

National Park Foundation Corporate Partnerships

A BRIEF OVERVIEW OF 2016 OPPORTUNITIES



ABOUT THE NATIONAL PARK FOUNDATION

The National Park Foundation is the official nonprofit of America's national parks and charitable partner of the National Park Service. Chartered by Congress in 1967, the National Park Foundation raises private funds that directly support and enrich America's more than 400 national parks and their programs.

OUR MISSION

The National Park Foundation, in partnership with the National Park Service, enriches America's national parks and programs through private support, protecting America's special places, connecting people to parks, and inspiring the next generation of park stewards.

OUR WORK

The National Park Foundation directly funds programs and projects in our national parks that meet both immediate needs and long-term initiatives.

Protect: America's national parks were established to preserve our country's greatest collection of natural, historic and cultural treasures. The National Park Foundation is dedicated to the promise that our national parks, and all they possess, are protected forever. As our environment and cultural legacy faces new challenges, we seek to fund initiatives that demonstrate environmental leadership, promote sustainable practices, inspire innovative solutions, and motivate citizens to action.

Connect: The National Park Foundation is dedicated to celebrating our nation's rich diversity – supporting equal and abundant opportunities for all audiences to experience, enjoy, and create life-long relationships with our magnificent national parks. We also dedicate ourselves to bringing America's national parks to the people – empowering our parks and their programs as engines for sustainability, volunteerism and stability in communities big and small. In short, we are committed to connecting all Americans with the rich natural, historical, and cultural heritage preserved by National Park System. After all, the national parks belong to every American – past, present, and future.

Inspire: The national parks serve as some of our nation's most dynamic classrooms and centers for active learning for all ages. From science to the arts, service learning to teacher training, America's national parks teach invaluable lessons about our planet, our history, and ourselves. These incredible places, and all that they offer beyond the boundaries of the national parks, are the catalysts for inspiring a new generation of park enthusiasts. The National Park Foundation is dedicated to utilizing these powerful learning environments that can provide in-depth, real-world learning experiences, to nurture a deep connection between the next generation and America's national parks.



CORPORATE PARTNERSHIP OPPORTUNITIES

The National Park Foundation engages with organizations in a variety of ways that not only contribute to NPF's mission to Protect, Connect, and Inspire but also provide incredible value to our partners. Unlike any other organization, the National Park Foundation brings value to our partners through both marketing reach and cause-related impact and affiliation. The ultimate value is in the national parks' ability to bring your organization and brand untapped and unprecedented authenticity and affinity through a customized partnership.

As we embark on our next 100 years, we are focused on building partnerships centered around collaboration, innovation, authenticity, and mutually-defined success like never before. The 2016 Centennial of the National Park Service brings a once-in-a-lifetime opportunity for our select partners to:

- Connect and align with one of the strongest and most authentic American brands – the national parks;
- Participate in a unique, fully-integrated public engagement campaign, pre-tested for success;
- Collaborate with key national parks and foundation staff to co-create customizable marketing and activation programs geared specifically to accomplish your business goals;
- Be recognized as part of a cultural movement and beloved cause in support of America’s most treasured places.

SECOND CENTURY CLUB

The Second Century Club is a corporate membership program through which our partners demonstrate their commitment to America’s national parks. Our corporate members help provide our national parks with the resources needed to maintain their magnificent legacy and ensure their continued relevance for all Americans. The Second Century Club has three membership levels that provide unparalleled access to our nation’s iconic places and programs, and offer our corporate partners premium benefits.

PHILANTHROPY

A philanthropic gift is one of the most powerful ways to support America’s national parks. You can designate that your tax-deductible donation fund specific programs or remain unrestricted, allowing the Foundation to apply the funding where the greatest need exists at the time. The Foundation welcomes philanthropic gifts to programs like Every Kid in a Park and Active Trails, among many others. Contact us to learn more about conservation, education, arts, community engagement, and other efforts open for corporate support.

