



Special Events

(special annual public & private events at the Boardman River Nature Center dedicated to celebrating and promoting conservation)

Nature North Festival (June):

Free family daylong outdoor event celebrating conservation in Northern Michigan. Many nature/outdoor related activities and games for kids of all ages. Many partner organizations related to conservation and the outdoors attend with booths and activities. Find out what is in store for this year's festival!

- Demographics:
- // Parents and grandparents with children and grandchildren of all ages.
 - // Many have an appreciation for and support conservation in N. Michigan
 - // All income and education levels
 - // Mainly local residents
 - // Approximately 300-500+ attendees

Conservation Celebration (September):

A fun evening of food, music, door prizes, and a silent auction to celebrate our most generous volunteers and donors. The event is typically held outdoors under a large tent.

- Demographics:
- // Donors and volunteers of the GTCD
 - // Involved with the local community and have a commitment to natural resource conservation and nature education
 - // Primarily college educated local residents
 - // Middle to upper income
 - // Many are retired
 - // Approximately 100-150 attendees

Nature Spooktacular (October):

A fun evening filled with spooky activities, games and candy for families with kids of all ages. Highlights include a spooky trail and a straw bale maze. Children and adults alike come dressed up ready for a spooky good time!

- Demographics:
- // Parents and grandparents with children and grandchildren of all ages.
 - // Many have an appreciation for and support conservation in N. Michigan
 - // All income and education levels
 - // Mainly local residents
 - // Approximately 100-200 participants

Your business' sponsorship dollars will help make these events possible and support all the valuable programs of the Grand Traverse Conservation District. In addition to "inspiring exploration, appreciation, and conservation of our natural world," your business will benefit from unique and valuable marketing exposure.





Nature Day Camp (July–Aug): Affordable summer day camp with unique nature-themed programs for 4 to 12 year olds. Week-long sessions are tailored to specific age groups. Approximately 30 sessions; 15 children per session.

Demographics: // Parents with children and grandchildren ages 4 to 12
// Value Natural Environmental Education
// Diverse income and education levels
// Local residents

Peepers (Sept–Jun): Weekly nature themed programs for preschoolers (ages 3–5) led by experienced childhood educators and naturalists. Occurs every Tuesday morning with a break over the Holidays. There are usually 10–15 children with family members per session.

Demographics: // Parents and grandparents with children and grandchildren ages 3 to 5
// Value Natural Environmental Education
// Diverse income and education levels
// Local residents

At Home in the Natural World (Oct–Jun): Unique bi-monthly nature-themed programs geared to home-schooled children ages 5 to 12. There are 5 sessions with approximately 25–30 students per session.

Demographics: // Parents with children ages 5 to 12
// Value Natural Environmental Education
// Mixed income and education levels
// Local residents





Community Programs

(A variety of exciting workshops, classes, & hikes open to the public)

Weekend & Evening Programs (year 'round): Programs cover a wide range of nature related topics and occur every saturday and a minimum of 2 evenings per month throughout the year. Programs are designed for a variety of age groups, physical abilities and a lot are geared to families.

Programs like: native landscaping workshops, fishing 101, Sugaring for Moths, the Wonder of Trees, Greening up the Holidays, Snowshoe hikes, and more!

Demographics: // Community residents of all ages
// Value Natural Environmental Education
// All income and education levels
// Outdoor enthusiasts



Grand Traverse
Conservation District

www.NatureisCalling.org
231.941.0960

Investments

(Excellent recognition for your business ranging from \$100 - \$6,000)



Special Events

Bald Eagle Sponsor: \$1,000

- + Logo banner displayed at event (banner provided by sponsor)
- + Logo and link featured in e-Newsletter (1900+)
- + Logo and link featured on event website
- + Recognized in the GTCD Annual Report (1,000)
- + Recognized on the GTCD's facebook page
- + Logo featured on event flyers (except CC*)
- + Logo featured on event program
- + Recognized in Press Release(s)
- + Recognized in event calendar postings (except CC*)
- + Opportunity for distribution of your materials to our guests

River Otter Sponsor: \$500

- + Logo and link featured on e-Newsletter (1900+)
- + Logo and link featured on event website
- + Recognized in the GTCD Annual Report (1,000)
- + Logo featured on event flyers (except CC*)
- + Logo featured on event program

Green Frog Sponsor: \$250

- + Business name included on event program
- + Business name included on event flyers (except CC*)
- + Recognized in the GTCD Annual Report (1,000)

Tadpole Sponsor: \$100

- + Business name included on event program
- + Recognized in the GTCD Annual Report (1,000)

*CC - Conservation Celebration

Education Programs for Kids

Nature Day Camp: \$6,000 - 6 week summer program

Peepeers: \$3,500 - weekly program for preschoolers

At Home in the Natural World: \$1,500 - bi-monthly program for homeschool students

- + Logo and link featured in an e-Newsletter announcing the program (1900+)
- + Logo and link featured on the GTCD website
- + Recognized on the GTCD's facebook page
- + Business name mentioned on any radio advertisements (applies only to Day Camps)
- + Logo featured on any print advertisement (applies only to Day Camps)
- + Recognized in the GTCD Annual Report (1,000)
- + Logo featured on program flyers
- + Recognized in Press Release(s)
- + Recognized in event calendar postings
- + Opportunity for distribution of your materials to program participants

Community Programs

\$500 per month

- + Logo featured on front and inside cover of printed and online Monthly Program schedule (300-400 printed & distributed at Nature Center)
- + Listing in current month's e-newsletter (1900+)
- + Recognized on the GTCD's facebook page
- + Recognized in the GTCD Annual Report (1,000)

