



Business Partner Program



Become a Business Partner

The Ecology School is an innovative non-profit organization dedicated to educating people about the science of ecology— the ways in which organisms are connected to, and impact, both one another and their environment.

We invite you to nourish connections with your communities, employees, environment, and local economy through The Ecology School's Business Partner program. Become a valued partner in cultivating experiences for people that teach transformative lessons and an invitation to more thoughtful living every day.

Mission Statement: The Ecology School inspires stewardship of and connection to the natural world through experiential lessons about ecology, conservation, farming, and sustainability.

Founded in 1998: More than 185,000 program participants since then!



“The support of our business community is deeply important to The Ecology School. By funding our programs, they are also investing to imagining, and taking formative actions to build, a better world.”

-Drew Dumsch, President & CEO



Programs:

- Programs for Schools
 - 3 to 5 Day Overnight Experiences at The Ecology School
 - Day Programs at Schools
- EcosySTEM, Outreach, Field Trips
- Overnight Summer Camps for Kids & Families
- Teacher/Educator Professional Development Programs
- Community Programming & Events
- Overnight Retreats for Adults
- Opportunities for mission-related Conference and Event hosting

The Ecology School Teaches:

- Environmental Education through an Ecology Lens
- Sustainability
- Conservation
- Food Systems
- Agriculture/Agroecology
- Systems Thinking

Programs Highlight:

Our deeply immersive and experiential ecosystem-based programs empower students in elementary and middle-school to discover the inner workings of the world around them and their connection to it.

Residential Program:

In just one day, up to 120 students, usually from an entire grade level, spend over 5.5 hours learning outdoors, unplugged from the distractions of electronics, walking over 3.5 miles while exploring nature. In this fully immersive program for 3rd-8th graders, students stay overnight (and up to 5 days!) learning to build their community and bond over healthy family style meals. Lessons are taught using skits, songs, games, and hands-on activities by employing the scientific method and using science tools and observation notebooks.

EcosYSTEMM

Our Residential Program is also a capstone of our multiyear EcosYSTEMM program. Schools in this program— representing over 7,000 Maine students— participate in field trips, presentations, and outdoor activities. This approach solidifies knowledge and skills beginning in Kindergarten or 1st grade and extending to a residential overnight “graduation” usually in 8th grade. Through this program, we work with the same students every year for up to eight years in a row!

Infographic Fact:

On average, The Ecology School provides educational opportunities to over 10,000 Maine students annually, 40% of which come from Title I at-risk schools. Each year, our goal is to provide over \$250,000 so that every student that wants to attend, is able to. If you desire, we are happy to pair you up with one of our long-term school partners in Maine including Alfred, Auburn, Bath, Biddeford, Gorham, Kennebunk, Lebanon, Mechanic Falls, Minot, Perry, Poland, Saco, Sanford, Scarborough and Windham.



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|----------------|----------------|-------------|
| Alfred | Kennebunk | Perry |
| Auburn | Lebanon | Saco |
| Bath | Mechanic Falls | Sanford |
| Biddeford | Minot | Scarborough |
| Cape Elizabeth | Poland | Windham |
| Freeport | RSU 16 School | |
| Gorham | District | |



The Ecology School Business Partner Program

Below are some unique ways your business partnership benefits from a relationship with The Ecology School.

Seed Partner

\$100-\$499 Level

Digital benefits

Social Media | Business recognized (and tagged) at least once on Twitter and Facebook alongside other partners at the Seed Level.

Program Benefits

Lunch and Learn invitation for up to two guests.

Other Benefits

Two mugs with The Ecology School logo

Grow Partner

\$500-\$999 Level

Digital benefits: Social Media

Business recognized individually (and tagged) at least once on Twitter and Facebook.

Program Benefits

Same as Seed Level Partner plus...Lunch and Learn guests are invited to shadow a lesson after the meal and watch an educational “preview” performance.

Other Benefits

Same as Seed Level Partner plus...A copy of The Ecology School’s original publication, “The Ecology School Field Guide: An Ecological Tour of New England’s Coastal Ecosystems.”

Build Partner

\$1,000-\$2,499 Level

Digital benefits

Same as Grow Level Partner plus...

E-Newsletter | Representation in our monthly e-newsletter in a third-tier article, highlighting your businesses individual support.

