MEDIA PARTNERSHIP

Spread the word! Empower youth and show your organization’s support of environmental education through in-kind donations of media resources for one or more of Aldo Leopold Nature Center’s Signature Events:

**Maple Syrup Fest, Pipers in the Prairie and/or Fall Fest.**

**Maple Syrup Fest:** our sticky, sweet kick-off to spring, celebrates the history and science of maple syruping in Wisconsin. *Estimated attendance: 2,000+

**Pipers in the Prairie & Festival Fire:** our annual fundraising event, features bagpipes and drums, Celtic music and dance, festival bonfire, silent auction, hearty buffet and more. *Estimated attendance: 300+

**Fall Fest:** our annual fun-filled night of spooky activities in not-so-scary style, features sweet science experiments, a costume parade, live creepy crawlies and more. *Estimated attendance: 1,000+

Let’s customize a package that highlights our partnership and benefits both organizations!

See Reverse for List of Benefits →

“**Isthmus has been a long-time media partner because we believe connecting kids with nature is a great mission.**”

- Craig B, Isthmus Publishing
MEDIA PARTNERSHIP

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*

Isthmus — 1/6 page color ads (3)  *(Pipers in the Prairie & Festival Fire only)*

The Cap Times — 4” x 5” color ads (2)

iHeart Media — 30 second promotional PSAs (116)

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*

Madison Magazine Acknowledgement Ad — 1/3 page color ad
(November Issue — Deadline August 15th)

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:

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