

The Second Century Club

Corporate Membership Program

As we mark the 100th anniversary of the National Park Service in 2016, the National Park Foundation is launching a new membership program that invites corporate partners to help provide our national parks with the resources needed to maintain their magnificent legacy and ensure their continued relevance for all Americans.

Nothing is more American than our national parks. They honor our history and inspire us with their majesty. They preserve wilderness, commemorate watershed events and history's heroes, and celebrate the unique, diverse American story. Across the country and in our backyards, our national parks offer families and communities everywhere the chance to connect with the past, understand our shared culture, and become healthier by being active outdoors.



Americans cherish these iconic national treasures: our 401 national park sites receive 285 million visits each year. Future generations deserve the same chance to enjoy and learn from a robust, engaging and continually expanding National Park System. Now is the time to build on the accomplishments of the first 100 years of the national parks and ensure that these national treasures endure.

We face new challenges for our parks in the next century: reaching a younger, more urban and diverse population, preserving our existing treasures and inspiring deeper understanding of history, culture and science among Americans. Our strategy for the next 100 years will:

- *Protect America's Special Places:* To conserve and expand our natural and cultural legacies, we will remove barriers to access in parks, protect natural habitats and wildlife, mitigate the effects of climate change and restore endangered species.
- *Connect People to Parks:* Reaching young, urban and multicultural audiences will require using new technologies such as social media and mobile apps, while continuing to find engaging ways to encourage people to experience our parks in person.
- *Inspire Lifelong Learning:* We will continue to increase the use of national parks as America's largest outdoor classrooms—interactive and dynamic places where youth learn through hands-on experience, especially in the critical area of science.

THE SECOND CENTURY CLUB

As vital partners of the National Park Foundation and stewards of America's great places, Second Century Club members can enjoy a variety of opportunities to engage with the National Park Foundation and Congressional leadership. There are also opportunities for employee engagement and prominent recognition as good corporate citizens nationwide.

Second Century Club benefits include:

| | Champion Level \$25,000 | Steward Level \$15,000 | Partner Level \$10,000 |
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| CORPORATE ENGAGEMENT | | | |
| Invitations to attend the National Christmas Tree Lighting in President's Park and enjoy reserved seating for celebrity musical performances. Past performers have included Mariah Carey, Aretha Franklin, James Taylor, Maroon 5, and many more. | ✓ | | |
| Invitations to special events and behind-the-scenes experiences in select national parks, such as a special tour or guided hike with a park ranger | ✓ | | |
| Employee volunteer opportunities in select national parks | ✓ | | |
| Invitations to the National Park Foundation Yount-Hartzog Awards, an annual volunteer recognition event in Washington, D.C. | ✓ | ✓ | |
| Assistance with planning and permitting your company's conference or retreat in select national park facilities | ✓ | ✓ | |
| Invitations to the Second Century Series, breakfast discussions addressing major issues impacting the national parks. Topics may include: sustainability, STEM education, transportation, economic impact of the parks/gateway communities, access and diversity initiatives. | ✓ | ✓ | ✓ |
| PUBLIC RELATIONS | | | |
| Annual National Park Foundation press release announcing Second Century Club members with active distribution to Washington, DC outlets such as <i>The Hill</i> , <i>Politico</i> , <i>Roll Call</i> | ✓ | | |
| Recognition in three full-page advertisements each year in Capitol Hill newspapers promoting the Second Century Club as companies that care about parks | ✓ | | |
| Annual promotion of companies that care about parks via the National Park Foundation's <i>GoParks</i> email newsletter to 350,000 supporters | ✓ | ✓ | |
| Prominent recognition in National Park Foundation materials including in the annual report and on nationalparks.org | ✓ | ✓ | ✓ |
| Quarterly promotion of Second Century Club events, speakers and attendees via National Park Foundation's social media channels (Facebook, Twitter, etc.) | ✓ | ✓ | ✓ |
| APPRECIATION | | | |
| Framed print recognizing contribution signed by Secretary of the Interior Sally Jewell and National Park Service Director Jonathan Jarvis | ✓ | ✓ | ✓ |
| Two annual U.S. National Park Passes for corporate use | ✓ | ✓ | ✓ |

To learn more about how your company can support America's national parks, contact Stefanie Mathew, Director, Corporate Partnerships, at smathew@nationalparks.org or 202.354.1827.