



MAEOE

Maryland Association for Environmental and Outdoor Education

27th Annual MAEOE Environmental Education Conference

Fulfilling Environmental Education's Promise:  
*Authentic Learning*  
and Real World Impact



February 9 -12, 2012

Clarion Resort Fontainebleau - Ocean City, Maryland

## **MAEOE SPONSORSHIP OPPORTUNITIES**

*MAEOE encourages, educates, supports, and inspires Maryland educators to build a citizenry that understands and is responsibly engaged in advancing sustainability to address human needs and conserve the Earth's natural resources.*

Your sponsorship to Maryland Association for Environmental and Outdoor Education (MAEOE) helps us to increase our support to members. Throughout the year MAEOE offers workshops, conferences, awards programs, networking opportunities, and environmental updates.

Environmental Education is in the news; Maryland is the first state in the Nation to establish Environmental Literacy graduation requirements which will ensure that young people can make responsible environmental decisions as they enter the workforce.

MAEOE is a nonprofit educational association which serves thousands of teachers, students, natural resource managers, nature center staff, and environmental program managers. MAEOE members work with schools and communities to build sustainable projects based on Environmental Best Management Practices to support environmental awareness. Sponsorship will also give you visibility at the 27<sup>th</sup> annual MAEOE conference. The nation's largest statewide conference of its kind, MAEOE brings together more than 600 participants.

### **Sponsorship Benefits – Your sponsorship will benefit you and MAEOE**

Sponsorship gives you exposure to over 3,000 educators and MAEOE members.

As a sponsor you have access to your target audience at our February conference:

- 33% Non-Formal Educators
- 30% Classroom Teachers
- 14% School/Organization Administration
- 9% Government
- 5% School Facility Staff
- 4% Private Sector

ROI - Return on Investment for Your Business:

- Unique Selling Points – promote your business to promote your organization's corporate, social and environmental responsibility platforms
- Economics – 'green' can improve your bottom line
- Marketing and PR – statewide exposure highlighting your 'green' impact at the MAEOE conference, Youth Summit, other MAEOE events and with a link on our Website
- Community Education – learn new ways to integrate "green" practices into operations to positively impact your community
- Networking – meet other community leaders at the conference, Youth Summit and other MAEOE events

## **Sponsorship Levels**

Sponsorship levels are based on Environmental Best Management Practices: The process of developing and creating a standard way of operation, including design and maintenance of school buildings and grounds to promote and enhance environmental sustainability, improving a community's environment.

### **\$20,000 - Water Conservation/Pollution Prevention**

- Social Media spotlight: We will feature you on our blog 2x/year, facebook and twitter feed (unlimited).
- Website Highlight: Your company logo or image on the MAEOE homepage for a one month period
- MAEOE 'Features and Partners' Link: a hyperlink to your organization's website
- Logo in 7 Newsletters a year
- A full-page ad in our Annual Conference program and ¼ page in our Youth Summit brochures
- Logo included on conference sign at registration
- 6 Complimentary Registrations
- Exhibit Table
- Address attendees during opening, closing or introduce the key note speaker

### **\$10,000 - Energy Conservation**

- Social Media spotlight: We will feature you on our blog 1x/year, facebook and twitter feed (once a month).
- Website Highlight: Your company logo or image the MAEOE homepage for a one month period
- MAEOE 'Features and Partners' Link: a hyperlink to your organization's website
- Logo in 5 Newsletters a year
- A half-page ad in our Annual Conference program and ¼ page in our Youth Summit brochures
- Logo included on conference sign at registration
- 4 Complimentary Registrations
- Exhibit Table
- Address attendees during a featured spot during the conference

### **\$5,000 - Waste Reduction**

- Social Media spotlight: Facebook and twitter feed (6x/year).
- MAEOE 'Features and Partners' Link: a hyperlink to your organization's website
- Logo in 3 Newsletters a year
- A 1/4-page ad in our Annual Conference program and logo in our Youth Summit brochures
- 3 Complimentary Registrations
- Exhibit Table

### **\$3,000 - Habitat Restoration**

- MAEOE 'Features and Partners' Link: a hyperlink to your organization's website
- Logo in 2 Newsletters a year
- Logo in our Annual Conference and Youth Summit brochures
- 2 Complimentary Registrations
- Exhibit Table

### **\$1,500 - Structures for Environmental Learning**

- MAEOE 'Features and Partners' Link: a hyperlink to your organization's website
- Logo in our Annual Conference and Youth Summit brochures
- 1 Complimentary Conference Registration

### **\$1,000 - Responsible Transportation**

- MAEOE 'Features and Partners' Link: a hyperlink to your organization's website
- Logo in our Annual Conference and Youth Summit brochures

### **\$500 - Healthy School/Center Environment**

MAEOE 'Features and Partners' Link: a hyperlink to your organization's website