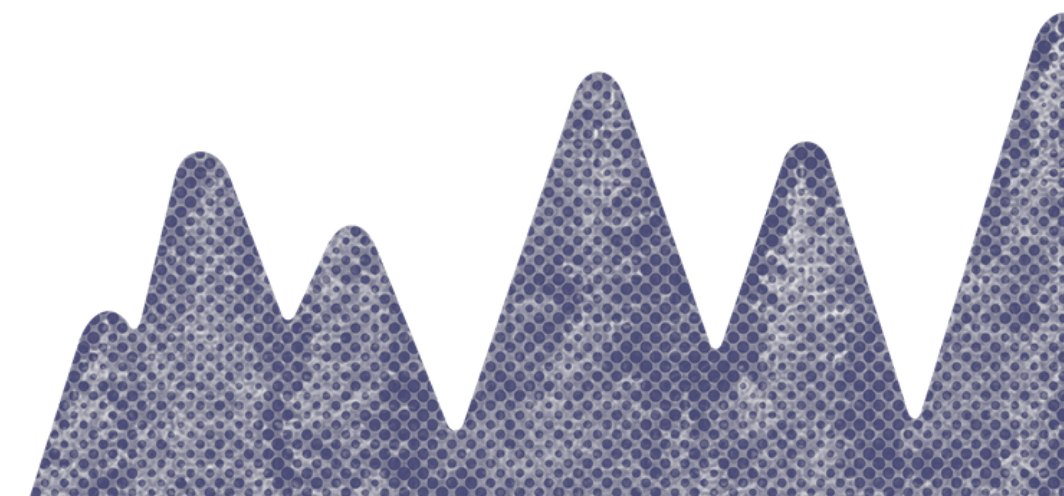
Your Impact

As the Title Sponsor of one of our flagship environmental education programs, such as Wild Wellness or Grizzly Bears Forever, you reach up to 1,000 youth over the course of the year. Your support provides young Albertans with meaningful, hands-on experiences that build confidence in the outdoors and foster a lasting connection to nature, helping them grow into happier, healthier stewards of the environment.



Your Benefits

- Logo recognition on website
- Tailored report on your contribution's impacts
- Two co-branded social media posts
- One newsletter shout-out
- Earth Month activity for up to 30 people
- Two free tickets to our End of Year Celebration



\$100,000

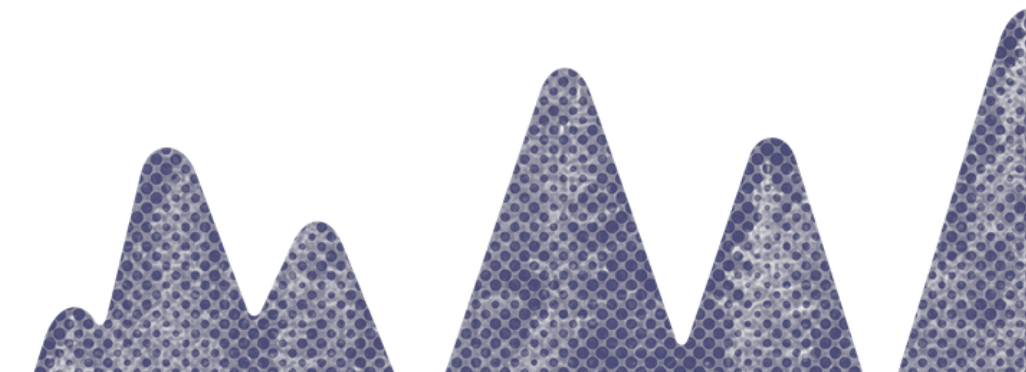
Your Impact

As a Champion Sponsor of either the entire indoor environmental education program, or the entire outdoor program, your brand is connected to a program that inspires over 1,750 youth through fun and immersive nature-focused experiences. Your support helps participants build confidence and nurture a lifelong connection to nature, empowering the next generation to care for the environment and their communities.



Your Benefits

- Logo recognition on website
- Tailored report on your contribution's impacts
- Three co-branded social media posts
- Two newsletter shout-outs
- Earth Day scheduling priority
- Guided Hike or Earth Day activity for up to 30 people
- Four free tickets to our End of Year Celebration
- Boothing opportunity at your location/headquarters



\$250,000

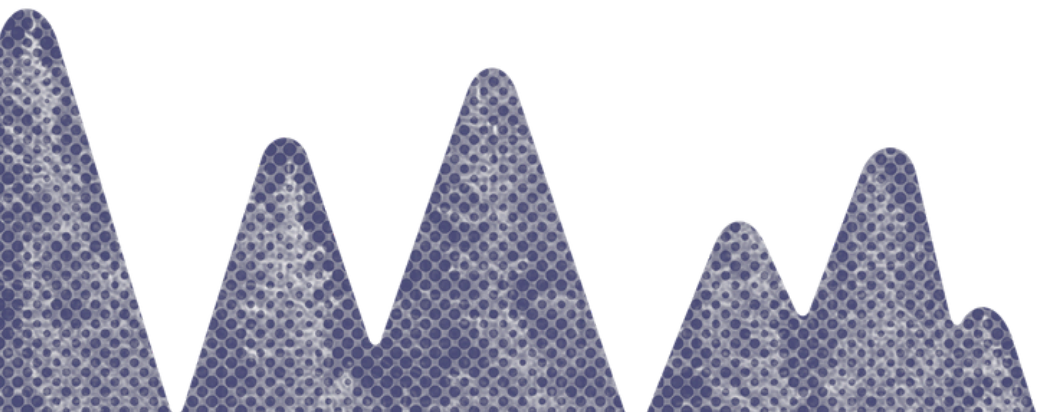
Your Impact

As the Keystone Sponsor of our education program, your brand brings 175 programs to life for over 4,000 youth annually. Together, we foster curiosity, confidence, and a lasting connection to nature—unlocking its mental, physical, and lifelong benefits. The impact spreads beyond the youth, rippling through families, schools, and communities, inspiring care and stewardship for the environment for years to come.



Your Benefits

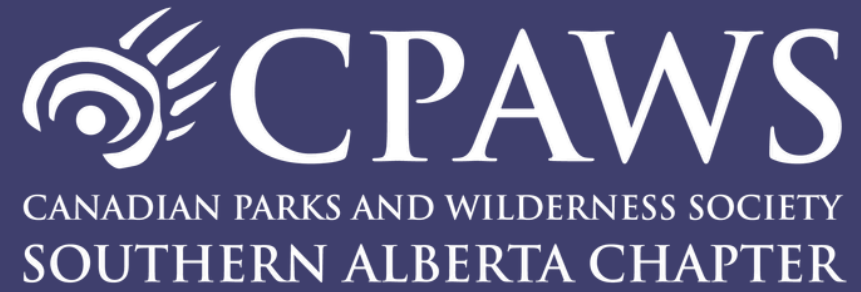
- Logo recognition on multiple website pages
- Tailored report on your contribution's impacts
- Two co-branded social media posts + recognition on all social media posts about the education program
- Six newsletter shout-outs
- Earth Day scheduling priority
- Guided Hike or Earth Day activity for up to 30 people
- Boothing opportunity at your location/headquarters
- Six free tickets to our End of Year Celebration
- Two free tickets to every CPAWS SAB event



Join an Exclusive Group of Sponsors

"I have been a long term supporter of CPAWS education programs because of the way that they engage learners at an impressionable age. This can help lead, for these learners, to a real engagement with nature, and a better understanding how important it is, and the issues behind environmental degradation."





Steward a future outdoors for Alberta youth, and amplify your organization's reputation along the way.

Jaclyn Angotti
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