



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 Boundary Waters Canoe Area Wilderness (BWCA) for future generations of hunters, anglers, and paddlers. Since its inception, SFBW has been engaged in advocacy at the state and federal levels to prevent non-ferrous mining in the Rainy River watershed, which flows directly into the Boundary Waters and through Canada's Quetico Provincial Park. Our latest work has been in improving wildlife habitat and recreational access through our Stewardship and Habitat Initiative. Additionally, we have participated in a number of coalitions that engage in issues such as Chronic Wasting Disease (CWD), moose conservation, wilderness stewardship, aquatic invasive species, and many more

Looking To The Future

SFBW will continue to lead a coalition of hunters, anglers, and conservation groups dedicated to protecting the Boundary Waters from potentially harmful non-ferrous mining practices, as well as build off of our new Stewardship and Habitat Initiative, which allows us to accomplish tangible, boots-on-the-ground projects that benefit wildlife and recreators alike.





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. SFBW is also regularly featured in local and national articles, radio, podcasts, and a variety of earned and paid media.

Social Media

Over 20,000 combined followers

Facebook: 13k

Instagram: 5.9K

X & Threads: 2.6k

Between 2021 and 2024, 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

30,000 contacts total

19,000 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 means that you WILL have a significant impact on our ability to carry out our initiatives. Because SFBW is an efficient organization with minimal staffing, your contribution doesn't get diluted in the process and is felt immediately.



As you review the following partnership levels, please bear in mind that these amounts can be achieved through a hybrid of cash, in-kind donations, and donated experiences. At the end of the day, we know that not every business is in a position to write a check, but still wants the benefits of being a corporate partner. While this deck is a guideline, we are more than happy to discuss ways to move things around and find an agreement that benefits us both.

How can we make this partnership uplift your business?

*Film Collaboration: Sportsmen for the Boundary Waters has collaborated on films in the past with Corporate Partners and we'd love to discuss any ideas you may have.

OUR PARTNERS IN CONSERVATION

PARTNERSHIP LEVELS

HAMMER HANDLE \$2500-\$5000/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

BRONZEBACK \$5000-\$10,000/ANNUALLY

- All the benefits of the SFBW Hammer Handle Partnership
- 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

WALTER \$10,000-\$20,000/ANNUALLY

- All the benefits of the SFBW Hammer Handle Partnership
- All the benefits of the SFBW Bronzeback Partnership
- 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

MACKINAW \$25,000+/ANNUALLY

- All the benefits of the SFBW Hammer Handle Partnership
- All the benefits of the SFBW Bronzeback Partnership
- All the benefits of the SFBW Walter Partnership
- 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

PRODUCT COLLABORATION

SFBW joined forces with Frost River Trading Co. and Trampled By Turtles to launch a new, collaboratively designed backpack. The pack was the first of its kind and highlighted creative opportunities for brands and conservation organizations to come together on a unique project.

This partnership brought 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**

THE PINE ISLAND WMA STEWARDSHIP & HABITAT PROJECT

Through support from onX's Access & Stewardship Grant Program, the Tower Area Minnesota DNR, and MeatEater we are working to create, conserve, and restore wildlife habitat and access in the Northwoods of Minnesota. In 2024, SFBW adopted the Pine Island Wildlife Management Area (WMA) on Lake Vermilion. This is the first project of Sportsmen for the Boundary Waters' Stewardship and Habitat Initiative, a program that we are excited to implement in multiple spheres in and around the Boundary Waters with partnering agencies, conservation organizations, and outdoor industry leaders.

The SFBW staff joined forces with Mark Kenyon of MeatEater's Working for Wildlife Tour, the onX team, and the Tower Area DNR to work with volunteers and tackle a large chunk of the restoration work on Pine Island via one huge effort. The volunteer crew of more than 50 people carried out tasks ranging from tree planting to brushing, trail creation, and helping repair and replace the unit's signs.

With such a successful project under our belt, SFBW is continuously looking for projects that achieve our mission of improving access, habitat, hunting, and fishing in and around the Boundary Waters and surrounding communities. We'd love to hear what you are passionate about and how we can work together to make a difference!

[LEARN MORE](#)



EVENT COLLABORATION

For the second year in a row, Sportsmen for the Boundary Waters held its "Paddlin' for the Boundary Waters" campaign. Building off the previous year, we had several familiar favorites, such as our silent auction, raffle, and Trampled by Turtles pre-party at Bent Paddle Brewing in Duluth, Minnesota. We also added a live performance by Dead Man Winter, our board member Dave Simonett's other band, and re-launched a signature beer with proceeds benefiting SFBW. Ultimately, we fundraised over \$35,000 and had an absolute blast! Paddlin' for the Boundary Waters will return on July 4th, bigger and better than ever.