SPONSORSHIP

Abundant opportunities exist for corporations to sponsor National Park Foundation events, leveraging our audience of national park enthusiasts to meet corporate partners’ business objectives. From the centennial public engagement campaign, Find Your Park, to the National Christmas Tree Lighting and the White House Easter Egg Roll, to our annual Share the Experience photo contest, National Park Foundation activities present a unique and first-in-class opportunity to engage with a beloved brand in front of broad and devoted audiences.

CAUSE MARKETING

The National Park Foundation works with organizations to develop integrated marketing campaigns that enable corporations to leverage the popularity of America’s national parks to support corporate initiatives and drive sales while raising public awareness and revenue for Foundation programs and projects.

LICENSING

The National Park Foundation leverages the strength of our brand to license national park-themed products and services that generate revenue for both our partners and our mission. Fragrances, books, tours, outdoor gear and apparel, maps, and mobiles apps represent just a few of the product lines that, when featuring the national parks’ marks, offer our corporate supporters a distinctive way to attract new business.



NATIONAL PARK FOUNDATION HAS BROAD REACH

The National Park Foundation has developed a following of national park enthusiasts and can leverage this audience to highlight support and engage with our corporate partners.

TRAIL TALK BLOG

The National Park Foundation's blog, Trail Talk, is a tool to share information about park partners, adventures, news, and special events. We use Trail Talk to highlight the important philanthropic impact our partners are making on parks, as well as some of the exciting activations and opportunities they make possible. With over 40,000 visitors per month, Trail Talk is a great way to get the word out about the innovative programs and projects happening in parks.

GOPARKS NEWSLETTER

The National Park Foundation's monthly email newsletter *GoParks* keeps our donors and other national park enthusiasts up to date on the latest news from the Foundation, our partners, and America's national parks. With over 500,000 subscribers, *GoParks* has become an important vehicle for reaching out to donors and provides opportunities for our corporate partners as to highlight their activations in and impact on the parks.

SOCIAL MEDIA

NPF has more than 560,000 Facebook fans, 73,000 Twitter followers, and 37,000 Instagram followers. In addition, we have growing audiences on channels such as Tumblr, Google+, Pinterest, and Flickr. We use these platforms to share news about the Foundation, the more than 400 national park units, and our partners, as well as execute sweepstakes, feature licensed products, and engage followers in a dialogue about the parks.

PUBLIC RELATIONS

The National Park Foundation press releases are distributed to approximately 10,000 outlets and our pick up rate is consistently very high. The media and the American people care about our national parks.



WHY WORK WITH US

More than 90 percent of consumers have a more positive image and are more likely to trust companies that support social and environmental issues (2015 Cone Communications/Ebiquity Global CSR Study) so it behooves corporate leaders to get involved with and support important causes.

WE ARE LOVED

National parks have a special place in the hearts of the American people. In a 2006 Harris Poll measuring citizen support for federal government programs and services, national parks topped the list.

- 94% of Americans rate their National Park visit as a favorable experience¹
- 87% of Americans favorably support the work of the National Park Service¹
- 96% of Americans say that National Parks are important to the United States²
- Nearly 70% of Americans visit a national park each year
- Record 292+ million people visited national parks in 2014
- Over 110 million annual web visitors



Research shows that 90 percent of global consumers are likely to switch to brands to one associated with a good cause³, and **people love parks!**

1. Source: Harris Poll 2006
2. Source: Wirthlin Worldwide National Quorum, 2002
3. 2015 Cone Communications/Ebiquity Global CSR Study

WE NEED YOUR HELP

Though a congressionally-chartered organization, the National Park Foundation receives no federal funding but rather relies on support from individuals, foundations and corporations to fulfill its mission. With declining federal funding for the National Park Service, the work of the National Park Foundation is more important than ever. Your support will help safeguard our heritage and inspire generations of national park enthusiasts to protect and enjoy America's natural wonders and national treasures.

WE CAN HELP YOU

A partnership with the National Park Foundation can help you achieve a variety of marketing, corporate responsibility and citizenship goals. Our programs are linked to a variety of important corporate responsibility initiatives including:

Community Engagement • Economic Development • Environment • Recreation
Diversity • Education • Health & Wellness • Sustainability

CONTACT US

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