

PARTNER GUIDE



ABOUT LEAVE NO TRACE

For over two decades, the Leave No Trace Center for Outdoor Ethics has worked to protect the outdoors by teaching people who venture into the natural world how to effectively care for it.

With massive threats to natural areas on the rise—like water pollution, species loss and declining forest habitats—there's a clear need to take action and help protect our planet.

People may be tempted to blame the degradation of resources on industrial pollution or large-scale land development, but in truth the collective impacts of human visitors are substantial.



WHY LEAVE NO TRACE?

The National Park Service estimates that they had more than 300 million visits in 2016, which include some of America's most pristine environments. Across all public lands, the U.S. outdoor recreation economy is estimated at \$646 billion. That volume of human activity makes it vitally important to instill the value of an outdoor ethic.

For example, Colorado's Rocky Mountain National Park concluded that hikers and sightseers were the most likely source for a variety of contaminants—including 25 pharmaceutical compounds—found in the neighboring South Platte River. The chemicals included human birth control, as well as components of heart medicine, diabetes medicine and blood pressure control medicine.

Human activities affect wildlife populations by disturbing animals. Brown and black bears are among the vulnerable species—interactions with human visitors contribute to significant displacements and changes in nutrition patterns for bear populations. Many other species are at risk.

**“As many as 90 percent
of wildland fires in the United States
are caused by humans.”**

— *National Park Service*



Leave No Trace



in EVERY PARK

What if everyone who stepped into the natural world was provided with the tools to develop an outdoor ethic? That's the goal of a bold, multi-year initiative that focuses on offering educational opportunities in the settings where it matters most—our shared public lands.

CAMPAIGNS

for EVERY KID

This powerful education initiative engages youth in outdoor settings to develop their understanding of the natural world and teach the skills needed for responsible recreation. Leave No Trace is best taught in the context of the outdoors, where open spaces and natural areas serve as the setting to teach kids how to care for nature.



KEY REACH

Demographic info provided by Facebook reveals that the Leave No Trace Center is popular with the 25-34 age group—in fact, millennials are the largest segment of fans.

Social media following saw a 17% increase last year in visitation, with a combined reach of 185,000 supporters on various platforms, including Facebook, Instagram, Twitter, LinkedIn, Snapchat and YouTube.



Globalization

Leave No Trace is in all 50 states and reaches over 90 countries.



