



# 2022 Great Lakes Conference Sponsorship Opportunities



# Thanks for your interest in sponsoring the 2022 Great Lakes Conference!

After careful consideration, we are excited to announce that we are moving forward with having an in-person Great Lakes Conference this year, October 18-19, in Milwaukee, Wisconsin. After such a long period of limited interactions, we want this to be a space for building connections and sharing ideas. Great Lakes advocates will gather to discuss cutting-edge issues surrounding the restoration and protection of the Great Lakes and the communities that rely on them for their drinking water, health, and way of life.

The conference will start with half-day field trips followed by an evening reception, and then a full day of inspiring speakers, breakout workshops, and networking to impart knowledge, hone skills, share information, build networks, and have fun. The event also features an entertaining and compelling mix of environmental, justice and arts stories and presentations.

The conference offers an excellent opportunity to reach influential Great Lakes advocates in Illinois, Indiana, Michigan, Minnesota, New York, Ohio, Pennsylvania, Wisconsin, and Washington, D.C., as well as the Canadian provinces of Ontario and Quebec.

Support the conference today. Show your commitment to Great Lakes restoration and protection. Connect with the leaders who are making Great Lakes restoration a top national priority.

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

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

**“The critical annual gathering of Great Lakes advocates.”**

**– ANDREW SLADE,  
MINNESOTA ENVIRONMENTAL  
PARTNERSHIP**

**“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**

**“The networking is the best.”**

**– CONFERENCE ATTENDEE**

**“I loved the sessions and I met wonderful people at the conference.”**

**– LA’KISHA GIRDER,  
FAITH CDC**

**“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**

	<b>GREAT LAKES LEVEL</b> \$50,000	<b>LAKE SUPERIOR LEVEL</b> \$25,000	<b>LAKE MICHIGAN LEVEL</b> \$10,000	<b>LAKE HURON LEVEL</b> \$5,000	<b>LAKE ONTARIO LEVEL</b> \$2,500	<b>LAKE ERIE LEVEL</b> \$1,000
<b>BENEFITS</b>						
<b>TICKETS AND REGISTRATION DISCOUNTS</b>						
Complementary registration	8 registrations	4 registrations	2 registrations	1 registration		
Discount on additional registrations	4 registrations	2 registrations	2 registrations	1 registration	1 registration	
<b>ON-SITE EXPOSURE</b>						
60-second video before plenary (provided by organization)	<b>X</b>	<b>X</b>				
Onsite signage recognition	Top-billing recognition	Premier logo recognition	Premier logo recognition	Prominent logo recognition	Prominent name recognition	Prominent name recognition
Shout-out recognition from main stage	<b>X</b>	<b>X</b>	<b>X</b>			
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	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>
<b>ONLINE / SOCIAL MEDIA / MEDIA PROMOTION</b>						
Sponsor recognition on HOW Coalition website	Top-billing	Premier	Premier	Prominent	Prominent	
HOW Coalition Facebook page mention	<b>X</b>	<b>X</b>				
Tweet from HOW Coalition account	Twitter handle included in tweets marketing and covering conference	<b>X</b>	<b>X</b>			
Logo, profile and link on sponsor page of conference website	“Presented by” recognition	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>
Name inclusion in press release footer	“Presented by” recognition	<b>X</b>	<b>X</b>			
Name in conference re-cap email	“Presented by” recognition	<b>X</b>	<b>X</b>			

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

## ADDITIONAL SPONSORSHIP OPPORTUNITIES

**Opening Night 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**.....\$3,750  
**Sponsor 10 Attendees or Students**.....\$7,500  
**Sponsor 20 Attendees or Students**.....\$15,000

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 2022. For more information, please contact Laura Rubin at [RubinL@nwf.org](mailto: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 170 groups representing millions of people, whose common goal is to restore and protect the Great Lakes. Learn more at [HealthyLakes.org](http://HealthyLakes.org). Follow us on Twitter @HealthyLakes.

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