



# CORPORATE PARTNERSHIPS

## Who We Are

Founded in 2015, Sportsmen for the Boundary Waters (SFBW) was established as a hunting and angling voice for protecting the BWCA from proposed sulfide-ore copper mining in its watershed. Since its inception, Sportsmen for the Boundary Waters has worked to protect the land, water, and wildlife that makes the BWCA an iconic place to hunt, fish, camp, and explore.

## Looking To The Future

SFBW will continue to lead a coalition of hunters, anglers, and conservation groups dedicated to protecting the Boundary Waters from sulfide-ore copper mining, as well as to ensure hunters and anglers are at the forefront of any policies concerning hunting and fishing in the BWCA and surrounding areas. As we turn our gaze towards emerging concerns in the BWCA, we are seeking new partnerships to help support our organization's fiscal goals, ensuring we can achieve our mission far into the future.





## Our Work So Far

The conservation community and the public alike have witnessed the accomplishments of SFBW in recent years. Through grassroots advocacy and partnerships with outdoor industry leaders who share our value for the BWCA, we have been able to take massive steps towards protecting the 1.1 million acres we cherish so deeply by advocating for a twenty-year moratorium placed on copper-nickel mining in the Boundary Waters watershed. Our work to permanently protect the Boundary Waters through legislative action will continue to be a focal point of the organization.

## Creating New Programs



Sportsmen for the Boundary Waters is working diligently to build programs around moose conservation, cold-water fisheries management, and Chronic Wasting Disease (CWD). We're also focused on expanding into other new issues at the state and federal levels and an increase in our participation in the national conservation community.







## OUR MISSION

To protect the integrity of the Boundary Waters Canoe Area Wilderness and its watersheds for huntable and fishable populations of fish and wildlife, now and forever, through advocacy and education.



## The BWCA

The Boundary Waters Canoe Area Wilderness (BWCA) is a special place, filled with the wonders of the Northwoods and an awe-inspiring landscape shaped by glacial movements millennia ago. At nearly 1.1 million acres, the Boundary Waters spreads across the Northeastern tip of Minnesota.

It is a vast boreal forest with interconnected lakes, streams, wetlands, and aquifers that provide some of the best fishing and hunting the world offers. Hunters and anglers travel to the Boundary Waters for the one-of-a-kind chance to pursue lake trout, walleye, smallmouth bass, northern pike, whitetail deer, ruffed grouse, and black bear in a true backcountry wilderness landscape.





## By The Numbers

From a business perspective, the more potential customers we can put your logo in front of, the stronger our partnership will be through supporters, awareness, and sales. Here are some of the organization's demographics and analytics to help illustrate the kind of outreach and marketing we can do together.

### Social Media

**20,000 combined followers**

**Facebook: 12k**

**Instagram: 5.4K**

**X & Threads: 2.6k**

**Between 2021 and 2023, SFBW reached an average of 1 million users a year**

### Web

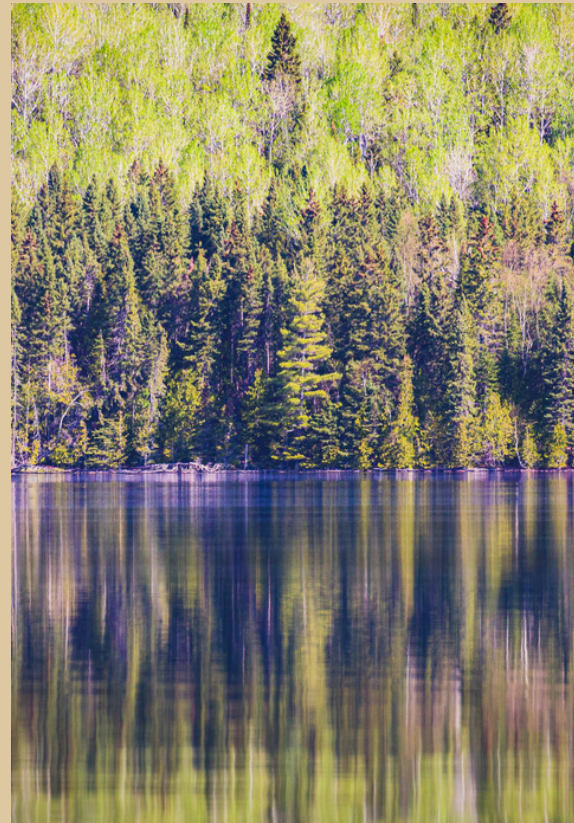
**Between 80k and 100k unique website visitors a year**

**500,000 web impressions a year**

### Email List

**35,000 contacts total**

**20,000 active & engaged contacts**





# WHY PARTNER WITH SFBW

It's no secret that partnerships providing transparent, effective, collaborative solutions to each other's ever-changing needs are invaluable in the nonprofit and private sectors.

