

Brands Sponsor State Park Guides, Eco-Programs

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Just in time for summer, Odwalla, GEICO, Nestlé Beverage, General Mills, Dasani, Coca-Cola, Subaru, and Sports Authority have all signed on as sponsors of the 20% For Parks program.

More than six million State Park Welcome Kits were shipped on June 1, making it one of the largest outdoor recreational publications. Sponsors pay for the production and shipping of the kits, and parks receive a 20% cut of net proceeds, plus the guides. The kit is printed annually and handed to visitors by park rangers at the gate. Ninety-eight percent of visitors keep the guide and use it to plan future trips. The kits are produced at no cost to the states, taxpayers, or park visitors.

This year's guide is expected to be even more popular, since more consumers are opting for "staycations" this summer, which is likely to result in a bump in park visitations. Recent research points to other important business trends: corporate cause sponsorship budgets are holding strong, and the support of socially responsible programs has a proven impact on a company's bottom line: Revenue growth, profit and cost savings, according to Government Solutions Group (GSG), the agency behind the program.

In addition to the visitor guides, the 20% For Parks brand develops corporate environmental sponsorship opportunities ranging from reforestation and solar projects to carbon sequestration or education programs. Overall, 20% For Parks raised more than \$4 million in the last five years.