

# Corporate Partnership Program



 **WILLISTOWN**  
CONSERVATION TRUST

**Rushton  
Conservation  
Center**

A CORPORATE SPONSORSHIP OPPORTUNITY IN SUPPORT OF LOCAL CONSERVATION.

# WILLISTOWN CONSERVATION TRUST CORPORATE PARTNERSHIP PROGRAM BENEFITS



## CORPORATE PARTNERSHIP PROGRAM | INTRODUCTION

Willistown Conservation Trust (WCT) would like to personally present to you the exclusive opportunity to become one of our esteemed Corporate Partners in support of WCT's Preserves, Programs, and Community. When you participate in WCT's Corporate Partnership Program, not only do you receive exposure and recognition among our broad network of supporters and visitors, but you are also given direct access to nature. **Choose from our three Corporate Partnership Levels — PRESERVE PARTNER (\$25,000), PROGRAM PARTNER (\$10,000) and COMMUNITY PARTNER (\$5,000) — to enrich your employees' lives, support local science, and make a far-reaching environmental impact.**

From private dining experiences and work retreats at WCT's beautiful Rushton Conservation Center, to guided outdoor activities and fulfilling volunteer experiences at our Nature Preserves, our staff of environmental experts can provide you a natural experience that fulfills your corporate goals. In turn, your support as a Corporate Partner directly contributes to local conservation efforts and leading scientific research within WCT's Program Areas — Bird Conservation, Community Farming, Habitat Restoration, Land Protection, and Watershed Protection — and beyond.

As a Corporate Partner, your company logo will be prominently displayed at the Rushton Conservation Center, granting you exposure to the tens of thousands of guests who walk through its doors. Additionally, your company or business logo will be featured in various e-blasts, a dedicated webpage, social media, and our biannual print publication that is delivered to over 2,500 subscribers (see our **2021 By the Numbers** for more details).

Your business is in the unique position to provide funding beyond a simple donation to our charity organization. Your dedication as a Willistown Conservation Trust Partner makes our and your work more than possible — you make it impactful. Your commitment allows us to study microplastics in our watersheds, better understand the effects of climate change by studying migratory birds, and double our land conservation efforts to prevent the unraveling of our ecosystems.

Join us to make a difference together. Support local conservation today.

### Partnership Levels

- **PRESERVE PARTNER | \$25,000**
- **PROGRAM PARTNER | \$10,000**
- **COMMUNITY PARTNER | \$5,000**

Note: This Program is an annual commitment.

### Next Steps

**Interested in becoming a Partner?** Scan the QR code to visit our website and fill out our form, or email [land@wctrust.org](mailto:land@wctrust.org).



SCAN ME



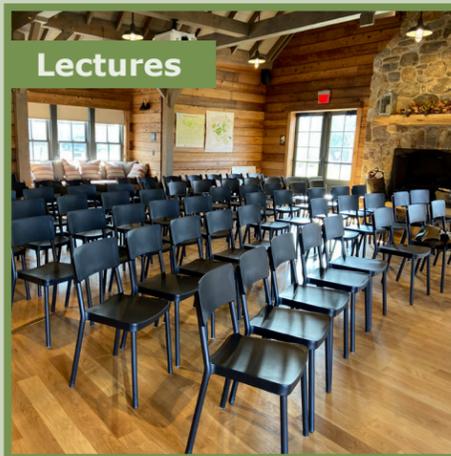
ANNUAL PARTNERSHIP BENEFITS	PRESERVE PARTNER \$25,000	PROGRAM PARTNER \$10,000	COMMUNITY PARTNER \$5,000
Company or business' name presented at Preserve Kiosks located at Kirkwood Preserve, Ashbridge Preserve, and Rushton Woods Preserve.			
Up to four retreat days at the Rushton Conservation Center.*			
Use of the Rushton Conservation Center for one private event.*			
Invitations to exclusive Trust events.			
One guided experience by WCT program staff within a program area of choice.			
Two Group volunteer opportunities.			
Recognition of sponsorship at the Rushton Conservation Center.			
Sponsorship announcement on social media and biannual print publications.			
Company or business name on website.			
Company logo featured on Rushton Conservation Center e-blasts.			
Use of WCT Partnership logo.			
The potential for tax deductions!			

\*Use of facility only, does not include food/beverage or service staff costs. Certain exclusions apply, and event must meet rental criteria.

## 4 RETREAT DAYS AT THE RCC

The best way to connect is to disconnect. Step away from your headquarters and come to the Rushton Conservation Center at Rushton Woods Preserve to enjoy meaningful and productive time with your staff throughout the year.

