

Sit-a-thon

Nature Connection is for Everyone

2024 Sponsorship Package



Pine
Project

The Pine Project

Pine is a charity operating in Toronto and Southern Ontario with a mission to re-connect people and nature. We engage kids and families through day and overnight camps, year round Outdoor Programs for schools and the community, as well as adult education programs.

The Pine Project provides 100% outdoor, experiential, inquiry-based, inclusive nature connection programming to thousands of kids each year.

Many of our programs partner with equity deserving communities & schools to provide dynamic outdoor experiences to kids who would otherwise not have access to these transformative experiences.

Our programs are most impactful in three key areas:

- Fostering stewards and environmental leaders of the future; a caring, connected next generation, in love with the natural world.
- Outdoor time provides huge benefits to mental and physical health, at a time when these issues are reaching epidemic proportions in childhood and youth.
- Pine programs develop key characteristics in young people; resilience, positivity, problem solving, common sense, empathy, and a strong work ethic.

Your support helps us empower kids to be happier, healthier, more caring environmental stewards.



"The Pine Project has expanded our son's awareness in so many ways. He notices things no other children around him notice, thanks to the many hours he's spent outdoors. At a time when our attention is increasingly treated like a commodity, the Pine Project is teaching our son the true value of his attention, and the importance of spending it wisely."

15 years of The Pine Project Inspiring a love of nature



Since our founding in 2008, Pine has grown to become Ontario's leading nature connection organization. Each journey is filled with nature connection and grounded in a thriving community.

Here are some of our accomplishments over the last 15 years!



18,771 people connected with the magic of nature ✨

620 participants supported with financial assistance

99% of participants experienced increased connection to nature

93% of participants experienced improvements in their mental and physical health, & personal growth

Countless fires built, songs sung, gratitude moments, shelters built, games played!



“All the leaves are falling down”

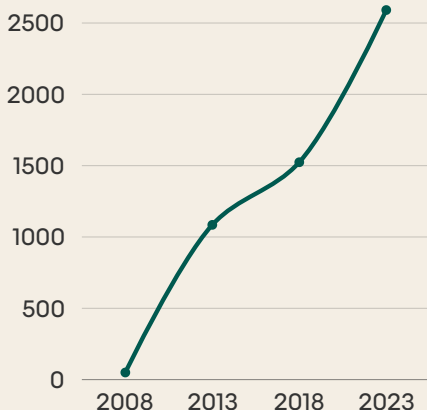
“Nature is always teaching”

“Awake the fire, Awake the leaves

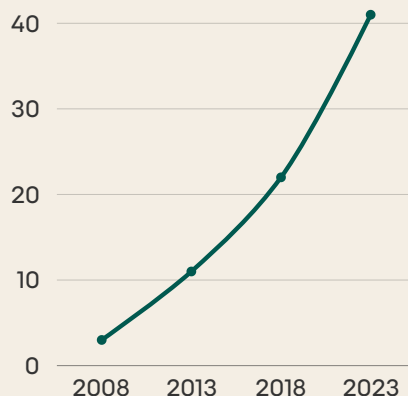
River is flowing, Give thanks & breathe”




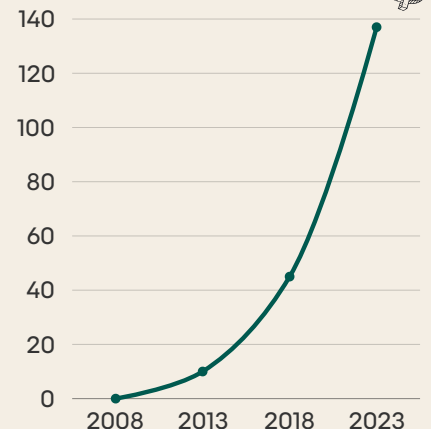
People Connected with Nature



Unique Pine Programs 



Bursaries Supported 



Our Following



Pine
Project

[About](#) [Programs](#) [Resources](#) [Contact](#) [Register](#)

[Donate](#)



Your support makes
Pine possible.

[Donate today!](#)



Website Performance



12,900 page views per month
154,800 total page views



5,400 users per month
64,800 total users

Social Media



/thepineproject
10K Likes 11K Followers



/thepineproject
6K+ Followers

Email List



6K Emails
55% Average Open Rate

Sit-a-thon

Sit-a-thon is a community challenge and peer-to-peer fundraising campaign that raises funds for [Pine's Bursary Fund](#).

