



# Discover Nature Festival

## 2018 Sponsorship Program



The **Children's Forest of Central Oregon** offers a unique opportunity for local businesses to sponsor Discover Nature Festival—a fun and action-packed event that engages families in outdoor recreation and learning. The 5th Annual **Discover Nature Festival** is a **free** community event to be held on Saturday, September 21, 2019 at Riverbend Park in Bend, Oregon. The event will feature:

- Over 35 hands-on outdoor activities presented by more than 20 organizations
- Recreation activities including climbing wall, archery, fly casting practice, survival skills, and a bike rodeo
- Nature education activities including birding, wildlife tracking, live birds, volcano demonstrations, and nature arts and crafts
- Health and wellness activities highlighting the benefits of staying active, getting outdoors, and healthy eating

Discover Nature Festival provides kids and families a fun day to try new outdoor activities, learn about the natural world, challenge themselves, and spend time together!



## Why Sponsor?

**Sponsorship is an opportunity for your business to connect with a growing number of Central Oregon families who are interested and active in the outdoors.**

With an anticipated audience of 2,000 attendees, your sponsorship provides visibility to a diverse group of parents and children from all over Central Oregon, as well as with other community organizations. Sponsorships are built to suit your budget, ranging from \$250 to a \$2,500 Presenting Sponsorship.

### **Engagement with nature is essential.**

At the Children's Forest, we believe that nature is an essential ingredient for every healthy childhood. Unfortunately, lack of resources, access, or awareness prohibits some children from spending time outside. In fact, children have lost about 50% of unstructured time in nature in recent decades. It is our mission to break down barriers that children and families face so that all kids are able to experience the wonder and adventure that nature brings. By sponsoring Discover Nature Festival, you are committing to help address this important issue in our community.



## Discover Nature Festival Sponsor Benefits

	\$250	\$500	\$1,000	\$2,500
Access to Skyliner Lodge for half-day event				✓
Company name mentioned on all radio promotions				✓
Company name featured prominently as Presenting Sponsor on all event promotions				✓
Name/logo displayed in Bend Park and Recreation District's Playbook		✓	✓	
Company recognition via paid facebook advertising		✓	✓	
Company logo displayed on posters (100) and event banners	✓	✓	✓	
Name/logo displayed in print advertisements in the Source Weekly	✓	✓	✓	
Name/logo displayed and linked on the Children's Forest website for one year	✓	✓	✓	✓
Recognition via e-newsletter and social media	✓	✓	✓	✓
Opportunity for a company tent or booth at the event	✓	✓	✓	✓
Estimated number of media impressions	7,000	90,000	130,000	230,000

\*\*Companies that contribute in-kind donations, including media sponsors, are also eligible for sponsor benefits. Contact [katie@childrensforestco.org](mailto:katie@childrensforestco.org) to discuss details.

**To learn more or sponsor, please contact:**

Katie Chipko, Executive Director  
(541) 383-5592  
[katie@childrensforestco.org](mailto:katie@childrensforestco.org)

*Sponsorship deadline is May 1 with payment due by June 30, 2019.*

Learn more about the Children's Forest's programs and initiatives at [childrensforestco.org](http://childrensforestco.org). The Children's Forest of Central Oregon is a 501(c)3 nonprofit organization. Our Tax ID number is 47-2678893.