CAUSE MARKETING
PARTNERSHIP

Expand access to nature! Partner with us and, together, we’ll introduce more children to the magic of a connection to the natural world.

What moves your organization?
How do you engage, educate & empower?

According to the Cone Millennial Case Study, 89% of Americans would switch from one brand to another of a comparable product (and price) if the latter brand was associated with a good cause. The same study also indicated that a significant percentage surveyed would prefer to work for a company that was considered socially responsible.

Campaign ideas:
• Expanding Access: summer camp and vacation day scholarships, bus transportation and field trip subsidies
• Increasing Capacity: staff alignment and building design

Benefits commensurate with value of in-kind contribution.

All proceeds from partnerships benefit children’s environmental education programming at Aldo Leopold Nature Center.

See Reverse for List of Benefits

“OUR TEAM REALLY ENJOYED PARTNERING WITH ALNC. WE COLLABORATED TO COME UP WITH FUN AND CREATIVE EVENTS THAT HELPED EXPAND VISIBILITY TO BOTH OUR BRANDS WHILE ALSO IMPACTING OUR LOCAL COMMUNITY AND RAISING FUNDS FOR A CAUSE THAT IS IMPORTANT TO US AND OUR CUSTOMERS. WORKING WITH THE ALNC BROUGHT OUT OUR INNER CHILDREN AND WE ARE ALREADY LOOKING FORWARD TO OUR NEXT PARTNERSHIP WITH THEM.”

- MEENA D, KARBEN4 BREWING

aldoleopoldnaturecenter.org
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**PRE-EVENT RECOGNITION**

- Logo/link or name on all promotional materials (e-blasts, invitations, posters and press releases)
- Logo/link or name on website (event and partner pages) and lobby screen
- Shout out on Facebook and Twitter
- Recognition in TV and radio interviews, when possible

**ESTABLISHED MEDIA SUPPORT**

1. *Isthmus* — 1/6 page color ads (3) *(Pipers in the Prairie & Festival Fire only)*
2. *The Cap Times* — 4” x 5” color ads (2)
3. *iHeart Media* — 30 second promotional PSAs (116)
4. *Wisconsin State Journal* — 3.223” x 5” color ads (2)

**ON-SITE EVENT RECOGNITION**

- Logo or name on all event materials (banner, programs and table top displays)
- On-site promotional opportunity
- Verbal recognition during audience address *(Pipers in the Prairie & Festival Fire only)*
- Recognition in TV and radio interviews, when possible

**ADDITIONAL BRAND RECOGNITION**

2. *The Cap Times* Acknowledgement Ad — 4” x 5” color ad *(Deadline November 1st)*

**CORPORATE BENEFITS**

- Complimentary ticket(s) to Pipers in the Prairie & Festival Fire
- VIP Parking at Pipers in the Prairie & Festival Fire
- Complimentary family membership(s) to ALNC
- One weekday meeting in ALNC’s Conference Room — $300 value
- Annual Partnership Summary highlighting all benefits received
- Volunteer opportunities to connect your employees with a great area non-profit organization
- Employee Wellness — Guided tour and hike of ALNC grounds

*Benefits commensurate with value of in-kind contribution.*

*Pending and Anticipated*

**OUR 2019 MEDIA PARTNERS INCLUDE:**

![Partnership Logos]

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