



Sponsorship Opportunities

for Effie Yeaw Nature Center's
Largest Annual Event

NatureFest 2018 ♦ Sunday, October 7 ♦ 10am to 3pm

NatureFest is held in October at Effie Yeaw Nature Center in Carmichael. This family-friendly event includes live animal shows, hands-on activities, demonstrations, guided hikes and educational exhibits.

NatureFest draws a variety of attendees, including nature enthusiasts, families, boys and girls scouting groups, and other youth organizations.



Promoting science & nature education and safe outdoor recreation, NatureFest is an excellent opportunity for local businesses and organizations to interact with our community.

In 2017, there were nearly 1,200 guests and participation by 24 exhibitors. Attendees consistently rate the event as "excellent" and many return year after year to enjoy the fun!

YOUR organization can sponsor this exciting local event!

Contact Jaclyn Teofilo at (916) 489-4918 or JaclynK@SacNatureCenter.net

Become a Corporate Sponsor of NatureFest

Corporate sponsorship of the events held at Effie Yeaw Nature Center offers a range of benefits to meet your business objectives. As a sponsor, your company will increase brand exposure and enhance visibility as a leading corporate citizen in Sacramento and in the wider community through unique marketing, client hospitality and engagement opportunities.



NatureFest marketing efforts provide valuable publicity and exposure for our sponsors:

- Two appearances on *Good Day Sacramento* (live & in-studio)
- Three email blasts to over 7,800 subscribers
- FaceBook posts viewed by more than 4,400 fans
- Ad coverage in six local newspapers
- Listing on numerous event calendars, including SacBee.com and Sacramento365
- Over 1,100 webpage views, beginning 8 weeks prior to event

Sponsorship Levels & Benefits

	TITLE (\$2,500)	PLATINUM (\$1,500)	GOLD (\$1,000)	SILVER (\$500)
MARKETING, BRANDING AND RECOGNITION				
Verbal announcement of company name during event	✓	✓	✓	✓
Company name/logo on event signage and program	✓	✓	✓	✓
Company name/logo on event website and newsletters	✓	✓	✓	✓
Company name/logo on all event publicity (emails, website, flyers, poster, newsletters)	✓	✓		
Above title recognition on all event publicity	✓			
BENEFITS FOR EXECUTIVES AND CLIENTS				
Complimentary tickets to NatureFest (<i>children 12 & under are free</i>)	10	6	4	2

For more information about corporate sponsorships, please contact Jaclyn Teofilo at (916) 489-4918 or JaclynK@SacNatureCenter.net



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