

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 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 educational programs and community events 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, Land Protection, Stewardship, 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 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 semi-annual print publication that is delivered to over 2,500 subscribers (see our **By the Numbers** for more details).

Businesses are in the unique position to provide funding beyond a simple donation to our charitable organization. Your dedication as a Willistown Conservation Trust Corporate Partner makes our work possible and impactful. And it’s thanks to your commitment that we are able to study microplastics in our watersheds, better understand the effects of climate change by documenting migratory birds, and double our land conservation efforts to prevent the unraveling of our ecosystems. **Join us to make a difference together.**

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.

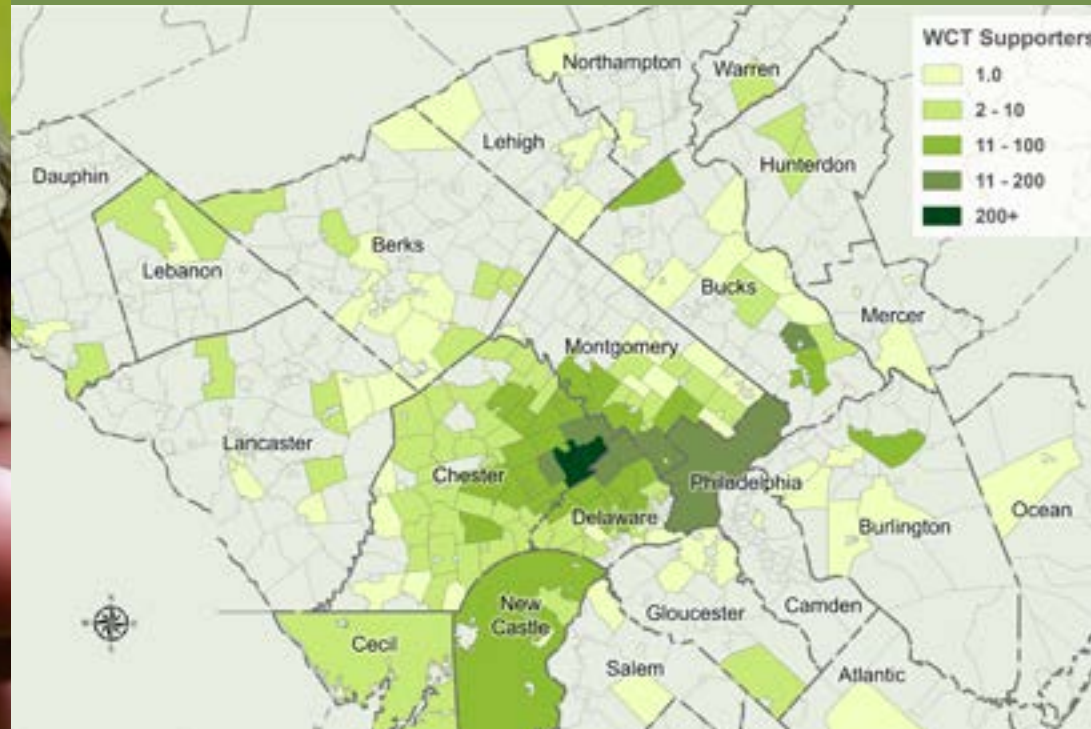


ANNUAL PARTNERSHIP BENEFITS	PRESERVE PARTNER \$25,000	PROGRAM PARTNER \$10,000	COMMUNITY PARTNER \$5,000
Company or business name presented at Preserve Kiosks located at Kirkwood Preserve, Ashbridge Preserve, and Rushton Woods Preserve.			
Featured article in our semi-annual print publication “The Sycamore.”			
Invitations to exclusive Trust events.			
Guided experiences by WCT program staff within a program area of choice.			
Private group volunteer opportunities.			
Recognition of sponsorship at the Rushton Conservation Center.			
Sponsorship announcement on social media and print publications.			
Company or business name on website.			
Company logo featured on our bi-weekly event e-blasts.			
Use of WCT Partnership logo.			
The potential for tax deductions!			

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 helped to permanently conserve 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.



WILLISTOWN CONSERVATION TRUST
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Digital

2.2K Subscribers
38% Open Rate*
7% Click Rate*

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

Print

2.6K Households
60 Media Contacts

FOLLOWERS

Facebook

2.5K Followers
45.5K Reach
227.6M Estimated Ad Reach

75% Women
25% Men
8.9% Live in Malvern
7.3% Live in Philadelphia

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).

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.

BY THE NUMBERS

SUPPORTERS

3.8K Donors & Program Participants
480 Local Businesses & Event Sponsors

NEIGHBORS

Chester County

534,513 Population
53% With a Bachelor's

Willistown Township

11,273 Population
63% With a Bachelor's

SUBSCRIBERS

Web

30K Visitors
60% Women
40% Men

23% Ages 25-34
16% Ages 45-54
16% Ages 35-54

FOLLOWERS

Instagram

2.2K Followers
15.6K Reach
227.6M Estimated Ad Reach

70% Women
30% Men
5.4% Live in Philadelphia
4.4% Live in Malvern



PRIVATE 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 private volunteer activities to suit your employees:

- **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



GUIDED EXPERIENCES

- **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 study stream health and the ways 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.

JOIN US

The best way to connect is to disconnect. Step away from your headquarters and immerse yourself in nature at WCT's Rushton Woods to enjoy meaningful and productive time with your staff throughout the year.

Rushton Farm and Rushton Woods Preserve can be found on 86 acres, just 20 miles west of Philadelphia in beautiful Newtown Square. Our farm offers an abundance of sustainably grown produce, while the Preserve takes visitors on walking trails through the woods and meadows where our Bird Banding station lives.

On the edge of Rushton Woods sits the Rushton Conservation Center, our community building that is home to educational programming and events including farm-to-table dinners, culinary demonstrations, lectures, yoga retreats, family friendly picnics, bird and preserve walks, and much more.





WCT PROGRAMS



BIRD CONSERVATION

The staff and volunteers of the **BIRD CONSERVATION PROGRAM** study the impact of conservation on bird populations. This program is nationally recognized as a leader in bird conservation, and has expanded outside of Willistown via a branch partnership called the Northeast Motus Collaboration.



COMMUNITY FARM

Founded in 2004, our **COMMUNITY FARM PROGRAM** uses agroecology and organic regenerative farming practices to feed 130 families in our Community Supported Agriculture program, in addition to annually donating 15% of its yield to the Chester County Food Bank and West Chester Food Cupboard.



EDUCATION & OUTREACH

Our **EDUCATION & OUTREACH PROGRAMS** offer a variety of regular events including Preserve Walks, workshops, culinary dinners and lectures, while Rushton Nature Keepers is geared toward children. Our biggest events of the year include Barns & BBQ, Tomato Tasting, Wildflower Week and Run-A-Muck.



LAND PROTECTION & STEWARDSHIP

For over 40 years, our **LAND CONSERVATION PROGRAM** has focused on permanently protecting over 7,500 acres in the Willistown countryside. Our **STEWARDSHIP PROGRAM** is responsible for ensuring our conservation easements are upheld in addition to maintaining nature trails and 400+ public acres.



WATERSHED PROTECTION

Our **WATERSHED PROTECTION PROGRAM** studies the human impact on our waterways in Crum, Darby and Ridley Creeks to better understand how to protect freshwater resources and ensure clean, safe water for all.