

Corporate Sponsorship



ODC began in 2000 with the goal of connecting people, land and nature. ODC Network, a registered 501(c)(3) non-profit organization, annually connects over 100,000 local children and families with outdoor access and educational experiences that make them happier, healthier, and more engaged in the world around them.

Through our education efforts, we offer numerous programs and events, as well as volunteer opportunities. During our events, we raise critical dollars to continue our mission of advancing education and conservation in West Michigan.

We are able to leverage sponsorship support from local businesses to provide outdoor experiences and conserve spaces that the current and next generation will be able to enjoy. This investment keeps ODC Network's nature preserves free and open to the public every day of the year. It also helps keep events free or low-cost to assure more participation from families of a variety of backgrounds.

Your valuable investment helps make West Michigan the best place to live, work, play, and learn.



Testimonial:

"If you love the outdoors in an urban area, that's the place to go. They have great trails and most of them you can take your dog as long as they're on a leash. Awesome wildlife. Awesome nature. Would highly recommend."

-Community Member



Opportunities for Support



Supporting the ODC Network is a critical annual investment in our community's children and families. There are four unique support levels you can choose from or you can create your own. A portion of your support will go to operating costs of keeping ODC's eight preserves free and open to the public.

\$10,000+ Leader

\$5,000+ Investor

\$2,500+ Advocate

\$1,500+ Supporter

Create Your Own

Recognition

Your contribution not only goes towards accomplishing our mission, but we also want it to benefit you. We can recognize your investment in a variety of ways, see some examples below.

- Recognition at community events
- Recognition on Quarterly Impact Report
- Discover Nature program guide mailed to business/home & other printed materials
- Social media highlight posts
- Website recognition
- Tickets to special events
- Use of ODC Network Sites
- Recognition during camp/program series

Marketing Outreach

- Website: 204,000+ reach
- Social Media: 20,500+ followers
- Discover Nature: 3,000+ households
- E-News Recipients: 3,700
- Membership: 463 (totalling 1,602 members)

Corporate Volunteerism

Beyond support and recognition, we strive to build partnerships with our supporters. One thing we enjoy is scheduling volunteer days for partners to come to ODC as a team and work on a specific project on one of ODC's properties. Projects include, but are not limited to:

- Invasive Species Removal
- Construction Projects
- Landscaping
- Staining or Painting Projects
- Event Setup
- Trail Clean Up

If this is something you are interested in scheduling, please let us know.

Volunteer at Events

We enjoy having your team volunteer during our events. Based on the event this can include having a booth or activity to engage with the community. If this is something you are interested in, please let Ashley know.



Annual Events

Maple Sugar Time – March 8 & 15, 2025 / Attendance: 500 children & adults

Guests will join us as we tap trees, gather sap, and watch the evaporator boil the liquid down into real maple syrup at the historic Van Raalte Farm. There will be lots of activities for kids and maple snacks available for purchase.

Early Childhood Annual Fundraiser – March 2025 / Attendance: 1,000 children & adults

ODC Early Childhood Network is comprised of four nature-based centers: Little Hawks, Seedlings, Dragonflies, and Woodlands Discovery Preschools. We raise funds to support program growth, parenting classes, and scholarships to remove financial barriers for future students. Students are encouraged to ask family members and friends to sponsor them and, at the end of the year, they will enjoy a fun evening together.

ODC Cup – May 28, 2025 / Attendance: 160+ business owners, young professionals

During this exciting outing at Diamond Springs Golf Course, you will enjoy a round of golf, raise funds for a great cause, and have a unique experience that is not at every golf outing in town! All funds raised support the ODC Network's mission of advancing outdoor education and conservation in West Michigan.



ODC Fishing Derby – June 24, 2025 / Attendance: 125 children & adults

Join us for the first ODC Fishing Derby at the Outdoor Discovery Center. You will have the opportunity to learn about the lifelong sport and create memories with your child. All funds raised will support the Dylan Compagner Memorial Fishing Pond.

Macatawa Water Festival – July 13, 2025

Attendance: 1,500 children & adults

Community partners and sponsors come together to offer water activities and educational experiences all designed to engage families to learn about restoring and preserving our watershed. Attendees have the opportunity to kayak or bike around the island, learn about native vs invasive plants, make upcycled crafts, perform water quality experiments, and much more.



