



GREAT LAKES CONFERENCE

SPONSORSHIP OPPORTUNITIES



**LEARN FROM EXPERTS. NETWORK WITH PEERS.
EXPLORE RESTORATION SITES. TAKE ACTION.**

Thanks for your interest in sponsoring the 2023 Great Lakes Conference!

This year we'll be coming together from October 12-13 in Cleveland, Ohio.

After a successful return to an in-person conference last year, we have decided to further expand our agenda and meet for two full days rather than a day-and-a-half. Plenaries and breakout sessions will cover both days, offering opportunities to listen to inspiring speakers, network, hone skills, share information, build networks, and have fun with advocates from across the region. The first day will also include optional field trips to local restoration sites and an evening reception.

The conference offers an excellent opportunity to reach Great Lakes advocates from Illinois, Indiana, Michigan, Minnesota, New York, Ohio, Pennsylvania, Wisconsin, and Washington, D.C., as well as our neighbors to the north from Ontario and Quebec.

By supporting the conference, you're showing your commitment to Great Lakes restoration and protection and the many who call this region home.

Please review the sponsorship opportunities and see what we're all about.

If you have any questions, please contact Laura Rubin, director of the Healing Our Waters-Great Lakes Coalition, at RubinL@nwf.org, or 734-887-7106.

"Just a really great way to bring people and organizations from all sorts of backgrounds together."

– CONFERENCE ATTENDEE

"The Conference provided me with credible insight and information that I can utilize in my community on the importance of staying vigilant and diligent in becoming a water warrior."

– CONFERENCE ATTENDEE

"Thank you for cultivating a meaningful experience for all!"

– CONFERENCE ATTENDEE

"I was able to meet so many incredible people, and learn so much."

– CONFERENCE ATTENDEE

"It was an excellent gathering for networking and sharing emerging tools and lessons learned across the Great Lakes basin."

– JESSICA KOSKI,
BUREAU OF INDIAN AFFAIRS

SPONSORSHIP OPPORTUNITIES

	GREAT LAKES LEVEL \$50,000	LAKE SUPERIOR LEVEL \$25,000	LAKE MICHIGAN LEVEL \$10,000	LAKE HURON LEVEL \$5,000	LAKE ONTARIO LEVEL \$2,500	LAKE ERIE LEVEL \$1,000
BENEFITS						
TICKETS AND REGISTRATION DISCOUNTS						
Complimentary registration	8 registrations	4 registrations	2 registrations	1 registration		
Discount on additional registrations	4 registrations	2 registrations	2 registrations	1 registration	1 registration	
ON-SITE EXPOSURE						
60-second video before plenary (provided by organization)	X	X				
Shout-out recognition from main stage	X	X	X			
Inclusion in sponsor slideshow	Top-billing recognition	Logo: Premier position	Logo: Prominent position	Logo	Name	Name
Recognition in official printed program book	Top-billing	Logo: Prominent position	Logo: Prominent position	Logo	Name	Name
Complimentary exhibitor space	X	X	X	X	X	X
ONLINE / SOCIAL MEDIA / MEDIA PROMOTION						
Sponsor recognition on HOW Coalition website	Logo, profile, and link	Logo and link	Logo and link	Logo	Logo	Logo
Tweet from HOW Coalition account	Twitter handle included in tweets marketing and covering conference	X	X			
Name inclusion in press release footer	"Presented by" recognition	X	X			
Name in conference re-cap email	"Presented by" recognition	X	X			

Additional sponsorship opportunities can be found on the following page.
All materials submitted by sponsors are subject to review.

ADDITIONAL SPONSORSHIP OPPORTUNITIES

Thursday Evening Reception \$35,000
Great food. Great networking. Great visibility for your organization at the most festive event at the conference. Sponsorship includes branding in program, website, and signage advertising the reception. *Includes Lake Superior benefits.*

Sponsor One Field Trip. \$4,500
These fun- and education-filled tours are a highlight. Biking. Kayaking. Arts. Culture. Conservation. Your branding will be on field trip signage and in the conference program and website. *Includes Lake Erie sponsorship benefits.*

Conference Day Luncheon \$10,000
A great way to reach all conference attendees with on-site and program branding. *Includes Lake Huron sponsorship benefits.*

Conference Day Breakfast \$7,500
Up and at 'em: Gain visibility for your organization by sponsoring early breakfast and coffee. *Includes Lake Huron sponsorship benefits.*

Sponsor 5 Attendees or Students \$5,000

Sponsor 10 Attendees or Students. \$10,000

Sponsor 20 Attendees or Students \$20,000

A top priority for the Healing Our Waters-Great Lakes Coalition is to attract a diverse group of conference attendees—especially young people, the next generation of Great Lakes stewards. Donors receive recognition as a scholarship provider in the program and signage to acknowledge your generosity. *Includes Lake Erie, Lake Ontario, or Lake Michigan sponsorship benefits depending on level of sponsorship. (Single sponsorships also available.)*

Please make sponsorship checks payable to "National Wildlife Federation" and send to:
Jennifer Fike, National Wildlife Federation, Great Lakes Regional Center
213 West Liberty Street, Suite 200, Ann Arbor, MI 48104

READY TO JOIN US?

We're eager to work with you to create a custom sponsorship opportunity which aligns with your marketing and philanthropic goals for 2023. For more information, please contact Laura Rubin at RubinL@nwf.org or (734) 887-7106.



Since 2004, the Healing Our Waters – Great Lakes Coalition has been harnessing the collective power of more than 175 groups representing millions of people, whose common goal is to restore and protect the Great Lakes. Learn more at HealthyLakes.org. Follow us on Twitter [@HealthyLakes](https://twitter.com/HealthyLakes).

CONTACT US. WE'RE HERE TO HELP.

LAURA RUBIN
Director
(734) 887-7106
RubinL@nwf.org

ALEXIS LOPEZ-CEPERO
Policy Fellow
(202) 454-3382
ALopez-Cepero@npca.org

JORDAN LUBETKIN
Communications Director
(734) 887-7109
Lubetkin@nwf.org

SOPHEE LANGERMAN
Equity and Justice
Partnerships Coordinator
(734) 887-7103
LangermanS@nwf.org

CHAD LORD
Policy Director
(202) 454-3385
CLord@npca.org

CELIA HAVEN
Field Director
(734) 887-7123
HavenC@nwf.org

LINDSEY BACIGAL
Communications Coordinator
(734) 887-7113
BacigalL@nwf.org

Great Lakes Regional Office: 213 W. Liberty St. Suite 200, Ann Arbor, MI 48104
Washington Office: 777 6th St. NW, Suite 700, Washington, D.C. 20001