Having worked with some of the top names in the outdoors industry, we at SFBW know the value of these partnerships and are certain they would say the same. In addition to large, national businesses, we pride ourselves in working closely with many local and regional businesses with direct ties to the BWCA. Together, these partners have been the backbone of our critical work thus far, and SFBW has ensured the outdoors community knows it.



National or local, partnering with SFBW offers many of the same benefits. For instance, any in-kind or financial resources contributed to SFBW is guaranteed to significantly impact our organization's development goals, which means you'll greatly impact conserving wildlife populations and pristine backcountry habitat in and around the Boundary Waters.

By having a direct impact, your company's name and products will reach new and existing customers with a positive connection to the fish and wildlife populations they count on each year.

**OUR PARTNERS IN CONSERVATION**



# PARTNERSHIP LEVELS

## BRONZE \$2500+/ANNUALLY

- Logo on Sportsmen for the Boundary Waters website
- Social Media acknowledgment and tagging across all platforms
- Shoutout in one newsletter with link to your website
- Logo on website banner for one month

## SILVER \$5000+/ANNUALLY

- All the benefits of the SFBW Bronze Partner
- Products featured in SFBW media (when appropriate)
- Verbal recognition at events
- One dedicated email blast (From our friends at...)
- One newsletter banner
- Website banner for 6 months

## GOLD \$10,000+/ANNUALLY

- All the benefits of the SFBW Bronze Partner
- All the benefits of the SFBW Silver Partner
- Social Media "Day of the Week" named after you
- Input during event planning, online auctions, and marketing campaigns
- Discount for employees at the SFBW store
- Logo featured in SFBW annual impact report
- A business write-up for your company on the SFBW website

## PLATINUM \$25,000+/ANNUALLY

- All the benefits of the SFBW Bronze Partner
- All the benefits of the SFBW Silver Partner
- All the benefits of the SFBW Gold Partner
- Recognition in newsletter, email, social media post (when appropriate), website, event posting, tabling signage, poster, and other media outlets for a full year
- Naming rights for an event
- Premier logo placement on promotional materials and media outlets
- High-level access to planning targeted marketing campaigns and events
- Exclusive Boundary Waters Canoe Area Wilderness experience for the corporate team with members of SFBW (Catered to the interests of the corporate team)
- One short video by SFBW highlighting a product or service of your choice



# VIDEO & MEDIA PARTNERSHIP

**\$20,000+/Annually**

**Option 1:**

Sportsmen for the Boundary Waters will release monthly short videos highlighting products or media of your choice through social media, email, and our website for a full calendar year.

**Option 2:**

Sportsmen for the Boundary Waters will partner with you on one film in which you are the sole sponsor.



Last fall, SFBW hosted a trip into the Boundary Waters in pursuit of lake trout and grouse with MeatEater's Ryan Callaghan, Trampled by Turtle's Dave Simonett, and KFAN's Bob St. Pierre to highlight the hunting and fishing opportunities of the area.

After our wilderness adventure, we took out the video cameras and headed up the Arrowhead Region of Minnesota for some more ruffed grouse hunting with Scott Sorensen, owner of Fly Box & Company in Grand Marais.

Our short film, "Grouse Up The Gunflint," is the result of that adventure.

We hope it inspires hunters and anglers to explore Northern Minnesota and our cherished Boundary Waters for the hunting and fishing opportunities these public lands and waters provide us all.



# PRODUCT COLLABORATION

SFBW joined forces with Frost River Trading Co. and Trampled By Turtles this year to launch a new, collaboratively designed backpack. The pack is the first of its kind and highlights creative opportunities for brands and conservation organizations to come together on a unique project highlighting all parties involved.

This partnership brings together three iconic Minnesota-based entities to create a functional and reliable pack catering to outdoor enthusiasts and music lovers alike.

Combining Frost River's expertise in crafting rugged and durable outdoor gear, SFBW's commitment to conservation, and Trampled By Turtles' passion for the great outdoors, the Sportsman's Pack is a testament to the shared love for nature and adventure.



**The All New Sportsman's Pack  
— A Frost River and Sportsmen  
for the Boundary Waters Collab**

# 2022 Engagment Highlights

**5,000+**

New Sportsmen for the Boundary Waters supporters

**250%**

Increase in direct actions taken to Congress, Federal Agencies, and local decision makers

**500K+**

Views of films featuring our work to protect the Boundary Waters through mainstream media channels







We appreciate the opportunity to highlight our work and the ways in which your company can help support our mission. Regardless of the benefits we can offer one another, we recognize the intricacies of each individual company's goals and would love to discuss how we can use our specific assets and strengths to create an effective, mutually beneficial collaboration. To schedule a meeting or for any questions, please contact our Development and Policy Coordinator, Matthew Schultz. From all of us here at Sportsmen for the Boundary Waters, thank you for your time and consideration.

Corporate Partnerships Contact

Matthew Schultz

[matthew@sportsmenbwca.org](mailto:matthew@sportsmenbwca.org)

(507) 316-7465

Photography by Hansi Johnson and Lee Kjos