

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.





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



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 20% 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.

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

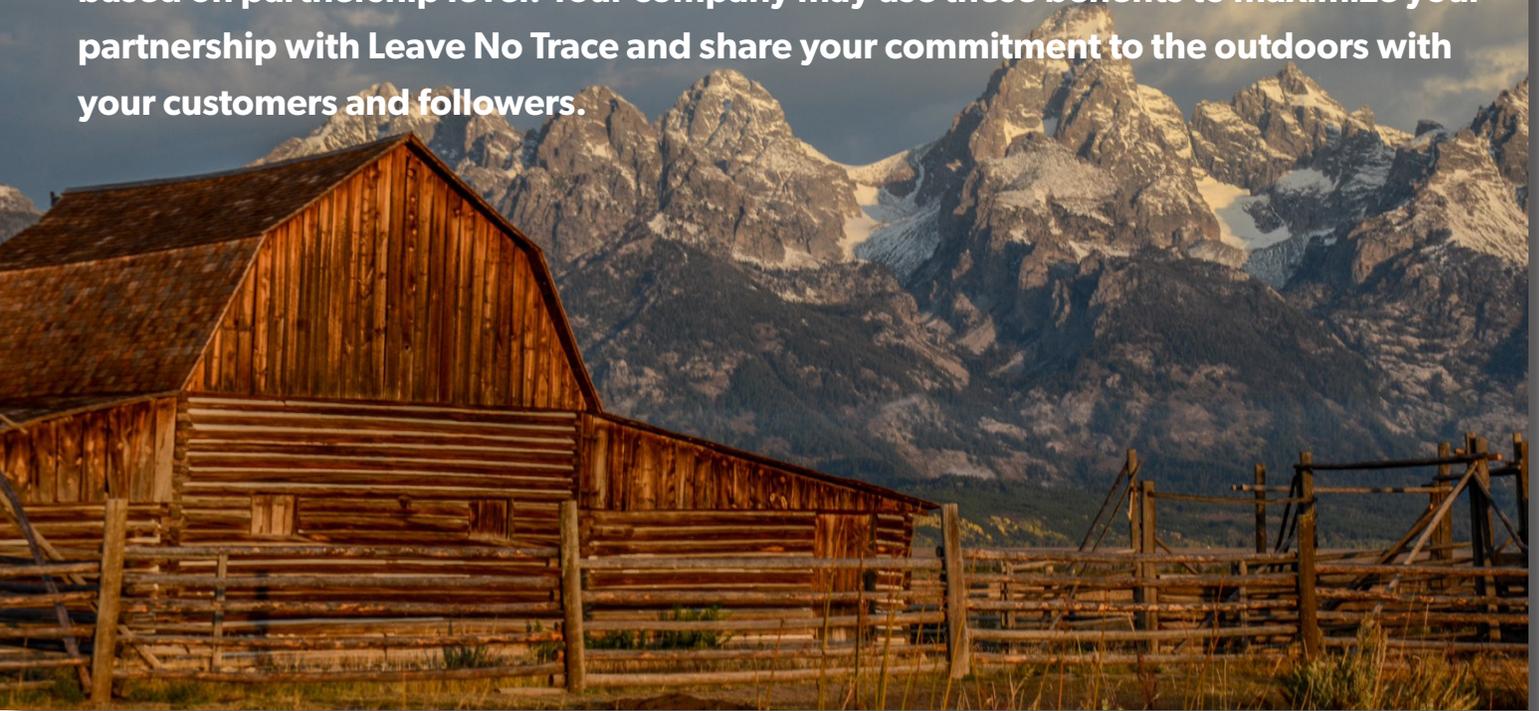
New and current program sponsorship



Social Sharing

Product represented via social channels

The Leave No Trace Center for Outdoor Ethics believes in working with our partners to broadcast the Leave No Trace message. We have put together a list of benefits based on partnership level. Your company may use these benefits to maximize your partnership with Leave No Trace and share your commitment to the outdoors with your customers and followers.



Partnership Levels

Bronze

- Access to trademarked logo and copywrite language
- Ability to share Leave No Trace campaigns and social content
- 25% off educational materials
- Ability to co-brand reference cards
- May run fundraisers with Leave No Trace branding
- Access to online partner portal for partner materials
- Partner implementation guide
- Listing on Leave No Trace Partner page and in Annual Report

Silver

Includes Bronze level benefits plus:

- Logo use on product packaging
- Logo use on product (additional 8% royalty fee applies)
- Two tags per year on Leave No Trace Instagram page
- One product promotion with member program (product donation required)

Gold

Includes Silver level benefits plus:

- **Leave No Trace support to create a custom event**
- **Your ambassador(s) highlighted in one newsletter**
- **Two social media posts of your direct campaign(s)**
- **Five photos of your product(s) in use (product donation required)**

Platinum

Includes Gold level benefits plus:

- **Logo listed on Leave No Trace Partner page and in Annual Report**
 - **Co-brand current Leave No Trace programming**
- *Reference additional program decks for opportunities and benefits**

Patron

Includes Gold level benefits plus:

- **Logo listed on Leave No Trace Partner page and in Annual Report**
 - **Partner description on Leave No Trace website**
 - **Co-brand new or current Leave No Trace programming**
- *Reference additional program decks for opportunities and benefits**

Patron Partner

Partners who have formed committed partnerships with the Leave No Trace Center for Outdoor Ethics. Through sustaining support, Patrons commit higher dollars to Leave No Trace programs and are entitled to work with the organization to support co-branded programs. Program funding starts at \$50,000.

Corporate Partner Gold, Silver, Bronze

Companies that join as corporate partners are investing in the Leave No Trace program and are given certain privileges through extended partner benefits. Dues are based on annual sales. Every \$1m in annual sales equates to \$1k in support capped at \$10,000. Gold = \$10kmin : Silver = \$5Kmin : Bronze = \$1kmin

Platinum Partner

Platinum partners commit to support Leave No Trace programs as sponsors of existing programs. See program decks for various alignment and sponsorship opportunities. Program funding starts at \$25,000.

Special Promotion Fundraiser

Fundraisers where product is being sold or donated to benefit Leave No Trace may take place. Special Promotional Fundraisers do not constitute a partnership with the Center, yet does allow for some promotional aspects. Fundraisers need to be approved by the Leave No Trace Center for Outdoor Ethics Development staff.

“Leave No Trace is the most simple and honorable concept growing in the outdoor movement today.”

-Royal Robbins





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