



Field Trip Program Sponsorship

The Natural Resources Foundation of Wisconsin's renowned Field Trip Program offers up-close experiences connecting participants to Wisconsin's lands, waters, and wildlife. Field trips are led by natural resource experts sharing their love and knowledge of lichens and tiger beetles, birds and bats, fly fishing and kayaking, and much, much more. Since 1994, nearly 40,500 participants have attended Foundation Field Trips. Your critical support will help us continue our Field Trip Program that provides environmental education opportunities to more than 2,000 children and adults each year!

Thank you for considering this opportunity to sponsor the Field Trip Program!

With **more than 4,000 members across the state**, the Natural Resources Foundation of Wisconsin's Field Trip Program offers many ways for your business to reach people who are committed to protecting the state's natural resources, enjoy exploring the outdoors, and feel a strong connection to Wisconsin:

- All **72** Wisconsin counties have hosted a Foundation Field Trip
- **2,262** individuals attended field trips in 2016, including **223** children
- **890** people were on wait lists to get onto a field trip in 2016
- **\$35,000** raised from Field Trips to support on-the-ground conservation projects
- More than **70** partner organizations led Field Trips in 2016
- The Foundation has **4,200** active members who receive the Field Trip Guidebook
- More than **90%** of the Foundation's members are residents of Wisconsin
- **8,397** total subscribers across all email marketing segments
- **40%** open rate averaged across all email marketing segments
- **30%** average open rate for our monthly WisConservation E-news

"I don't have the words to express how much I've enjoyed your Field Trip Program. Each trip was exciting and intriguing. To be in the company of others that share my love for the outdoors is energizing, and the trip leaders are well-educated, enthusiastic and skilled at presenting the multitude of natural wonders encountered on our adventures."

– Foundation Member

Sponsorship Levels

\$10,000 Field Trip Sponsor

- Your organization's logo in our **2017 Field Trip Guidebook**
- Your organization's logo on the **Natural Resources Foundation website**
- Your organization's logo in the monthly ***Wisconservation Update* e-newsletter**
- Your organization's logo in our **annual report**.
- Special invitation to an exclusive **Conservation Connections** field trip led by experts
- Your sponsorship recognized in **3 social media posts** on Facebook and Twitter
- Complimentary registration for two to **your choice of 2 of our 2017 Field Trips!**
- **Joint news release** announcing your support of the Field Trip Program.
- **A featured blog post** about your support for the Field Trip Program and **targeted e-message** to over 4,000 people about your support for the Field Trip Program.

\$5,000 Field Trip Sponsor

- Your organization's logo in our **2017 Field Trip Guidebook**
- Your organization's logo on the **Natural Resources Foundation website**
- Your organization's logo in the monthly ***Wisconservation Update* e-newsletter**
- Your organization's logo in our **annual report**.
- Special invitation to an exclusive **Conservation Connections** field trip led by experts
- Your sponsorship recognized in **2 social media posts** on Facebook and Twitter
- Complimentary registration for two to **your choice of 1 of our 2017 Field Trips!**

\$2,500 Field Trip Sponsor

- Your organization's logo in our **2017 Field Trip Guidebook**
- Your organization's logo on the **Natural Resources Foundation website**
- Your organization's logo in the monthly ***Wisconservation Update* e-newsletter**
- Your organization's logo in our **annual report**.
- Special invitation to an exclusive **Conservation Connections** field trip led by experts
- Your sponsorship recognized in **1 social media post** on Facebook and Twitter

\$1,000 Field Trip Sponsor

- Your organization's name in our **2017 Field Trip Guidebook**
- Your organization's name on the **Natural Resources Foundation website**
- Your organization's name in the monthly ***Wisconservation Update* e-newsletter**
- Your organization's name in our **annual report**.
- Special invitation to an exclusive **Conservation Connections** field trip led by experts

To find out how your organization can support our Field Trip Program,
contact our director of conservation programs, Caitlin Williamson, at 608-266-1430 or
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