

# INVEST <sup>IN</sup> THE FUTURE



## SUPPORT THE 2023 FUNDRAISING EFFORTS OF WESSELMAN WOODS BY SPONSORING OUR MOST POPULAR EVENTS

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Our mission to preserve and protect Wesselman Woods and Howell Wetlands for future generations is made possible by sponsorships and donations.

With your help, we can promote environmental conservation, education, and research and provide equal access to nature.

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WESSELMANWOODS.ORG

812-479-0771 • [info@wesselmanwoods.org](mailto:info@wesselmanwoods.org)





## 45<sup>TH</sup> ANNUAL MAPLE SUGARBUSH FESTIVAL AND PANCAKE BREAKFAST

March 4 and 5, 2023 from  
7 a.m. to 1 p.m.



Over 1,300 people joined us in 2022 for our longest-running tradition — sugar maple tapping and a delicious pancake breakfast.



## EARTH DAY AT HOWELL WETLANDS & WESSELMAN WOODS

April 21 and 22, 2023 from  
10 a.m. to 2 p.m.



In 2022, we welcomed over 450 people to Howell Wetlands for a celebration of nature. We teamed up with 12 community partners.



## WANDERING OWL: TWILIGHT TASTING

October 14, 2023 from 3 to 7 p.m.

150 attendees trekked through the Bernhardt Family Bird Sanctuary in October 2022 to enjoy offerings from 12 local food, beer, and wine vendors.



See the full calendar at [wesselmanwoods.org/calendar](https://wesselmanwoods.org/calendar)

**READY TO SPONSOR?**

# INVESTMENT PLANS

## COMMUNITY INVESTMENT \$6,000

With this investment, our team will celebrate and honor your commitment year-round through a collaboratively curated promotional package.

**Invest in all three events.** (\$2,000 per event)

## 2-EVENT INVESTMENT \$3,000

**Invest in two events.** (\$1,500 per event)

## 1-EVENT INVESTMENT \$750

**Invest in one event.**

**2023**

*Please note that the sponsorship packages can be modified and enhanced to provide the desired benefits to your organization.*

*We are more than willing to find the right fit for you through identifying the benefits that are attractive to your needs and melding those into a customized sponsor package specifically for your company.*

## ALL INVESTMENTS RECEIVE:

- Recognition on event advertising
- Recognition on our website and e-newsletter
- Promotion through social media, community calendars and community partners
- Company signage at event
- Public acknowledgment of gratitude at the event
- Gratis tickets to the event
- Wesselman Woods Family Memberships (valued at \$50 each)

## NOTES

- **All sponsorships are tax deductible.** After the event(s), sponsors will receive a letter confirming their donation for tax purposes.
- **Our e-newsletter** has over 2900 subscribers and an average open rate of 48%.
- **Our social media following** includes: Facebook (over 13,600 followers), Twitter (over 2,000 followers), Instagram (over 2,400 followers), and LinkedIn (over 1,150 followers).

**Contact Director of Development, Jerry Rairdon**  
**[jerry@wesselmanwoods.org](mailto:jerry@wesselmanwoods.org) • 812-479-0771**



## INTRODUCING: THE AFTER DARK SERIES AT WESSELMAN WOODS!

This series of adult-oriented programs will take place throughout the year and includes new entries into our lineup of interactive, fun, and educational experiences.

Each program has its own unique educational elements such as scientific discussions, exploration of nocturnal ecology, and nature-based play. Food, beer, and wine tastings are also on the menu!



**NIGHT OWLS**



*Trails at Twilight*



**Sips at Sunset**

Read more about individual programs at [bit.ly/wwafterdark](https://bit.ly/wwafterdark)

## *After* **DARK**

**COMMUNITY INVESTMENT \$3,000**

Invest in all After Dark programs for the year  
(excluding Wandering Owl)

**2-PROGRAM INVESTMENT \$1,500**

Invest in Night Owls and Trails at Twilight

**1-PROGRAM INVESTMENT \$500**

Invest in one Sips at Sunset event

**2023**

*See sponsor benefits on inside.*