PROGRAM PARTNERSHIP

Get benefits that are two-fold! Expand access by sponsoring these programs for children from economically-challenged homes and have your company name/logo included at up to three of ALNC’s family-friendly signature events:

**Maple Syrup Fest, Pipers in the Prairie & Festival Fire 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+*

Programs available for partnership:

- **Wonder Bugs on the Road:** preschool program
- **The Campfire Fund:** summer camp and vacation day scholarships
- **Nature Express:** bus transportation
- **Growing Knee-High Naturalists:** field trip subsidies
- **Nature Nuts:** after-school program for at-risk youth
- **Learning Naturally:** an umbrella initiative supporting the above programs

“...it’s great kids like to come year after year—it’s inspiring...the naturalists not only teach the students to respect nature, they help kids develop leadership skills and increase self-esteem and self-confidence.”

-Howard H.

See Reverse for List of Benefits →

aldoleopoldnaturecenter.org

Engage • Educate • Empower
PROGRAM PARTNERSHIP
MAPLE SYRUP FEST, PIPERS IN THE PRAIRIE AND/OR FALL FEST

**PRE-EVENT RECOGNITION**
- Logo/link or name on all promotional materials (e-blasts, invitations, posters and press releases)
  - Presenting Logo
  - Prominent Logo
  - Logo
  - Name
- Logo/link or name on website (event and partner pages) and lobby screen
  - Presenting Logo
  - Prominent Logo
  - Logo
  - Name
- Shout out on Facebook and Twitter
  - Presenting Mention
  - Prominent Mention
- 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)
  - Presenting Logo
  - Prominent Logo
  - Logo
  - Name
- The Cap Times — 4” x 5” color ads (2)
  - Presenting Logo
  - Prominent Logo
  - Logo
  - Name
- iHeart Media — 30 second promotional PSAs (116)
  - Presenting Mention
  - Prominent Mention
- 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)
  - Presenting Logo
  - Prominent Logo
  - Logo
  - Name
- On-site promotional opportunity
  - Presenting Placement
  - Prominent Placement
- 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)
  - Presenting Logo
  - Prominent Logo
  - Logo
  - Name
- The Cap Times Acknowledgement Ad — 4” x 5” color ad (Deadline November 1st)
  - Presenting Logo
  - Prominent Logo
  - Logo
  - Name

**CORPORATE BENEFITS**
- Complimentary ticket(s) to Pipers in the Prairie & Festival Fire
  - 6
  - 4
  - 2
  - 1
- VIP Parking at Pipers in the Prairie & Festival Fire
  - ✓
- Complimentary family membership(s) to ALNC
  - 6
  - 4
  - 2
  - 1
- 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
  - ✓
  - ✓
  - ✓
  - ✓

**SPONSORSHIP LEVELS**

<table>
<thead>
<tr>
<th></th>
<th>Presenting</th>
<th>Platinum</th>
<th>Gold</th>
<th>Silver</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$7,500</td>
<td>$5,000</td>
<td>$2,500</td>
<td>$1,000</td>
</tr>
</tbody>
</table>

*Pending and Anticipated

**OUR 2019 MEDIA PARTNERS INCLUDE:**

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