



The Natural Edge is Watersheds Canada's award-winning shoreline naturalization program. Staff and volunteers use native plants to enhance wildlife habitat, prevent erosion, and protect water quality.



Watersheds Canada staff and community volunteers work together to restore a walleye spawning bed. Walleye need hardened surfaces with spaces between rocks to lay their eggs, and this community-led project ensures that these are available for local walleye for years to come.

Business Supporter Program



Watersheds
CANADA

Freshwater protection is everyone's business.

Big or small, international or local, CEOs, ESG managers, or marketing directors – all business leaders have an opportunity to join the Watersheds Canada Business Supporter Program.

Watersheds Canada is always open to discuss partnership opportunities with all other nonprofits and the private sector, including corporations, independent retailers, family-owned businesses, industry associations, agencies, and firms.

We are in this together.

Every day, supporters of Watersheds Canada are doing business with companies like yours that share a passion for waterfront lifestyles and environmental protection. Our volunteers and donors are leading the way for action-based programs that have restored kilometers of shorelands with native plants, saved walleye and lake trout spawning beds, mobilized community science and action, and helped protect against the impacts of climate change and erosion.

Brand alignment helps spread the word about your company's commitment to environmental protection and Watersheds Canada's goals for all of these environmental and social values.

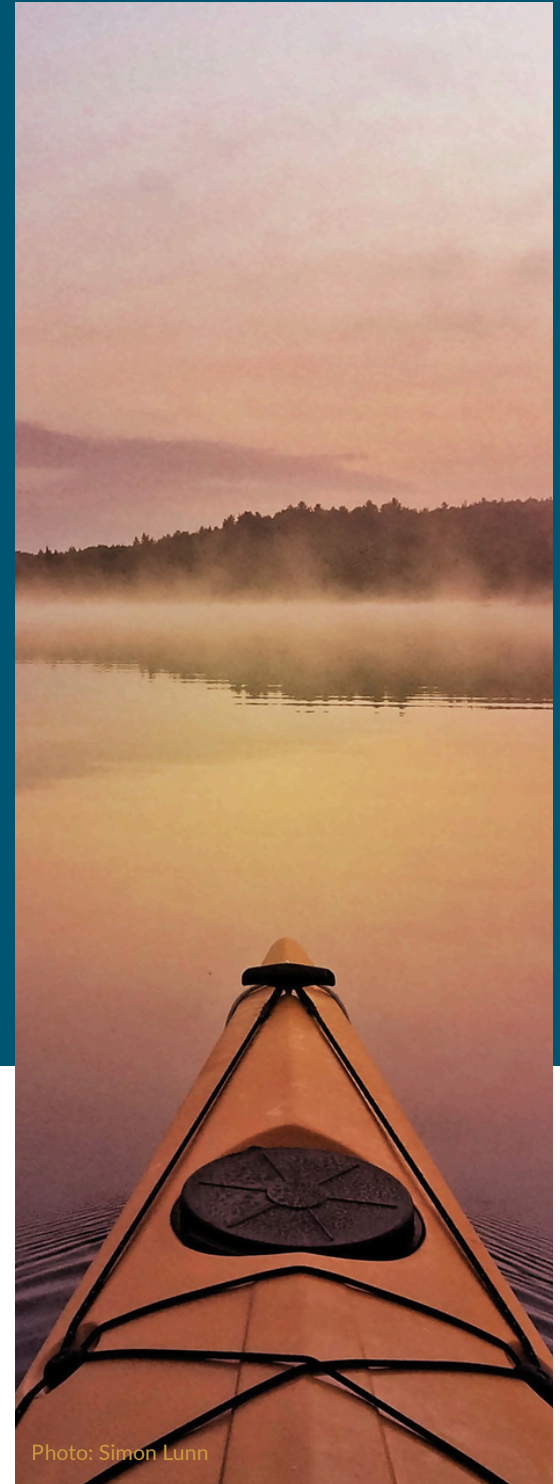


Photo: Simon Lunn



Over 900,000 annual social media impressions, and growing!

Signing up for Watersheds Canada's business partnership program is not only the right thing to do for our lakes, rivers, fish, and wildlife, it also provides target-audience marketing and leverages our organization's endorsement for your brand.

Watersheds Canada is a **take action** team - we are driven to succeed. Our business partnership program will work every day to promote your company's support for our programs that are doing the heavy lifting for habitat restoration across Canada.

Our Reach



Comprehensive database with over 17,000 supporter names, email addresses, and home/cottage postal codes.



500+ Lake Association contacts.

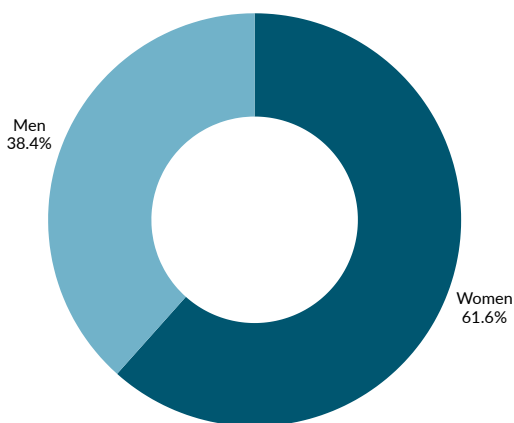


10+ newsletters per year with an average 45% open rate in 2025.

