

Macatawa Water Festival Sponsorship Opportunities



The ODC Network is a registered 501 (c)(3) non-profit outdoor education and conservation organization. We impact our community by educating preschool-college aged students and by restoring and improving our local waterways and land which brings visitors to Holland. In 2018, the ODC Network, which owns and operates the Outdoor Discover Center in Fillmore Township, assumed management of the DeGraaf Nature Center, a property owned by the City of Holland. Such education and conservation services would not be possible without the support of area businesses.

On Saturday, August 12, 2023, the Macatawa Water Festival will be held on Holland's Windmill Island. Over 25 community partners and sponsors will come together to offer water activities and educational experiences designed to engage both young and old to learn about restoring and preserving our lake and watershed. Attendees will have the opportunity to kayak or bike around the island, fish for trout (youth under 17yrs old), learn about native and invasive plants, make an upcycled craft, and perform water quality experiments.

Event Attendance

- 2,200 Attendees
- Families living in the Holland/Zeeland Community
- 1/3 adults, 2/3 children under 14 years of age
- Tourists visiting Holland

Marketing Outreach

- ODC Network Websites: 5,000
- Outdoor Discovery Center/DeGraaf Nature Center Social Media: 15,000+ followers
- Quarterly Newsletter/Program Guide: 4,000 Households
- Activity placement brought to 20 local establishments

\$5,000 Education Sponsor

- Recognition on all promotional materials to schools, restaurants and churches
- Recognition in 4,000+ festival passports handed out on day of festival
- Logo on ODC Network's website and business tagged in social media event
- Up to 10 company volunteers

\$2,500 Watershed Sponsor

- Recognition on all promotional materials to schools, restaurants and churches
- Name on ODC Network's website and business tagged in social media event
- Name in 4,000+ passports handed out on day of festival
- Up to 6 company volunteers

\$1,000 River Sponsor

- Recognition at one of the Water Activities
- Name on ODC Network's website and business tagged in social media event

\$500 Community Partner

- Name on ODC Network's website

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Company / Organization Name (as you wish it to be listed)

Mailing Address

City

State

Zip Code

Contact Person

Title

Telephone

Email

I understand that by signing this agreement, I am committing my organization to the following.

I'd like to sponsor at the level of _____

I can't sponsor but I'd like to contribute.

Financial Contribution of \$ _____

And/or in-kind service of _____

Service valued at \$ _____

Signature

Date

My check made payable to ODC Network is enclosed.

Please invoice me for the full amount.

Please Return to:
ODC Network
4214 56th Street
Holland, MI 49423

If you have any questions or
would like to pay by card, please
call Ashley at 616-368-9289
ashley@outdoordiscovery.org

ODC Network