



WILDLIFE  
HABITAT  
COUNCIL®



## 2022 sponsorship opportunities White Papers and Briefings

WHC publishes white papers showcasing the work of its members implementing conservation programs on their lands. **WHC white papers** are focused on pertinent, timely conservation topics and have been downloaded thousands of times.

New for 2022, WHC will publish **CEO Briefings** offering insight on and analysis of the latest issues and trends impacting leaders in corporate responsibility, environmental health and safety, and sustainability.

**Sponsorship of WHC content papers helps underwrite the cost of a dedicated team for research,**

### Opportunities for your brand to gain exposure:

- ▶ Introduction from the sponsor
- ▶ Logo on the front and back cover
- ▶ Recognition of sponsorship in all promotional pieces including web, emails, social media and press releases

### How we promote the white paper or briefing and your sponsorship throughout the year:

- ▶ Emails to over 10K mainly corporate contacts
- ▶ WHC social media channels
- ▶ Press release to over 100 national and trade media

## *NEW CONTENT SEEKING SPONSORSHIP IN 2022*

### WHITE PAPERS | \$15K

- Supply Chain
- Bats
- Nature-Based Solutions
- Mainstreaming Biodiversity into Infrastructure
- STEM

### CEO BRIEFINGS | \$5K

- Post 2021 Goals
- Community-First/Environmental Equity