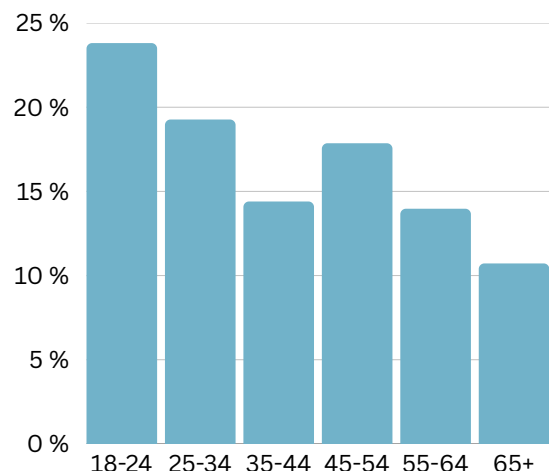


154,344 website sessions in 2025.

Website Demographics



Website Visitors by Gender



Website Visitors by Age

Social Media Impressions



Followers- 8,847
Impressions- 723,213



Followers- 3,083
Impressions- 34,321



Followers- 4,027
Impressions- 37,246



Followers- 323
Impressions- 5475



Followers- 2,681
Impressions- 100,914

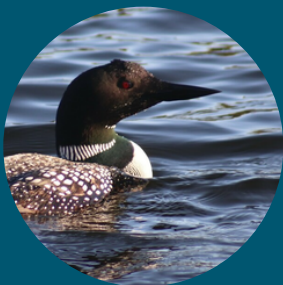


Followers- 956

*Impressions and followers in 2025. Impression data not available on Bluesky.

Top Values

Our Love Your Lake program has assessed over 55,131 waterfront properties. According to the Values Survey taken by participants of the program, their top values at the lake are:



Nature
Appreciation



Swimming



Boating, Canoeing
& Kayaking



Fishing

Hundreds of thousands of Watersheds Canada supporters have participated in our programs, webinars, presentations, and downloaded our resources to help protect the freshwater they value for generations to come.

Let's grow together.

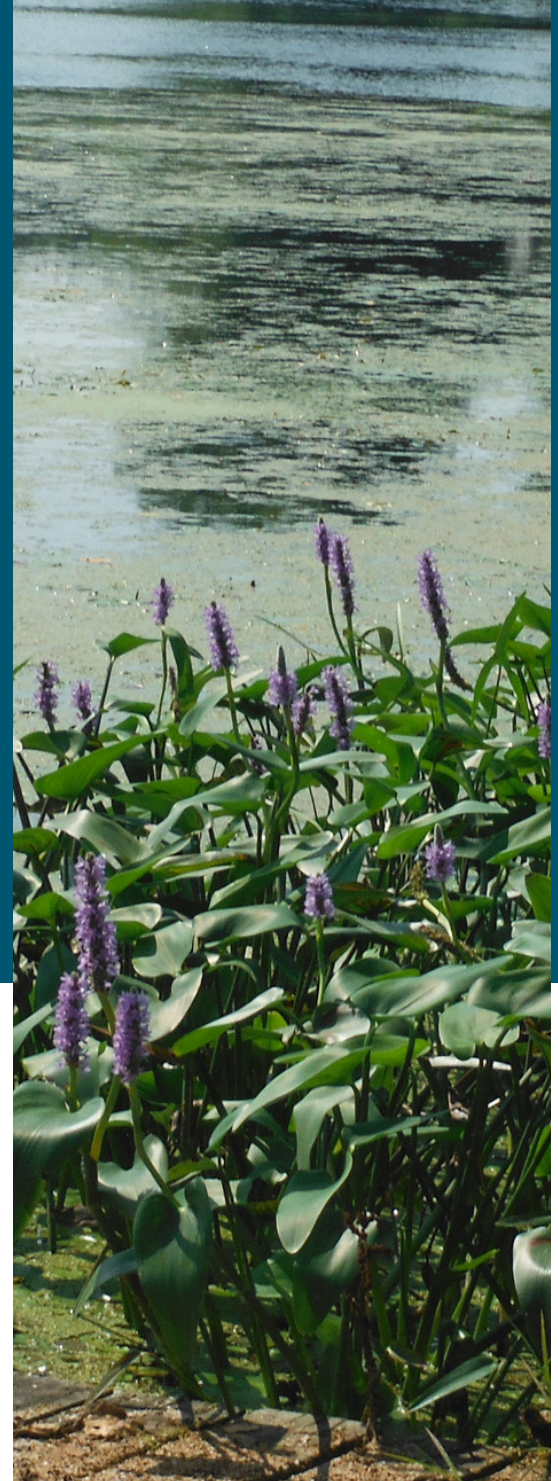
We have two goals with the Watersheds Canada Business Supporter Program:

1. Share Watersheds Canada's marketing reach with business partners who value the attention of Canada's freshwater community.
2. Expand Watersheds Canada's lake and river protection programs with tax-deductible business donations that individual donation dollars alone can't achieve.

Discover an affordable marketing plan that provides thousands of dollars worth of promotional value and brand alignment with Watersheds Canada for only \$2,699 per year.

Receive a 25% discount with a 2-year business commitment, as well as a yearly charitable receipt.

Learn more about how your organization will be featured →





Website Partnership

Your organization's name, logo, and hyperlink are featured on our website and in a blog post.



Social Engagement

Full partner branding on our social media platforms (Facebook, X, Instagram, LinkedIn & Bluesky) and a partnership profile post tagging your organization.

Monthly Newsletter Mention

Your organization's name, hyperlink, and logo featured in our newsletter.



Annual Report Mention

Your organization's name and logo listed in our annual report.



REACH OUT TODAY!

For \$2,699 per year, you can receive an affordable marketing plan that provides thousands of dollars worth of promotional value and brand alignment.

Receive a 25% discount with a 2-year business commitment, as well as a yearly charitable receipt.

[Click here](#) to purchase your Business Supporter Package.

Have questions? Send us an email at partnership@watersheds.ca or contact us by phone at [\(705\) 313-1700](tel:(705)313-1700).

We look forward to partnering with you!



Watersheds
C A N A D A

watersheds.ca