Sitters of all ages are asked to do a Sit-Spot alone, with friends, or as a family, to spend time in nature and raise money for kids in nature! The official sit date for Sit-a-thon 2024 is June 23rd, but sitters are welcome to sit any time in June. Every dollar raised supports kids from lower-income families to attend our nature connection programs.

Over the past three years, we've nearly tripled the number of bursaries we award to meet increasing requests from families and reach more children within our broader community.

In 2024, we're aiming to provide 100 kids with a Pine Bursary, but we still need to raise \$30,000 to reach that goal. A Sit-a-thon Sponsorship would drastically improve our efforts. The sponsorship levels below outline the marketing benefits of becoming a sponsor.

Every year, hundreds of families request various levels of support to access Pine programs. Without this support, their kids might not experience vital nature connection.

All kids should have opportunities to play, learn, and grow in nature, regardless of their family's financial situation.

A sponsorship contribution will be instrumental in helping more kids and families overcome financial barriers and access nature at Pine.



What is a Sit Spot?

A Sit Spot is finding a place in the wild to be still and observe, to sit and expand our awareness. Sitting quietly in nature gives us a chance to slow our pace and to delight in the beauty of nature with our impact reduced. Often, we will have our best wildlife viewing opportunities during sit spot time. It also allows us to practice patience, quietness and reflection.

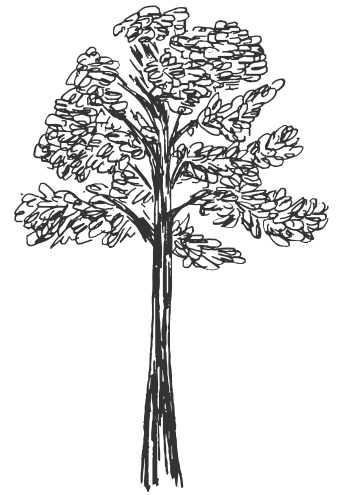
Sponsorship Benefits

\$5000 - Event Title Sit-a-thon Sponsor

- Recognition as Event Sponsor on Sit-a-thon Webpage
- Largest Logo Featured on Website 600X400px
- Logo Featured on Social Media Post and Story - Instagram & Facebook
- 2 grid posts prior to event and 2 grid posts after event
- 2 story posts prior to event and 2 story posts after event
- Logo on all marketing materials
- Logo included in mass marketing to Pine Community List
- Logo and link to company website on PineProject.org
- Name of company listed in any related press releases

\$2500 - Tree Sponsor

- Recognition as Tree Sponsor on Sit-a-thon Webpage
- Logo Featured on Website 400X400px
- Logo Featured on Social Media- Instagram & Facebook
- 1 grid post prior to event and 1 grid post after event
- 1 story post prior to event and 1 story post after event
- Logo on all marketing materials
- Logo included in mass marketing to Pine Community List
- Logo and link to company website on PineProject.org



\$1000 - Branch Sponsor

- Recognition as Branch Sponsor on Sit-a-thon Webpage
- Logo Featured on Website 300X300px
- Logo Featured on Social Media - Instagram & Facebook
- 1 grid post after event
- 1 story post after event
- Logo included in email to Pine Community List
- Logo and link to company website on PineProject.org

\$500 - Bud Sponsor

- Recognition as Bud Sponsor on Sit-a-thon Webpage
- Logo Featured on Website 200X200px
- Logo Featured on Instagram & Facebook in 1 carousel grid post after event
- Logo and link to company website on PineProject.org

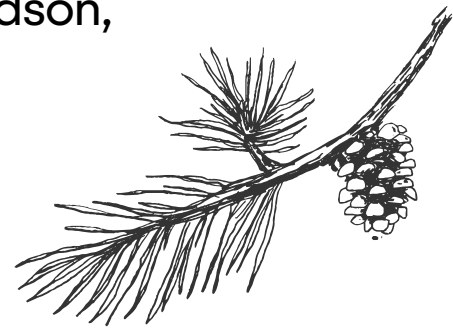
Pine Project Event Sponsorship

Any questions about this package, sponsorship opportunities or donations can be directed to Cheyanne Richardson, Director of Development (Acting)



Phone
(519) 802-3600

Email:
cheyanne@pineproject.org



“Our son loved Pine from the very first day!
The bursary made it possible for him to get this incredible
experience that he would not otherwise have.

We are so grateful.”
-Parents of a Pine camper