Choose from the following options or work with us to customize your own retreat: **Meetings, Workshops, Lectures, Seminars, Webinars, Yoga, Meditation, Walking Meetings, or Culinary Programming.**



Lectures



Private Meetings

## 1 PRIVATE EVENT AT THE RCC

Looking to celebrate an employee's retirement, host a holiday party, or treat your Board to a one-of-a-kind, local dining experience you can't find anywhere else?

From **cocktail receptions** and **sit-down dining** to **culinary demonstrations** and **farm-to-table dining experiences**, we specialize in hosting unique culinary gatherings and will work with you to fulfill your vision.



Culinary Demos



Sit-Down Dining

## 1 GUIDED EXPERIENCE

- **Bird Banding** | Visit the bird banding station at Rushton Woods Preserve to observe the banding process, learn about the science of bird migration, and see the importance of land conservation for migratory birds. *Available during spring and fall.*
- **Creek Walk** | Take a stream walk with our scientists to learn how we survey these organisms to study stream health and how land conservation can improve water quality. *Available during spring, summer, and fall.*
- **Preserve Walk** | Learn about the different ecosystems and plant species found at either Ashbridge Preserve, Kirkwood Preserve, or Rushton Woods Preserve. *Available all year.*
- **Rushton Farm Tour** | Our farm staff will share what's growing on the farm this season, and introduce you to sustainable farming practices and the importance of soil health. *Available spring, summer, and fall.*



Farm Tour



Bird Banding

## 2 GROUP VOLUNTEER ACTIVITIES

Volunteer opportunities provide your staff with the rewarding chance to build confidence, learn new skills, and make a difference in their community.

Choose from among the following options:

- **Clearing Trails** at one of our Preserves
- **Planting or Harvesting Produce** at Rushton Farm
- **Stream Restoration** at Ashbridge Preserve
- **Tree Planting** at Ashbridge Preserve
- **Wildflower Planting** in our Wildflower Meadows

## DIGITAL & PHYSICAL ADVERTISING

When you become a Corporate Partner at any level, you will receive multiple outlets for consistent exposure among our visitors, partners, supporters, and followers, the majority of whom are found along the Main Line, in the local community of Chester County, and within the larger Philadelphia region (see map on the next page for reference).

*Additionally, partners at the Preserve Level will have their Company or Business' name presented at Preserve Kiosks located at Kirkwood Preserve, Ashbridge Preserve, and Rushton Woods Preserve.*

As a nonprofit specializing in land conservation, community, and environmental science, Willistown Conservation Trust focuses on 28,000 acres within the watersheds of Ridley, Crum, and Darby Creeks of Chester and Delaware Counties. Since 1996, WCT has permanently conserved over 7,500 acres, including three nature preserves open to the public: Ashbridge Preserve, Kirkwood Preserve, and Rushton Woods Preserve, which is home to Rushton Farm and the Rushton Conservation Center (RCC). WCT offers six nationally renowned programs for public engagement and research: the Bird Conservation, Community Farm, Education and Outreach, Land Protection, Stewardship, and Watershed Protection Programs.

## 2021 BY THE NUMBERS

### SUPPORTERS

- 3.8K** Donors & Program Participants
- 479** Local Businesses & Event Sponsors
- 14%** Live in the 10 wealthiest zip codes in PA

### NEIGHBORS

Chester County		Willistown Township	
<b>534,513</b>	Population	<b>11,273</b>	Population
<b>\$100,214</b>	Median Income	<b>\$114,614</b>	Median Income
<b>53%</b>	With a Bachelor's	<b>63%</b>	With a Bachelor's

