2021 Voyageurs Gateway
Business Membership

When you become an annual Business Member of the Voyageurs Conservancy, 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 Conservancy (formerly known as 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, the Conservancy works to preserve the wild character and unique experience of Voyageurs by funding projects and programs that will sustain it for generations to come.

The Conservancy 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. Because of Business Memberships, we achieved major accomplishments this year such as becoming an official Dark Sky Park, completing the new Mukooda Trail, and executing restoration projects at Kettle Falls and the Ellsworth Rock Gardens.
**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 reached 55,250 annual visits (192% increase from 2019). Visitors will be exposed to the name of your business through our website presence.

**E-newsletter**
The VNPA e-newsletter has approximately 4,000 subscribers and an open rate and click-through rate much higher than the industry standard.

**Public Outreach**
Though public outreach looked different this year, the Conservancy was still able to reach thousands of members through in-person and virtual events. When we attend events like Pints for the Park, Canoecopia, and the Midwest Mountaineering Expo, we do so on behalf of Voyageurs and all of our members. At our booth, we display a list of all of our business supporters.

**Facebook and Instagram**
The Conservancy has over 8,700 followers on Facebook and 3,140 Instagram followers. Depending on your support level, VNPA will share high quality park photos and recognize your business support.

Your annual business membership with the Voyageurs Conservancy 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.*
2021 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 Conservancy 144 Glenwood Ave, Suite 120, Minneapolis, MN 55405
Email: contact@voyageurs.org

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