OUTREACH PARTNERSHIP

Promote your organization’s social responsibility and support of environmental education by empowering Aldo Leopold Nature Center’s participation at public outreach opportunities.

Pair your company’s logo with ours and, together, we’ll help connect more children to the numerous benefits of a connection to the natural world.

Outreach Opportunities:

• **Madison Kids’s Expo**: estimated event attendance 5,000+
• **Natural Parenting Expo**: estimated event attendance 4,000+
• **PBS Kids Go!**: estimated event attendance 2,000+
• **Breese Stevens Bodega**: estimated event attendance 1,000+
• **Harvest Moon Celebration**: estimated event attendance 1,000+
• **Monona Memorial Day Parade**: estimated event attendance 2,000+

See Reverse for List of Benefits

“WORKING WITH ALNC TO CREATE AWARENESS AT OUTREACH EVENTS HAS GREATLY BENEFITTED BOTH OF OUR ORGANIZATIONS, BRINGING OUR MISSIONS TO CHILDREN & FAMILIES THROUGHOUT OUR COMMUNITY.”

-BETSY P, NATURE NET DIRECTOR
OUTREACH PARTNERSHIP

PRE-EVENT RECOGNITION
Logo/link or name on all promotional materials (e-blasts, 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 outreach materials (banner and table top displays)
On-site promotional opportunity

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.