



2024 PLT-WET-WILD
ANNUAL CONFERENCE

MAY 13 - MAY 17
SAN ANTONIO, TEXAS

BETTER TOGETHER: OUR EE ECOSYSTEM

JOINT NATIONAL CONFERENCE
BY LEADING NATURE-BASED EDUCATION PROVIDERS:



MAY 13-17, 2024
SAN ANTONIO, TEXAS



ABOUT PROJECT LEARNING TREE, PROJECT WET, AND PROJECT WILD

“Through Project Learning Tree, you’re empowering people to take action, to do something for their neighborhood. And while you’re doing it, you’re learning all kinds of other things—math, social studies, history, science, and writing.”

– Emerson H., *High School Student, Furr High School, Houston, Texas*

“The [Project WET] workshop made me think about how I could adapt the activities to fit the needs of different groups that I teach.”

– *Project WET Professional Development Attendee*

WHAT IS NATURE-BASED LEARNING?

Nature-based learning engages children in the natural environment and natural elements as a pathway for learning. Although it often occurs in natural settings, nature-based learning can also occur in built environments to promote learning and skill development.

PLTree, Project WET, and Project WILD are committed to advancing environmental education, forest literacy, and green career pathways, using trees and forests as windows on the world.



ABOUT PROJECT LEARNING TREE



- Project Learning Tree® (PLTree) was founded in 1976.
- We have trained over 2,550 Texas educators since 2015. These teachers have since reached over 2 million Texas youth.
- We are present in 49 states and Canada.
- We train over 11,000 educators annually in over 500 workshops across the country.
- Our trained educators have reached over 140 million students nationally since 1976.
- PLTree workshops are organized locally by state coordinators and led by trained PLTree facilitators.
- Our training is delivered through nonprofits, natural resource agencies, colleges, and universities.
- Our environmental education curriculum has received multiple Teacher's Choice awards.
- PLTree offers a lifetime of learning model that creates early educational experiences, builds to comprehensive forest literacy, and provides support through maturing into a green career. Equity and inclusion are a lens for all we do.

"Part of the strength of the PLTree curriculum is that it's fact-based, teaching students how to think, not what to think. Students develop a knowledge base about natural resources and develop their own sense of stewardship."

KAREN C., MINNESOTA SCIENCE TEACHER

"Not only are Project Learning Tree activities great for teaching science concepts, they are excellent tools to teach life skills."

JOY C., GEORGIA, ENGLISH AS A SECOND LANGUAGE (ESL) TEACHER

ABOUT PROJECT WET



- Project WET (WET) was founded in 1984.
- We have trained over 1,800 Texas educators since 2015. These teachers have since reached over 160,000 Texas youth.
- We are present in 48 states and Canada.
- We train over 7,500 educators annually in over 1,200 workshops across the country.
- Our trained educators have reached over 42 million people worldwide since 1984.
- WET workshops are organized locally by state coordinators and led by trained WET facilitators.
- Our training is delivered through nonprofits, natural resource agencies, colleges, and universities.
- Our environmental education curriculum has received multiple NST Recommends and AAP awards.

"Project WET not only gives me many activities to incorporate into the classroom, it also gives me confidence in my abilities and makes it much easier to plan programs especially when having to teach different grade levels. Thank you!"

PROJECT WET PROFESSIONAL DEVELOPMENT ATTENDEE

"I feel more confident in modifying lessons to apply to local water-related content and integrate water education in more subjects than just science."

PROJECT WET PROFESSIONAL DEVELOPMENT ATTENDEE

ABOUT PROJECT WILD



- Project WILD (WILD) was founded in 1983.
- We have trained nearly 14,000 Texas educators since 2015. These teachers have since reached nearly 4 million Texas youth.
- We have received numerous awards, including the Conservation Education Award from The Wildlife Society and the National Environmental Education Achievement award from the National Environmental Education and Training Foundation.
- We have trained 1.6 million educators who have in turn reached over 110 million youth since 1983.
- WILD workshops are organized locally by state coordinators and led by trained WILD facilitators.
- Our training is delivered through nonprofits, natural resource agencies, colleges, and universities.
- Our environmental education curriculum has received multiple Teacher's Choice awards.