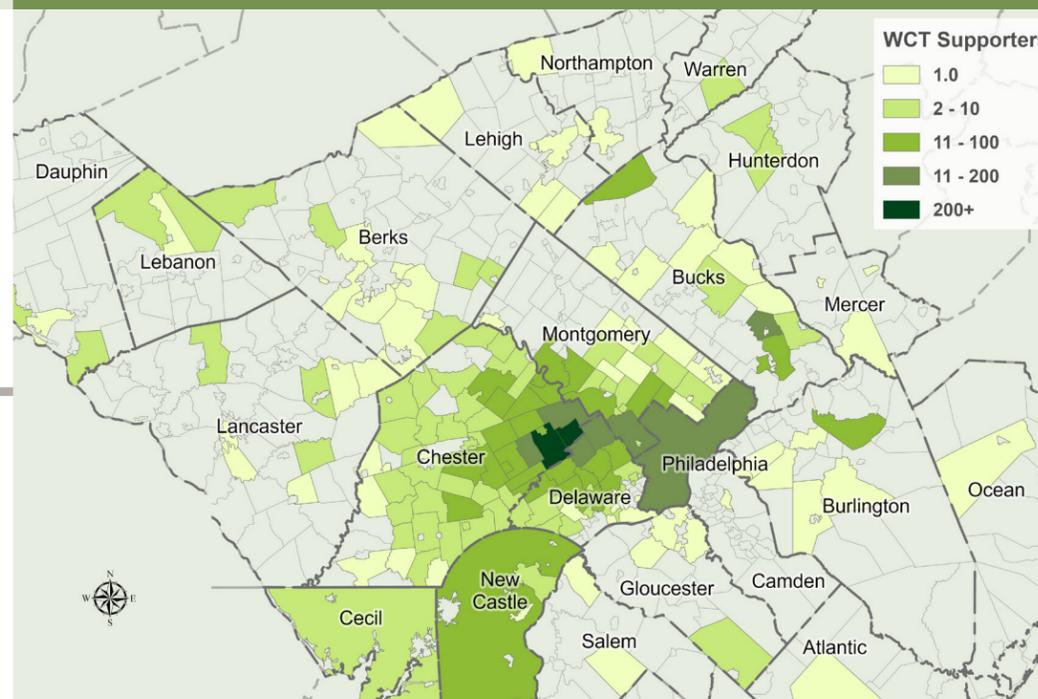
### SUBSCRIBERS

Digital	Print	Web	TOP INTERESTS
<b>1.8K</b> Subscribers	<b>2.6K</b> Households	<b>30K</b> Visitors	<b>23%</b> Ages 25-34
<b>38%</b> Open Rate*	<b>60</b> Media Contacts	<b>60%</b> Women	<b>16%</b> Ages 45-54
<b>7%</b> Click Rate*		<b>40%</b> Men	<b>16%</b> Ages 35-54

\*Compare to Industry Average of 17-28% Open Rate & 2-6% Click Rate.

### FOLLOWERS

Facebook	Instagram
<b>75%</b> Women	<b>70%</b> Women
<b>2.5K</b> Followers	<b>2.2K</b> Followers
<b>45.5K</b> Reach	<b>15.6K</b> Reach
<b>227.6M</b> Estimated Ad Reach	<b>227.6M</b> Estimated Ad Reach
<b>25%</b> Men	<b>30%</b> Men
<b>8.9%</b> Live in Malvern	<b>5.4%</b> Live in Philly
<b>7.3%</b> Live in Philly	<b>4.4%</b> Live in Malvern



WILLISTOWN CONSERVATION TRUST  
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 NEWTOWN SQUARE, PA 19073  
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# RENT THE RUSHTON CONSERVATION CENTER

Looking to explore the Rushton Conservation Center before you commit to being one of our esteemed Corporate Partners? Consider renting the space for an upcoming work event!

Willistown Conservation Trust’s Rushton Conservation Center (RCC) can be found on the edge of the permanently protected, 86-acre Rushton Woods Preserve, just 20 miles west of Philadelphia in beautiful Newtown Square. As a newly available rental facility, the Rushton Conservation Center is perfectly suited for a variety of business occasions. From social gatherings and meetings, to webinars and work retreats, the Rushton Conservation Center is an unforgettable gathering space for you and your employees. With Rushton Farm as its neighbor, this community building is submerged in nature, overlooking abundant meadows full of pollinators and bird species, rows of fresh crops, and the walking trails of Rushton Woods Preserve.

“The Rushton Conservation Center is a hidden gem for events and meeting facilitation. This space and the friendly, reliable staff are the best. The setting is both beautifully inspiring and highly functional. The people of Willistown Conservation Trust make the planning process easy and are attentive to every need. I could not recommend them more highly.”

- Lorri Perkins, LFP Coaching & Consulting, LLC

From selecting caterers to setting up a beautiful space for your needs, our staff can help you plan your event from start to finish. We specialize in hosting the following types of events:

- **CULINARY EVENTS** | Cocktail Receptions - Culinary Demonstrations - Sit-Down Dining
- **CORPORATE EVENTS** | Meetings - Retreats - Workshops
- **SPECIALTY EVENTS** | Lectures - Trainings - Webinars - and More!

*Please note that the Rushton Conservation Center is not available for birthday parties, showers, weddings, wedding rehearsals, wedding brunches, wedding photography, or other wedding-related gatherings.*

## Next Steps

**Interested in renting the RCC?**  
Scan the QR code to visit our website and fill out our rental form, or email [events@wctrust.org](mailto:events@wctrust.org).

