2020 Voyageurs Gateway
Business Membership

When you become an annual Business Member of Voyageurs National Park Association (VNPA), you support an organization that protects the lakes, shores, and skies that we all love. You ensure the strength and vitality of the Voyageurs National Park community.

Sponsorship is a smart investment that aligns your business with an organization that is a well-respected partner to the park. Customers will have a positive image of your business as supporting a brand that is effective, efficient, and cares about what matters most to those who visit the park.

National park tourism is a critical economic driver for gateway communities across the nation. Researchers estimate that for every $1 invested, the National Park Service returns $10 to the U.S. economy. The Park Service estimates that 239,656 visitors to Voyageurs National Park in 2018 spent $23.9 million in local communities near the park. That spending supported 283 jobs in the local area.

Voyageurs National Park Association is the official charitable partner of Minnesota’s National Park. We represent a community of people who love Voyageurs and are committed to its ongoing stewardship. In partnership with the National Park Service, Voyageurs National Park Association works to preserve the wild character and unique experience of Voyageurs by funding projects and programs that will sustain it for generations to come.

VNPA is committed to working to protect the park’s waters, boreal forests, and starry skies. We also actively support conservation and recreation projects with special funding from individual donors, grants and volunteers. Through events and communications we work to connect this generation of visitors and the next to amazing Voyageurs experiences and grow park awareness. We are currently funding projects like becoming designated an official Dark Sky Park, the new Mukooda Trail, and restoration projects at Kettle Falls and the Ellsworth Rock Gardens.
**Membership Levels & Benefits**

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<th>Sponsorship Level</th>
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| **AURORA** $1,000 | • Prominent name and logo recognition on VNPA website with link to business website  
• Prominent logo and weblink featured in e-newsletter and print newsletter  
• Two exclusive social media posts on Facebook and Instagram  
• Logo recognition at public outreach events |
| **NORTH STAR** $500 | • Logo recognition at Voyageurs.org with link to business website  
• Logo and weblink in e-newsletter  
• Shared recognition on one Facebook post  
• Name recognition in print newsletter and at public outreach events |
| **SHOOTING STAR** $150 | • Name recognition and weblink at Voyageurs.org  
• Name recognition and weblink in one e-newsletter  
• Shared recognition on Facebook post |

**Website**

Your business will be featured as a sponsor on Voyageurs.org. When potential visitors, customers, and families google “Voyageurs National Park,” our website is in the top 5 results and has over 36,900 annual visits. Visitors will be exposed to the name of your business through our website presence.

**E-newsletter**

The VNPA e-newsletter has over 3,000 subscribers and an open rate and click-through rate much higher than the industry standard.

**Public Outreach**

When VNPA attends and reaches out to thousands at events like Canoecopia and the Midwest Mountaineering Expo, we do so on behalf of Voyageurs and all of our members. At our booth, we will display a list of all of our business supporters.

**Facebook and Instagram**

VNPA has over 7,800 followers on Facebook and 2,515 Instagram followers. Depending on your support level, VNPA will share high quality park photos and recognize your business support.

Your annual business membership with Voyageurs National Park Association helps support the perpetual stewardship of Voyageurs National Park by promoting greater public awareness of the park through outreach events, digital communications, and media relations. So invest back in economic growth for local communities by supporting the whole Voyageurs National Park community - which in turn will increase public awareness appreciation and visitation to the park.

Please join or renew today! Thank you.
2020 Business Member Form

Business/Organization Name (as you would like it to appear in recognition materials):

_______________________________________________________________________________________

Contact Name: _______________________________________________________________________

Phone Number: ___________________________ Email:______________________________________

Address:
____________________________________________________________________________________

City, State, Zip:
____________________________________________________________________________________

Website:____________________________________________________________________________

Check Membership Level:  

☐ Shooting Star @ $150/yr  
☐ North Star @ $500 /yr  
☐ Aurora @ $1,000/yr

☐ Enclosed is a check for $_____________________

☐ Please send me an invoice for $______________

☐ Please charge $___________ to  ☐ VISA  ☐ MasterCard  ☐ Discover

Card Number: ____________________________________________

Expiration Date:_______________ CVC Code: ______________

Name on card and billing address if different from above:_______________________________

Your support provides many benefits and is tax-deductible as allowed by law. Contact Jen Winslow at 612-333-5424 or jwinslow@voyageurs.org if you have questions.

Send this form to:
Voyageurs National Park Association 144 Glenwood Ave, Suite 120, Minneapolis, MN 55405

(New address!)
Email: vnpa@voyageurs.org

Business Logo: Please email your high-resolution (preferably vector format) logo to vnpa@voyageurs.org. If you have both one-color and full-color logos, please provide both.