Evening with the ODC – September 9, 2025 / Attendance: 250 adults - business owners, community leaders, young professionals

This is ODC Network's annual fundraising event, all sponsorship helps us continue delivering high quality nature-based programs, experiences and services that connect people, land and nature. During the event, donors invest in work that expands outdoor education, greenway development, and habitat and wildlife conservation in our community.

Annual Events (cont.)

Project Clarity Project Tours – various

Enjoy a unique tours around West Michigan, to visit Project Clarity sites such as wetland restorations, urban rain gardens, or agriculture businesses implementing best management practices to further the goals of Project Clarity.

Project Clarity, community-wide initiative established in 2013, works to restore the water quality of Lake Macatawa and the Macatawa Watershed through a multi-phased approach focused on land restoration, best management practices, community education, and long-term sustainability.

Treats & Trails – October 18, 2025 / Attendance: 3,500-5,000 children & adults

During this family-friendly trick-or-treating event, attendees participate in games, barrel rides, wildlife encounters, s'mores, and more in a safe, educational, and fun environment. Partners are welcome to host a candy station and connect with our local community.

Holidays at the ODC – December 2025

Throughout the month of December, we offer a variety of programs for all ages. Enjoy a walk on our trails with a cup of hot cocoa during one of our weekly Holiday Winter Walks, an evening stroll on our lantern lit trails during the holiday season.



Additional Opportunities

Park Passport

The Park Passport guides families to local parks and natural areas in West Michigan. It is designed to help families experience the benefits of exploring and finding local green spaces. Families are encouraged to visit new parks, participate in challenge questions, and turn their passport into the ODC for prizes.



Summer Camp Series

We offer 21 summer camps starting mid-June through August. Children 4-16 years old participate in unique nature-based camps for 3 days/week. We also have a scholarship program for kids who may not be able to afford these experiences.

Women in Nature Program Series

Connect with other women in the great outdoors and make lasting friendships. During this series, women participate in unique programs; such as kayaking, archery, gardening, ceramics, greenery workshops. Once a year, we also hold a Women in Nature Explorer Network trip led by ODC Network staff.

Commitment Form



Company / Organization Name (as you wish 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 invest in our community at the level of \$ _____

Includes \$ _____ in-kind value (max 10% of support level)

Please check the events that most align with your values/interests:

For adequate recognition at an event please check a maximum of: 2 events for Supporters, 4 for Advocates, 6 for Investors, and 10 for Leaders

- | | | |
|---|---|--|
| <input type="checkbox"/> Maple Sugar Time | <input type="checkbox"/> ODC Fishing Derby | <input type="checkbox"/> Holidays at the ODC |
| <input type="checkbox"/> Early Childhood Fundraiser | <input type="checkbox"/> Evening with the ODC | <input type="checkbox"/> Park Passport |
| <input type="checkbox"/> ODC Cup - Golf Outing | <input type="checkbox"/> Project Clarity Events | <input type="checkbox"/> Summer Camps |
| <input type="checkbox"/> Macatawa Water Festival | <input type="checkbox"/> Treats & Trails | <input type="checkbox"/> Women in Nature |

I'd like to be recognized through:

For adequate recognition throughout the year, please check a maximum of: 2 for Supporter, 4 for an Advocate, 6 for Investors, and 8 for Leaders

- | | | |
|--|---|---|
| <input type="checkbox"/> Recognition at events | <input type="checkbox"/> Social media highlights | <input type="checkbox"/> Volunteer opportunities |
| <input type="checkbox"/> Booth at events | <input type="checkbox"/> Website recognition with links | <input type="checkbox"/> Use of ODC Network Sites |
| <input type="checkbox"/> Discover Nature Mailing | <input type="checkbox"/> Tickets to special events | <input type="checkbox"/> Recognition in E-News |

Signature

Date

My check made payable to ODC Network is enclosed Please invoice me for the full amount

Contact me for additional marketing materials

Please Return to:

ODC Network • c/o Ashley VanZee
4214 56th Street • Holland, MI 49423

Questions or paying by card?

Please contact Ashley VanZee:
at 616-368-9289 or ashley@outdoordiscovery.org

ODC Network