In November 2024, SFBW held our first-ever "Beers and Deers" event in Minnetonka, Minnesota. After seeing the success and excitement created around our Paddlin' event in the summer, we decided to create something that specifically celebrates the start of the hunting and ice-fishing seasons. We held a silent auction, raffle, and a live concert at Unmapped Brewing. We fully intend to throw a similar event in 2025.

We would love to discuss how to involve you in these events in 2025 or even create new ones. Let us know what you're interested in, and we can find sponsorship opportunities that work for us both!"



Paddlin' for the BOUNDARY WATERS 2024

FRIDAY July 5th
4-9 PM

TRAMPLED BY TURTLES
PRE-CONCERT PARTY
@ BENT PADDLE BREWING CO.
WITH DEAD MAN WINTER

BEER RELEASE
DEAD MAN WINTER BEER

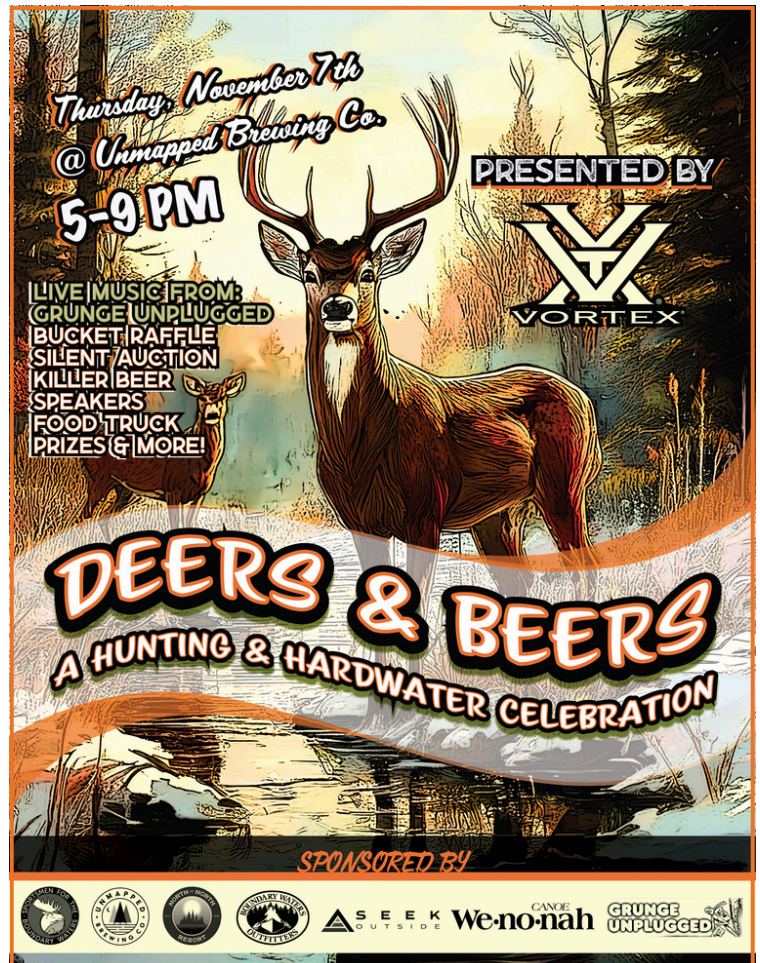
PRESENTED BY
ON X HUNT
ACCESS AND STEWARDSHIP

LIVE MUSIC FROM
DEAD MAN WINTER
PADDLIN' BEER RELEASE
LAWN GAMES, RAFFLES
SILENT AUCTION
FOOD TRUCKS
AND MORE!

SANBORN + MERRIMACK + TBT
CUSTOM CANOE RAFFLE

SPONSORED & PARTNERED BY

TRAMPLED BY TURTLES, DRIFT, SFBW, Enger Lofts, SANBORN CANOE COMPANY



Thursday, November 7th
@ Unmapped Brewing Co.

5-9 PM

PRESENTED BY
VORTEX

LIVE MUSIC FROM:
GRUNGE UNPLUGGED
BUCKET RAFFLE
SILENT AUCTION
KILLER BEER
SPEAKERS
FOOD TRUCK
PRIZES & MORE!

DEERS & BEERS
A HUNTING & HARDWATER CELEBRATION

SPONSORED BY

SEEK OUTSIDE, CANOE We-no-nah, GRUNGE UNPLUGGED

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 Program Manager, Matthew Schultz.

From all of us here at Sportsmen for the Boundary Waters, thank you for your time and consideration.

Corporate Partnerships Contact

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Photography by Hansi Johnson and Jake Dahlke