Website | Text Business Name Listing on Bottom of Business Partners Page, Linking to Your Company’s Website

Program Benefits

Lunch and Learn invitation for up to four guests

- The Ecology School Program Admin will announce your business and representatives as “special guest” during lunch and thank for support.

Other Benefits

Same as Grow Level Partner plus...Two water bottles with The Ecology School’s logo

Steward Partner

\$2,500 - \$4,999 Level

Digital benefits

Social Media | Business recognized individually (and tagged) at least twice on Twitter and Facebook.

Social Media | Business will be recognized individually (and tagged) in an Instagram Story.

E-Newsletter | Representation in our monthly e-newsletter in a second-tier article, highlighting your businesses individual support.

E-Newsletter | Text Listing of “Thank You to Our Business Partners” in Newsletter Footer for 12 Months

Website | Text Business Name Listing on Bottom of Business Partners Page, Linking to Your Company’s Website

Program Benefits

Same as Build Level Partner plus...One to two Lunch and Learn Guests are invited to participate in narrative education—a skit, song or weather presentation.

Other Benefits

Same as Build Level Partner.

Regenerate Partner

\$5,000- \$7,499 Level

Digital Benefits

Same as Steward Level Partner plus...

Website | Pop-Up “Ad” on Business Partners Page welcoming your business as a Business Partner for one month with link to customized Blog article. (Scheduling will be determined based on Business Partner pop-up schedule.)

Website | Quote on Business Partner Page about “Why We Support The Ecology School”

Website | Logo on bottom of Business Partners Page, linking to your company’s website (Replaces Text Business Name Listing)

Website | Customized “Business Partner Spotlight” Blog interview/article featured on Homepage for one month and in e-newsletter as second-tier article.

Program Benefits

Same as Build Level Partner Benefits.

Lunch and Learn invitations for up to eight guests.

Other Benefits

Four mugs with The Ecology School’s logo

Two copies of The Ecology School’s original publication, “The Ecology School Field Guide: An Ecological Tour of New England’s Coastal Ecosystems.”

Two water bottles with The Ecology School’s logo

Sustain Partner

\$7,500- \$9,999 Level

Digital Benefits

Same as Steward Level Partner

Program Benefits

Same as Steward Level Partner plus...

Lunch and Learn invitations for up to 10 guests

- A representative of your business will have 30 seconds to speak to students and teachers about why you choose to support students who attend The Ecology School.

Outdoor Leadership or Science Lesson at River Bend Farm for ½ day for up to 15 individuals (not including refreshments)

Other Benefits

Four mugs with The Ecology School’s logo

Four copies of The Ecology School’s original publication, “The Ecology School Field Guide: An Ecological Tour of New England’s Coastal Ecosystems.”

Four water bottles with The Ecology School’s logo

Lead Partner

\$10,000 and Above Level

Digital Benefits

Social Media | Business recognized individually (and tagged) at least four times on Twitter and Facebook.

Social Media | Business will be recognized individually (and tagged) in an Instagram Story.

Social Media | The Ecology School will repost/retweet mutually agreed upon content from your business social media accounts.

E-Newsletter | Representation in our monthly e-newsletter in a first-tier article, linking to a customized Blog post about your business support.

E-Newsletter | Logo Listing of “Thank You to Our Business Partners” in Newsletter Footer for 12 Months

School Programs Email | Logo listing “Thank You to Our Business Partners” in email footer to school parents for 12 months

Website | Pop-Up “Ad” on Business Partners Page welcoming your business as a Business Partner for one month with link to customized Blog article. (Scheduling will be determined based on Business Partner pop-up schedule.)

Website | Quote on Business Partner Page about “Why We Support The Ecology School”

Website | Logo on bottom of Business Partners Page, linking to your company’s website

Website | Customized “Business Partner Spotlight” Blog interview/article featured on Homepage for three months.

Program Benefits

Same benefits as Sustain Level Partners

Other Benefits

Six mugs with The Ecology School’s logo

Four copies of The Ecology School’s original publication, “The Ecology School Field

Guide: An Ecological Tour of New England’s Coastal Ecosystems.”

Six water bottles with The Ecology School’s logo

Four t-shirts with The Ecology School’s logo

* Metric reporting (clicks, impressions, etc.) will be available in 6-month increments upon request.

* Since August 1, 2019 www.TheEcologySchool.org has had 12,000 (averaging around 1,400 per month) unique visitors and over 30,000 page views.

