

PARTNER TESTIMONIALS

The Aldo Leopold Nature Center has unparalleled marketing opportunities, but don't take our word for it—listen to what our long-time Partners have to say.



"Alliant Energy signed on as an Event Partner for Maple Syrup Fest and Fall Fest and are very pleased with the visibility we receive as part of our sponsorship. The exposure opportunities promised are worthwhile given the investment and the follow-through is great. Ms. Van Egeren stays in touch to answer questions and to make sure we take advantage of every opportunity. We were even more pleased to find out that some previously un-promised benefits were delivered.

After the events we receive summaries, that outline and illustrate each and every benefit we received. The value of the exposure, the excellent follow-through and the attention to detail are highly satisfactory. We receive maximum value for our support of such a worthy cause."

Shelly Turner, Communications Coordinator - Branding and Production Services, Alliant Energy

"At the Great Dane Pub & Brewing Company, we believe in giving back to a community that has embraced us so well. We are happy to be associated with such a worthy and well respected organization that focuses on getting kids out into nature and teaching them responsibility for all living things.

When we signed up as an Event and Preferred Provider Partner, we did not have high expectations for the marketing benefits, but we found that ALNC really came through with some great recognition, especially through their Media Partner, *Isthmus Publishing*. We hope to continue our partnership as both of our organizations grow."



Eliot Butler, President, Great Dane Pub & Brewing Co



"Teaching our children to preserve the Earth for generations to come is an important mission and we are proud to continue our support of the Aldo Leopold Nature Center. The Center's signature events BMO Harris Bank is sponsoring in 2013 provide fun, interactive ways to learn about nature and the individual choices we can all make to help improve our environment."

Doug Nelson, BMO Harris Bank Regional President, Southwest Wisconsin

"With ALNC's focus on high-quality education, the health of those in the community and environmental sustainability, iHeart Media is proud to partner with ALNC on their three signature events. Plus, we are able to reach our audience demographics through the excellent opportunities they provide for brand recognition."



Kimmer Lothe, Sales Manager, iHeartMedia



"CUNA Mutual Group's philanthropic focus is on programs that help at-risk youth. We are impressed with the impact of the Aldo Leopold Nature Center's after school programs because they expand children's horizons and make a real difference in the attitudes and behaviors of disadvantaged students through hands-on environmental education.

There is no better place for Madison-area kids to connect with nature than at the Aldo Leopold Nature Center. By supporting Nature Nuts since 2003, CUNA Mutual Group knows we are adding value to our community."

Steve Goldberg, Executive Director, CUNA Mutual Group



CORPORATE PARTNERSHIPS

LOOKING FOR A HIGHLY EFFECTIVE & UNIQUE WAY TO MARKET YOUR COMPANY AND SHOWCASE YOUR COMMITMENT TO THE ENVIRONMENT & THE COMMUNITY?



330 Femrite Drive, Monona • (608) 221-0404
aldoleopoldnaturecenter.org

Printed on 100% post-consumer stock.





PARTNERSHIP OPPORTUNITIES

PARTNERSHIP POWER: A partnership with the Aldo Leopold Nature Center is not only a great value, it is a win-win-win association: your organization receives outstanding brand exposure, ALNC receives essential support and the community receives greater access to innovative and high-quality environmental education.

Board of Directors

John Hecht
Chairman

James Edward Mills
Vice President

Anne Ross
Secretary

Jim Hubing
Treasurer

Steve Books

Megan Decker

Deborah Gilpin

Mary LaMar

Jeff Mandell

Senator Mark Miller

Trish Stevenson

Tripp Widder

Mike Strigel
Executive Director

Advisory Council

William Cronon, PhD

Gov. Anthony Earl

Estella Leopold, PhD

Curt Meine, PhD

Tia Nelson

Jack Williams, PhD

In the spirit of Aldo Leopold; our mission is to engage and educate current and future generations, empowering them to respect, protect, and enjoy the natural world.

Dear Friends;

The Aldo Leopold Nature Center, founded in 1994, is well known for providing innovative, experiential environmental education to thousands of children, their families and teachers throughout Southern Wisconsin. Our goal is to address what we believe are the two greatest challenges in today's world: the health of our children and the health of the planet, as the two are inextricably connected.

We accomplish this by:

- **Engaging** students with interactive experiences that connect them with nature and fosters exploratory and intergenerational learning, enhances independence and self-confidence and encourages lifelong fitness
- **Educating** them on the importance of practicing respect for the environment, as well as themselves and others—helping them understand their role as responsible citizens and reaching their full educational potential
- **Empowering** them to develop critical communication, cooperative and leadership skills—enabling them to successfully compete in a challenging and changing world.

Far less known are the impressive results the Aldo Leopold Nature Center has produced for its corporate partners. Because we can reach consumers directly in their homes and through proven media support, including collectively sharing \$55,000+ worth of advertising through our Media Partners: *The Cap Times*, iHeart Media, *Isthmus Publishing*, *Madison Magazine*, and WKOW TV-27, we can offer excellent recognition benefits to our partners. That is why companies like BMO Harris Bank, CUNA Mutual Foundation, and Foley & Lardner take advantage of the significant marketing opportunities offered through a partnership with the Aldo Leopold Nature Center.

Our partners have discovered that in addition to increasing name recognition, brand awareness, and employee and community appreciation, a partnership with the Aldo Leopold Nature Center elevates your company's reputation by connecting you with a meaningful local cause.

Let us customize a partnership package based on your marketing objectives and/or philanthropic goals, and join the Aldo Leopold Nature Center in changing our community for the better by educating our brightest hope for the future—our children.

Respectfully,

Kelley Van Egeren
Director of Development & Stewardship



EVENT PARTNER

For companies that choose to sponsor one or more public events.

Signature Events: Maple Syrup Fest, Fall Fest and/or Pipers in the Prairie & Festival Fire (fundraising event)

Seasonal Events: Candlelit Snowshoe Hike

PROGRAM PARTNER

For companies that choose to sponsor one or more educational programs.

Designed to create an association between the company and our more than 60,000 visitors who benefit annually from our public and school programs. Specifically designed to create access for children from economically-challenged households.

SUMMER CAMP PARTNER

For companies that prefer to create direct and repeated brand awareness with hundreds of families by sponsoring highly popular summer camps.

Designed to create an association between the company and our Nature Discovery & Adventure Summer Camp programs. Specifically designed to create access for children from economically-challenged households.

SPECIALIZED OPPORTUNITIES

Let's work together to customize a specialized package, perfect for your organization's goals. The value of your partnership is commensurate with the value of your contribution.

MEDIA PARTNER

For media companies that choose to promote ALNC's programs, events and partners.

OUTREACH PARTNER

For companies that choose to increase awareness of their brand and communicate to the community their investment in a good cause through outreach events such as Madison Kid's Expo, PBS Kids and many more.

CAUSE MARKETING PARTNER

For companies that choose to increase sales and enhance company image through promotions with the Aldo Leopold Nature Center, including in-store product or themed promotions, icon sales and store coupon discounts.

All proceeds from partnerships benefit children's environmental education programming at ALNC.