



In Partnership With



SUPPORT PLT CANADA'S GREEN RIDE FOR GREEN JOBS

GROW FUTURE FOREST AND CONSERVATION LEADERS



At Project Learning Tree (PLT) Canada we are passionate about providing youth with meaningful work experiences in the forest and conservation sectors. By offering practical experiences, we can instill a lifelong passion for the outdoors and spark an interest in the pursuit of green careers that benefit our communities, forests, and economy.

PLT Canada is an initiative of SFI, and we will be facilitating the placement of over 1,600 youth in Green Jobs in the forestry and conservation sectors by the end of 2019. Join us as we cycle over 8,000km across Canada to visit these youth working in a range of disciplines from silviculture and forest management to conservation and wildlife research, environmental education, and recreation. These youth hold job titles like silviculture technician, conservation biologist, and Indigenous knowledge coordinator. By telling their stories, we can inspire more youth to consider pursuing a green career.

PLT Canada's Green Ride for Green Jobs will journey from Victoria to St. John's making stops along the way to meet with youth working in Green Jobs to hear their stories and share them with the rest of Canada through social media, videos, web stories, and media opportunities. We will also host various events to celebrate milestones at national and provincial parks, in communities, and at job sites.

By choosing to sponsor PLT Canada's Green Ride for Green Jobs your company will receive:

- Promotion of your support to elevate your brand on a national scale
- Your logo and a link to your website posted on the PLT Canada Green Ride for Green Jobs website
- Social media promotion through PLT Canada's and the Sustainable Forestry Initiative's channels (audience of over 55,000 on Twitter and Facebook)
- Access to images and video gathered on the trip for your own marketing purposes

A TRULY GREEN RIDE

Well-managed forests play a critical role in cleaning our water and air, storing carbon, providing products, growing communities and supporting families through career and employment opportunities. Forests are the answer to many of our local and global challenges.

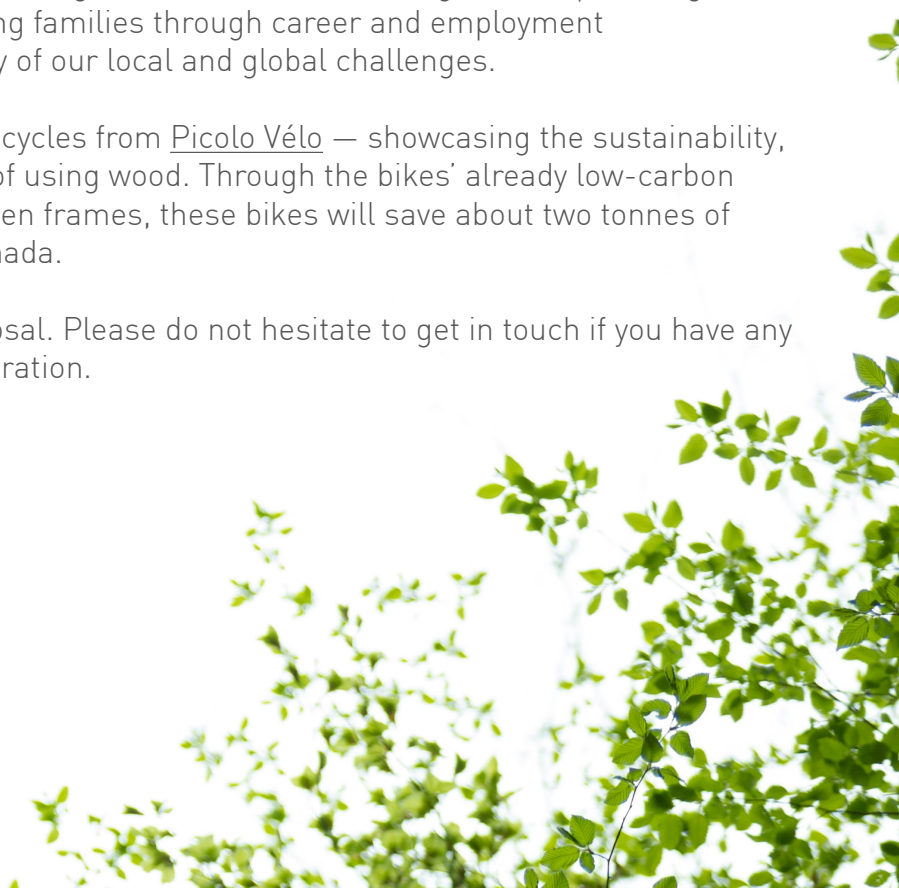
We will be riding across Canada on wooden bicycles from Piccolo Vélo — showcasing the sustainability, strength, beauty and environmental benefits of using wood. Through the bikes' already low-carbon footprint and their carbon-sequestering wooden frames, these bikes will save about two tonnes of GHGs compared with driving a car across Canada.

Thank you for your consideration of this proposal. Please do not hesitate to get in touch if you have any questions. I look forward to our future collaboration.

Regards,



Zac Wagman
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SPONSORSHIP TIERS

NATIONAL SPONSOR

- Large logo featured prominently on PLT Canada's Green Ride for Green Jobs website
- Company profile and link to website included on Green Ride for Green Jobs website
- Links from SFI and PLT Canada websites
- Opportunities to collaborate on event planning across Canada
- Weekly recognition through social media posts for duration of trip
- Access to images and video that can be repurposed for your marketing and communications needs
- Media release featuring your organization as a national sponsor at the beginning of the ride
- Logo featured on bike gear

\$10,000

PROVINCIAL SPONSOR

- Medium logo featured on PLT Canada's Green Ride for Green Jobs website
- Company profile and link to website included on Green Ride for Green Jobs website
- Links from SFI and PLT Canada websites
- Opportunities to collaborate on event planning in your province
- Weekly recognition through social media posts while travelling through your province

\$5,000

REGIONAL SPONSOR

- Logo featured on PLT Canada's Green Ride for Green Jobs website
- Links from SFI and PLT Canada websites
- Opportunities to collaborate on event planning in your region
- Bi-weekly recognition through social media posts while travelling through your region

\$2,500

PRODUCT DONATION & IN-KIND SUPPORT

- Examples include bike gear, accessories, food, water, snacks, accommodations, media support
- Logo featured on PLT Canada's Green Ride for Green Jobs website
- Photos and video featuring your product or support posted to our social media channels

up to \$1,000