

# Gear Up: Adventures in Parenthood Podcast Sponsorship



ODC Network (ODC) is at the forefront of the nature-based education movement in West Michigan. Since 2013, ODC Early Childhood Network has provided over 1,000 young children with the opportunity to reap the benefits of nature and foster environmental stewardship and a deep, lasting connection to the natural world through outdoor play and hands-on learning experiences. The program emphasizes child-centered, experiential learning in an outdoor setting, allowing children to thrive through exploration, creativity, and play, while offering a supportive culture for each family. To enhance this culture and better support the community, ODC began a podcast.

“Gear Up: Adventures in Parenthood” is an engaging and informative podcast that helps parents navigate the challenges and joys of raising young children. We dive into the everyday realities of parenting, from supporting children’s growth and development to offering practical parenting hacks, and creating a happy, healthy family. A key focus of our podcast is promoting parenting practices that nurture curiosity, creativity, and a strong connection to the natural world. We highlight the positive impact of nature-based education and the importance of outdoor play in early childhood development.



## A note from the CEO:

“ODC Network is excited to be able to offer this podcast to our community. It is another amazing way that we are creating a positive impact on families. We are certainly proud to have Heather and Kristina on our team advancing our mission.”

-Travis Williams



ODC Network

# Sponsorship Levels & Benefits:



By sponsoring “Gear Up: Adventures in Parenthood,” your brand will be associated with a podcast that empowers parents to raise children who are curious, connected to nature, and well-prepared for the future. Our listeners are looking for products and services that support their parenting journey, from child development strategies and growth support to eco-friendly products and nature-based educational opportunities. Your partnership with us offers a unique opportunity to connect with families who are passionate about outdoor exploration, environmental consciousness, and raising the next generation of thinkers, creators, and environmental stewards.

Join us as we explore the world of parenting with an emphasis on supporting children’s growth, offering practical parenting solutions, and celebrating the power of nature-based education. Partner with us today and be a part of a community that’s dedicated to raising children with love, knowledge, and a deep appreciation for the world around them.

## \$2,500 Premier Sponsor

- Mention/advertisement during one episode
- Social media post acknowledging your support of the podcast
- Logo and website link on ODC website

## \$1,500 Episode Sponsor

- Mention/advertisement at the beginning or end of one episode
- Social media post acknowledging your support for the episode
- Logo included on ODC website

## \$500 Episode Supporter

- Social media post acknowledging your support for the episode
- Name on ODC website

### Get involved today

Your sponsorship will help make a lasting impact on families, parents, and children as they embark on the adventure of parenthood. Align your brand with a podcast that is shaping the future of parenting in a nature-connected world.

### Audience:

Our audience is diverse—ranging from new parents to those with school-age children—and they are actively engaged in creating enriched, meaningful childhood experiences for their families.

They are looking for advice on everything from parenting strategies and outdoor gear recommendations to educational approaches that integrate nature and outdoor learning.

### Marketing Outreach

- Downloads: 3,504 and counting
- Social Media: 20,000 followers
- Discover Nature: 4,000+ households
- Website: 15,500 average monthly views

# 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 the podcast at the level of \$\_\_\_\_\_

Signature

Date

\_\_\_ My check made payable to ODC Network is enclosed

\_\_\_ Please invoice me 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](mailto:ashley@outdoordiscovery.org)



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