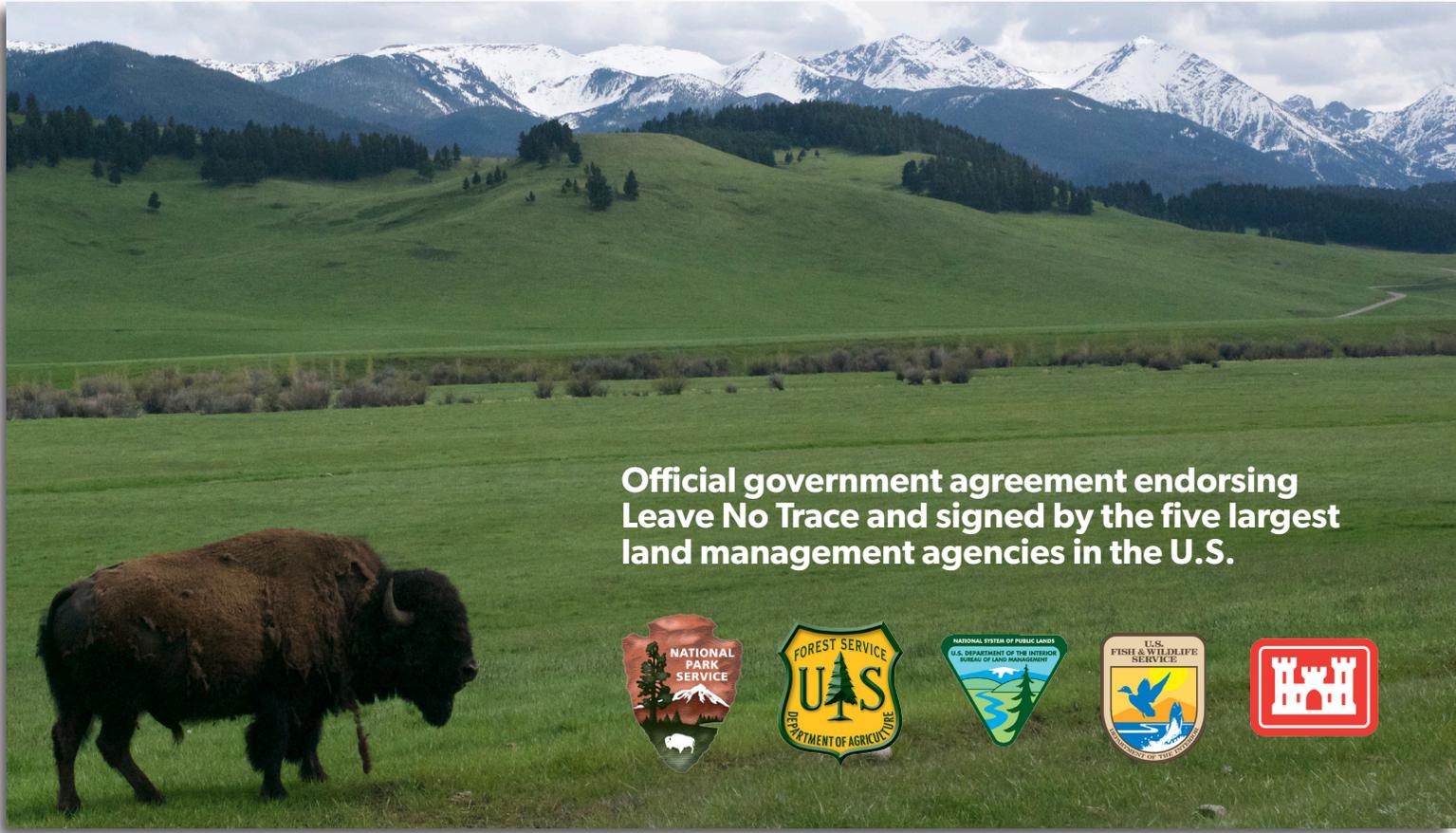
Impacting Parks

Leave No Trace meets people where they spend time visiting 591 parks in 2016.



Partner Organizations

Leave No Trace partners with over 500 brands.



**Official government agreement endorsing
Leave No Trace and signed by the five largest
land management agencies in the U.S.**



Partnership Benefits

Each Partnership is fully customizable to meet your company's needs. Below is an outline of suggested options you may choose to explore with the Leave No Trace Center.



Membership

Website, blogs, product, & more



Fundraisers

Web based, trade shows, live events



Website

Partnership listed on LNT.org



Greening Review

Review partner content for accuracy



Logo Usage

Website, blogs, product, & more



Newsletter

Your Ambassadors highlighted



Sponsorship

New and current program sponsorship



Social Sharing

Product represented via social channels

	Patron	Platinum	Gold	Silver	Bronze
For your use					
Copywrite Material <i>Leave No Trace logo: Existing content : Shareable blogs : Access to partner resource page</i>	✓	✓	✓	✓	✓
Logo use on product packaging	✓	✓	✓	✓	
Logo use on product (royalty fee)	✓	✓	✓	✓	
Leave No Trace Campaigns	✓	✓	✓	✓	✓
Custom written language	✓				
25% off education materials	✓	✓	✓	✓	✓
Collaboration opportunities					
Onsite visit (priority based on partner level)	✓	✓	✓	✓	✓
Co-branded reference cards	✓	✓	✓	✓	✓
Online/event based fundraisers	✓	✓	✓	✓	✓
Support to create a special event	✓	✓	✓		
Your ambassadors highlighted in eNews	✓	✓	✓		
What we do for you					
Promotion of your campaigns	✓	✓	✓		
Campaign to Leave No Trace members	✓	✓	✓		
Share your social campaign	✓	✓	✓		
Tagging in social postings	✓	✓	✓	✓	
Custom video content	✓	✓			
Photos of your product in use	✓	✓	✓		
LNT.org	logo, write up, URL link	logo, URL link	name listed, URL link	name listed, URL link	name listed, URL link
Listing in annual report	✓	✓	✓	✓	✓
Turnkey shareable monthly content	✓	✓	✓	✓	✓
Greening review	✓				
Program Sponsorship					
Branding Recognition (ref. additional decks)	✓	✓			
New/current program sponsorship	✓	✓			



Dean Ronzoni : Director of Corporate Development : Dean@LNT.org