



125th Anniversary Program

Join us as we celebrate our 125th in this special edition sponsorship that includes a print section, digital partner content, Instagram photo contest, and outdoor event.

SIERRA MAGAZINE MAY/JUNE SPECIAL SECTION

Sierra is creating an exclusive print section for all of our partners. Brand ads will be placed within this section. Opportunity to have an advertorial created for your brand thanking you for being a valued partner. Includes usage rights to our anniversary logo.

DIGITAL PARTNER CONTENT

Hosted on Sierramagazine.org, we will be celebrating The Sierra Club's rich history and the next generation of conservationists. Sponsorship includes "Presented By" Sponsorship Badge, static homepage button/box promoting content, and promotions throughout our media channels.

INSTAGRAM PHOTO CONTEST

We ask supporters to post photos on Instagram showing their love of the outdoors. We will choose several winners. Sponsor to provide a prize package for the winner(s). April/May timing.

WILDERNESS OUTDOOR WEEKEND

Sierra is celebrating our anniversary with an unforgettable two day event, June 10-11. Wilderness Outdoor Weekend (WOW) allows attendees to free themselves from the everyday, experience outdoor adventures, and be a part of an inclusive outdoor community. Hosted at the Clair Tappaan Lodge outside of Lake Tahoe, guests will demo your gear, go on hikes, paddling, yoga, & rock climbing. Guests also enjoy music, food, giveaways and a speaker series.

SPONSORSHIP FEE: \$35,000.

Partner with Sierra and our 2.4 million members + supporters as we raise our voices to champion, and promote planet friendly food and goodness.



CONTACT US
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MEDIA KIT
sierramagazine.org/media-kit

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PROTECT THE PLANET