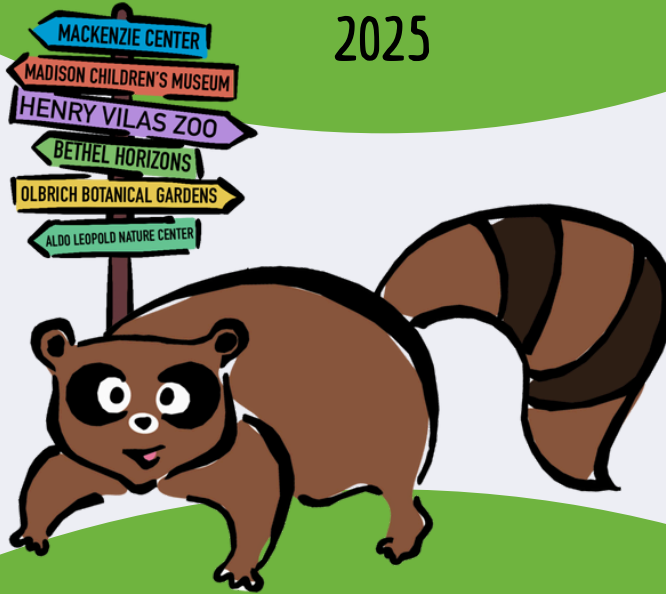


NATURE PASSPORT

SPONSORSHIP GUIDE

2025



ABOUT NATURE NET

Nature Net is a program of the Aldo Leopold Nature Center. It is a consortium of twenty area nature centers, parks, and museums that work together to provide the best outdoor and nature-based experiences for school age children, and to advance the field of environmental education.



ABOUT NATURE PASSPORT

Nature Passports are a free, family-friendly guide to nature exploration and adventure. These pocket-sized booklets can be stamped at each site you visit and they provide space for drawing, journaling, or writing about your observations.

Use the QR code on each page to connect with an online nature challenge. Can you make a list of all the sounds you hear? Did you see any animals while you were walking? What birds do you think live in those birdhouses?

Nature Passports provide the inspiration and incentive to visit some of south central Wisconsin's finest natural and cultural sites.



NATURE PASSPORT SPONSORSHIP GUIDE



DISTRIBUTION & OUTREACH

Each spring, a new edition of Nature Passport is created with a timely, nature-based theme. 15,500 Nature Passports in English and Spanish are distributed at the following locations:

- 20 Nature Net member sites
- South Central Library System (Dane and surrounding counties)
- MMSD & Monona Elementary Schools
- Madison School & Community Recreation Summer Program
- Wild Birds Unlimited
- Big Brothers & Big Sisters
- Requests from teachers (classroom sets)
- Realtor relocation packets
- Hilton Hotel Kids Program

AUDIENCE: WHO WE REACH

- Families in south central Wisconsin, including communities within an hour of Madison
- Preschool and elementary-age teachers and their students
- Bilingual Resource Specialists and their students
- Families who are visiting or new to the community
- Parents, grandparents, and caregivers who are looking for fun, educational things to do in the community
- Nature lovers and outdoor enthusiasts

SPONSORSHIP LEVELS

level	sponsorship range	benefits
platinum	\$3,000-5,000	<ul style="list-style-type: none"> • your logo on back outside page of 15,500 Passports, including special messaging (~15 words) • your logo, link, and brief narrative on the Nature Net website • your logo and link on the Aldo Leopold Nature Center Partners page and promotional posts on ALNC and Nature Net social media
gold	\$2,000-2,999	<ul style="list-style-type: none"> • your logo on back outside page of 15,500 Passports, including special messaging (~15 words) • your logo, link, and brief narrative on the Nature Net website
silver	\$500-\$1,999	<ul style="list-style-type: none"> • your logo on back outside page of 15,500 Passports and link on the Nature Net website