

A scenic view of Shenandoah National Park mountains. The foreground is filled with large, jagged, light-colored rocks. In the middle ground, a group of people is sitting on a rocky ridge, looking out over the valley. The background shows rolling green mountains under a clear blue sky.

# Sustaining Shenandoah for the Future



**SHENANDOAH**  
NATIONAL PARK TRUST

**CORPORATE PARTNERS PROGRAM**





# The Shenandoah National Park Trust

**The Mission:** to provide strategic investments in programs and initiatives that help protect, enhance, and preserve the resources of Shenandoah National Park for all to enjoy – for this and future generations.

The Shenandoah National Park Trust (SNPT) is an official nonprofit partner of Shenandoah National Park. Since its founding in 2004, the Trust has raised more than \$7 million in support of far-ranging endeavors: natural and cultural resource protection, overlook renovation, land acquisition and conservation, and youth education and engagement. SNPT funds projects developed by departments within the Park and selected through a competitive granting process. Selected projects grow the Park's capacity to take on cutting-edge environmental initiatives and host more visitors in Shenandoah.



## Why Partner with SNPT?

Corporate sponsorship programs are a great way to express your values as a company, both to your employees and your clientele. Corporate partners receive high visibility and association with Shenandoah, a place beloved and visited by millions. Partnership with SNPT comes with unique opportunities to tell your story, attend events, and share your commitment to the Park. Companies who support nonprofits like SNPT also see significant internal benefits with employee retention and engagement.



Reduce  
employee  
turnover by  
up to **50%**



Increase  
employee  
engagement  
by up to **17%**

**Shenandoah National Park is the largest National Park in the mid-Atlantic and is accessible to more than 20 million people within a four-hour drive.** The Park is a crucial resource for the environment, economy, health, and wellness of the region. Your support will address the rising needs brought on by increased visitation, aging infrastructure, invasive plant and animal species, climate change, and more.

## Make an Impact

### Support for Shenandoah:

Emits an estimated  
4.4 million pounds  
of oxygen

Preserves over  
200,000 acres  
of wilderness

Protects native  
plant and animal  
species

Sequesters  
an estimated  
6 million pounds  
of carbon dioxide

Improves the visitor  
experience of 1.7  
million people  
every year

Generates \$107  
million in economic  
activity for gateway  
communities

Provides clean  
drinking water  
for downstream  
communities



# Ways you can partner with SNPT

There is a diverse array of ways that your business can support the Trust. Below is a sampling of options; **contact our Development Manager for Corporations and Foundations, Ethan Serr, at [eserr@snptrust.org](mailto:eserr@snptrust.org) or 434-293-2728** to tailor these options to our unique partnership.

## Round-Up Programs and Register Gifts

Shenandoah National Park is a major driver of tourism for the region, with many visitors choosing to stay in and explore the gateway communities that surround the Park. Seeking donations from clientele on behalf of the Trust is an excellent way to grow your company's impact and show yourself as a sustainable travel partner. If you own an overnight establishment, consider becoming a **Lodging Partner** by raising a set amount for every night that a guest stays.

## Revenue Sharing Partnerships and Events

The Trust partners with many different businesses who agree to donate a percentage of sales from a specific product or event. We are committed to growing these arrangements in a way that is mutually beneficial to the Trust and our partners by helping to promote the partnership. In addition to recognition in publications and the Trust's social media, ongoing partnerships will be featured on the "Shop for Shenandoah" page on our website.

## Special Events Sponsorships

SNPT holds fundraising events in communities surrounding the Park throughout the year. Opportunities are available to sponsor events including the Banff Centre Mountain Film Festival, Wine on the Rooftop series, Art in the Park, Shenandoah Soirée, and more. Please reach out to [eserr@snptrust.org](mailto:eserr@snptrust.org) to inquire about different opportunities.

## Workplace Giving and Volunteering

Promotion of the Trust is a great way to unite your staff around the things they care about. Workplace campaigns are a simple way to generate many individual contributions that can collectively make a big difference. Companies and organizations can also contact SNPT to organize group volunteer events for teambuilding and service-learning opportunities in Shenandoah.



## Adopt an Overlook

Overlooks along Skyline Drive are the most iconic feature of the Park, with 76 scenic views of the Shenandoah Valley and Virginia Piedmont. These sites are the most popular in the Park, with several hundred thousand visitors every year. A commitment of \$10,000 per year will oversee the ongoing maintenance of one of these sites, including signage at the site that recognizes your company's crucial role in maintaining the view.

## Individual Program Support

The Trust supports a variety of programs that provide educational and service opportunities, restore and conserve the environment, improve the visitor experience, and share stories of the past. A full breakdown of programs can be found in our annual Field Guide. **Learn more at [www.snptrust.org](http://www.snptrust.org) or by contacting us at [eserr@snptrust.org](mailto:eserr@snptrust.org).**



# Corporate Support Levels

Corporate partnerships developed through any of our programs receive recognition based on the level of their commitment. Partners are also granted resources and opportunities that will help to grow their association with the Park, including a Corporate Partnership Packet with detailed impact statistics and branding materials to use.

Each level of commitment will trigger further actions from the Trust to share and promote your involvement:

| Partners Receive:  | GENERAL PARTNER | RAPIDAN \$1,000+ | BEARFENCE \$5,000+ | BLACKROCK \$10,000+ | STONYMAN \$25,000+ | HAWKSBILL \$50,000+ | WHITE OAK \$100,000+ |
|--|-----------------|------------------|--------------------|---------------------|--------------------|---------------------|----------------------|
| <ul style="list-style-type: none"> <li>Press Release to local papers</li> <li>Lead sponsorship promotion for all special events</li> </ul>   |                 |                  |                    |                     |                    |                     |                      |
| <ul style="list-style-type: none"> <li>Special blog post about partnership</li> <li>Updated company page on our website, hosting stats and impact stories</li> <li>Opportunity as lead sponsor for a Trust special event</li> </ul>  |                 |                  |                    |                     |                    |                     |                      |
| <ul style="list-style-type: none"> <li>Features in social media campaigns</li> <li>Clickable logo on website homepage</li> </ul>   |                 |                  |                    |                     |                    |                     |                      |
| <ul style="list-style-type: none"> <li>Gift recognition in e-newsletter</li> <li>Social media shoutout upon receipt of gift</li> </ul>   |                 |                  |                    |                     |                    |                     |                      |
| <ul style="list-style-type: none"> <li>Recognition on donor wall in Park Visitor Center</li> <li>Volunteer opportunities in the Park</li> </ul>  |                 |                  |                    |                     |                    |                     |                      |
| <ul style="list-style-type: none"> <li>Invitation to Rapidan Society Events</li> </ul>   |                 |                  |                    |                     |                    |                     |                      |
| <ul style="list-style-type: none"> <li>Listing in Trust publications</li> <li>Listing on Park partners page on website</li> <li>Recognition in social media posts for specific projects supported</li> <li>Corporate Partnership package – usage of Trust logo + branding</li> </ul> |                 |                  |                    |                     |                    |                     |                      |

For more information contact Ethan Serr at [eserr@snptrust.org](mailto:eserr@snptrust.org) or (434) 293-2728 x102.



**SHENANDOAH**  
NATIONAL PARK TRUST

The Shenandoah National Park Trust is the official philanthropic partner of Shenandoah National Park and an official partner of the National Park Service (NPS). Photos used with NPS and SNPT permission.

