

# Our Mission

## Advancing Outdoor Education and Conservation in West Michigan

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.



## ODC Network Corporate Sponsorship 2026

# Why Partner with ODC?

**Let us help you take your corporate goals to the next level.**

Research shows aligning with a mission-based nonprofit amplifies your corporate values, increases employee retention, attracts top talent and creates more brand loyalty.

Through thoughtful growth, ODC's marketing reach has exploded in recent years. Feel confident your brand will be getting maximum exposure while delivering measurable impact in your community.

ODC provides:

- Unmatched and diverse marketing reach
- Filling the critical gap advances our mission and allows us to scale in meaningful ways
- Employee satisfaction/retention for companies who support us, etc



# Your Sponsorship at Work

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 scale our organization in ways that have the most impact in education and nature conservation. It's an opportunity for companies like yours to step into a purpose-filled partnership where every dollar you invest creates positive ripple effects for our community.

We invite you to, align your brand with ODC and receive valuable recognition through event marketing, promotional materials, and community outreach.

## Sponsorship Packages

### and corresponding event lists

*Interested sponsors can choose the sponsorship package that best aligns with their goals and values. Based on your selected sponsorship package and investment level, your business will receive the benefits outlined for the included events.*

### Education Sponsorship:

Education Sponsors supports **hands-on outdoor education** that helps shape future environmental leaders. This partnership connects your brand with outdoor learning, improved mental health, and critical thinking.

#### Education Event List:

- Maple Sugar Time
- Gwenbeshke Celebration
- Family Discovery Night
- ODC Cup (*table*)

### Access Sponsorship:

As an Access Sponsor, your support helps **keep nature preserves free and open to all**. It shows your commitment to inclusion, health, and community access to the outdoors.

#### Access Event List:

- Treats & Trails (*table*)
- Explore the Mission
- Park Passport
- Evening at the ODC

### Conservation Sponsorship:

With a Conserve Sponsorship, your company helps **protect West Michigan's natural spaces**. It shows your commitment to the quality of life and protection of natural ecosystems and builds trust with customers and employees.

#### Conservation Event List:

- Macatawa Water Festival (*table*)
- ODC Fishing Derby
- Project Clarity Impact Breakfast

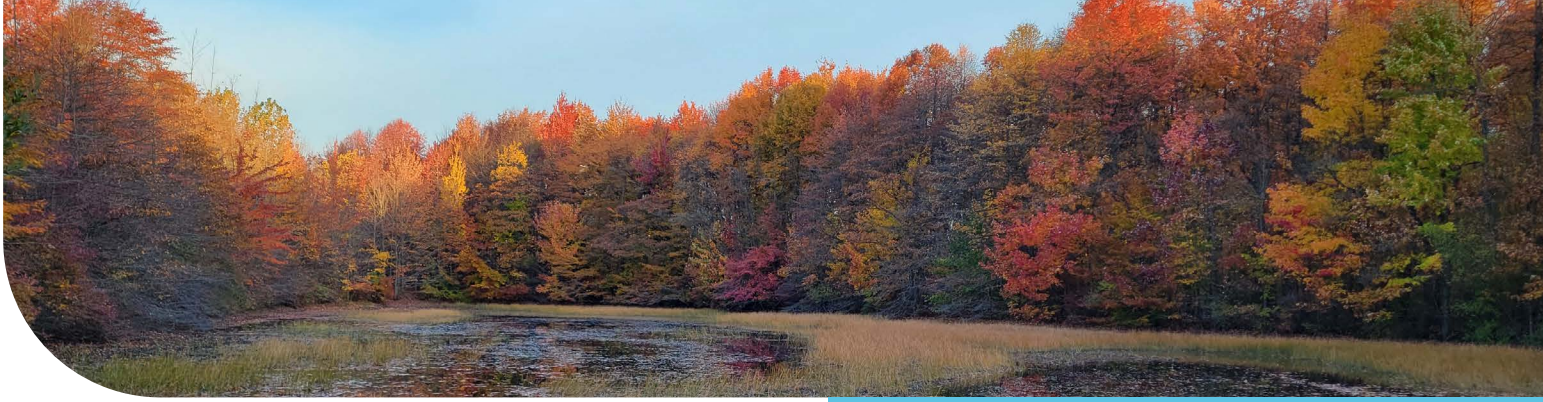
### Premier Mission Sponsorship:

As a Premier Mission Sponsor, your company leads the way in supporting **outdoor education, conservation, and access to nature**—creating lasting benefits for West Michigan.

#### Premier Mission Event List:

- All above events
- Unplugged Speaker Series

Together, we're shaping a future where communities thrive, nature is protected, and the next generation grows up connected to and inspired by the outdoors.



## Sponsorship Investment Levels and corresponding benefits

SPONSORSHIP BENEFITS	DIGITAL \$1,500	EVENT \$2,500	INVESTOR \$5,000	SUPPORTER \$10,000	LEADER \$25,000	PREMIER MISSION \$50,000
Recognition on ODC's Corporate Sponsorship webpage	✓	✓	✓	✓	✓	✓
Invitations to special events	✓	✓	✓	✓	✓	✓
Subscription to ODC Network Corporate Sponsor e-newsletter	✓	✓	✓	✓	✓	✓
Recognition on event webpage(s)	✓	✓	✓	✓	✓	✓
Recognition at event(s)		NAME	NAME / LOGO	LOGO	LOGO	ALL
Company table and volunteers at sponsored event(s)		✓	✓	✓	✓	✓
Complimentary tickets for event(s)		4	6	8	12	20
Private corporate group volunteer opportunity			✓	✓	✓	✓
Logo on marketing materials*			✓	✓	✓	✓
Discount on ODC facility rental*				✓	✓	✓
Advertisement in "Gear Up" Podcast*					✓	✓
Recognition on ODC's band of logos (includes every webpage, e-newsletter, and external advertisement)*						✓

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.



## Corporate Volunteerism

Beyond support and recognition, we strive to build strong partnerships and experiences for your employees. Corporate volunteerism isn't just about giving back—it's a strategic investment in your people, your brand, and your future growth. Research shows when you partner with a mission-based nonprofit, your business gains loyal employees and lasting competitive advantage. Let ODC Network offer your team diverse projects that create memories while building a better community. This might include:

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

*Empower your employees. Strengthen your community. Grow your business.*

Contact: Ashley VanZee ([ashley@outdoordiscovery.org](mailto:ashley@outdoordiscovery.org)) to schedule your private volunteer day.

## Marketing Reach

### Digital and Print

- General Visitation: 100,000+ people
- Website: 206,000+ reach
- Social Media: 23,400+ followers
- Print Mailings: 40,000 households
- E-News Recipients: 5,200 +
- Memberships: 463 (totalling 1,602 members)
- Ad Campaign Impressions: 3,000,000+ (projected)
- Total Event Audience: 7,500 adults and children



**ODC Network**  
4214 56th Street • Holland, MI • 49423

A registered 501(c)(3)

**ODCNetwork.org**