



ODC Network

ODC Network (ODC) is a non-profit organization dedicated to advancing outdoor education and conservation in West Michigan. Comprised of 14 divisions, ODC works to achieve its mission through a variety of unique and impactful ways within our community.

Our efforts center around three key areas:

- pioneering nature-based education
- protecting natural ecosystems
- providing outdoor access

By focusing on these areas, ODC actively builds a better community by connecting people, land, and nature.



Conservation Impact



2,500 acres of natural area managed for Conservation Services clients and ODC-owned properties

Propagated **10,000** native plugs in ODC greenhouses in 2024



Prevented **46,000** tons of sediment from entering Lake Macatawa, annually

Connecting Greenspaces

The Macatawa and Kalamazoo River Greenways offer the community valuable greenspace along our rivers that help connect our downtowns, neighborhoods and parks to our waterways.

ODC Network has led the charge to create partnerships with local municipalities and organizations to transform these spaces.

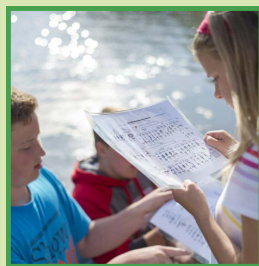
Greenways have been proven to unlock economic vitality while offering free access to nature.

This is about more than just preserving the land—it also offers our community valuable access to green spaces, connecting people to nature along the way.

Education Impact

105,134 people served through field trips, community programs, Early Childhood Network and Reimagining Education

2,823,266 hours spent interacting with students and community members in nature-based settings



SCHOOLS REPORT:

80% reduction in absences compared to years prior to nature-based learning



27% increase in literacy rates compared to peers in other programs

2,600 more steps a day than their peers in a traditional school setting





Unplugged

Disconnect to Reconnect

Join us in Building a Healthier, More Nature-rich Community

In 2026, ODC Network's (ODC) The Future Lives Outdoors campaign and Unplugged speaker series invites the West Michigan community to disconnect from the overuse of technology and reconnect with nature and each other, all while reintroducing the simple idea that outdoor and community connection is central to thriving children, thriving families, and thriving communities.

Through expert speakers, shared toolkits, and ongoing opportunities to engage, the campaign not only drives awareness but offers tangible solutions and support, amplifying community-wide resources aligned with our shared goal to advance a healthier, more connected future for West Michigan.

Sponsorship Levels

A corporate sponsorship with ODC Network is a smart investment in our community's future. Your support helps fill critical funding gaps, allowing us to meet the growing need to create a healthy, thriving community, connected to the outdoors. We invite you to, align your brand with ODC and receive valuable recognition through event marketing, promotional materials, and community outreach.

\$25,000 Series Sponsor

- Company item giveaway to all participants
- Logo on pre and post event marketing materials
- Logo at all events
- Logo on ODC Network's website
- Business tagged on social media event page and posts
- On-stage promo at Keynote events
- Table activation at three Keynote events
- Ad in "Gear Up!" podcast

\$7,500 VIP Breakfast Sponsor

- Logo on Breakfast invite
- Logo at Breakfast
- Logo on ODC Network's website
- Table activation at two Keynote events
- Name at Keynote events

\$10,000 Keynote Sponsor

- Recognition on pre and post event marketing materials
- Logo at Keynote events
- Logo on ODC Network's website
- Logo in ODC's Park Passport
- Table activation at two Keynote events
- Ad in "Gear Up!" podcast

\$5,000 Meet & Greet Sponsor

Recognition on all marketing materials

- Logo on Meet & Greet invite
- Logo at Meet & Greet events
- Recognition on ODC Network's website

\$2,500 Breakout Sponsor

Logo at Breakout Session for one speaker

- Recognition on ODC Network's website

Marketing Reach

Digital and Print

- Website: 206,000+ reach
- Social Media: 23,400+ followers
- Mass Mailing: 20,000 households
- E-News Recipients: 3,700+
- Memberships: 463 (totalling 1,602 members)
- Ad Campaign Impressions: 3-5 million (projected)
- Event Audience: 4,000 Attendees

All sponsorship contributions are tax-deductible to the extent permitted by law; the fair market value (FMV) of any goods or services received is not tax-deductible.

** Subject to availability*

**ODC reserves the right to review and approve recognition language in accordance with brand alignment.*

Commitment Form

2026 Unplugged Speaker Series



Company / Organization Name *(as you wish to be recognized)*

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:

Please check your preferred sponsorship level:

☐ \$25,000 Series Sponsor

☐ \$7,500 VIP Breakfast Sponsor

☐ \$2,500 Breakout Sponsor

☐ \$10,000 Keynote Sponsor

☐ \$5,000 Meet & Greet Sponsor

I'd like to invest at the level of \$_____

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

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 (ODC)

4214 56th Street
Holland MI 49423

-or-

ashley@outdoordiscovery.org

ODC Network • 38-2461102

4214 56th Street • Holland, MI • 49423

A registered 501(c)(3)

ODCNetwork.org