"THANK YOU! I attended a fun and informative workshop [and] was permitted to be a child for a few hours, but learned, too! I am amazed at the immense planning that was implemented to successfully prepare the guide. Every conceivable piece of info, ideas, and support was provided."

DENISE C., PENNSYLVANIA





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SPONSORSHIP PROSPECTUS

WHY SPONSOR THE CONFERENCE?

Sponsoring PLTree, Project WET, and Project WILD is one of the best ways you can support nature-based education, environmental literacy, and career pathways. The impact of this support can be felt immediately within communities as teachers begin to use nature-based learning to teach about STEM and inspire youth to pursue green careers.

Your sponsorship will help deliver:

- dynamic speakers,
- invaluable networking opportunities,
- and thought-provoking sessions by three of North America's leading nature-based education providers.

Moreover, you will be invited to network with over 200 education leaders, local Texas natural resource professionals, and other environmental education partners and professionals from around the world. Collectively, this network reaches over 30,000 educators annually, who then reach an estimated 2.5 million students per year.

COLLECTIVELY, WE REACH OVER
30,000 EDUCATORS
AND AN ESTIMATED
2.5 MILLION
STUDENTS PER YEAR



"The Project Learning Tree network is fantastic. I've never seen such enthusiastic people. I love seeing everyone there sharing ideas, and that way, the network really becomes expanded."

– Karen O., *Lecturer, University of Texas at Austin., PLTree Education Operating Committee Member*

AVAILABLE OPPORTUNITIES	PLATINUM ×1 \$10,000	GOLD ×4 \$5,000	Silver, Bronze, and Green sponsors can add an exhibitor table for \$500	SILVER ×15 \$2,500	BRONZE ×15 \$1,000	GREEN ×UNLIMITED \$500
Specific sponsorship opportunities	<ul style="list-style-type: none"> Carbon neutral event Welcome dinner 	<ul style="list-style-type: none"> Awards luncheon Closing celebration San Antonio Networking Celebration Full Day Local Educator Training Event 		<ul style="list-style-type: none"> Keynote address (x2) Field learning experience (x3) Recognition in Conference App (x10) 	<ul style="list-style-type: none"> Plenary conference session (x4) Networking and Coffee Break (x6) Attendee gifts (x5) 	
Speaking role	<input checked="" type="checkbox"/>					
Recognition in state-wide press release	<input checked="" type="checkbox"/>					
Exhibitor table	× 1	× 1				
Sponsor's promo material at registration	× 2	× 1				
Screening of sponsor video	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>				
Logo in conference app	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		10 available		
Complimentary registrations	× 3	× 2		× 1		
Verbal recognition in opening and closing remarks	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Recognition in Conference Signage	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Recognition in conference program, website, and emails	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

PLATINUM: \$10,000



Only 1 opportunity available at this level.

PLATINUM SPONSOR RECEIVES:

- A ten-minute speaking opportunity after opening remarks on Day 1.
- Unique sponsorship recognition in our statewide press release.
- One exhibitor table in our expo hall.
- Opportunity to give away two pieces of promotional material at registration.
- Sponsor's promotional video to be played on second day of conference (max. 3 mins, approved by PLTree/WET/WILD).
- Logo in conference app.
- Three free complimentary conference registrations.
- Verbal recognition during opening and closing remarks.
- Recognition in conference signage.
- Recognition on conference website and in email communications.

IN ADDITION, OUR UNIQUE PLATINUM SPONSOR WILL RECEIVE THE FOLLOWING:

UNIQUE RECOGNITION FOR MAKING THE EVENT CARBON NEUTRAL

Your sponsorship will enable us to offset the carbon footprint of the conference. You will receive a certificate of support from PLTree/WET/WILD and your support for this initiative will be recognized throughout the conference.

UNIQUE RECOGNITION FOR SPONSORING THE WELCOME DINNER

Your sponsorship will enable us to host a fantastic welcome dinner for all attendees. Our welcome dinner is the most popular, well-attended networking event of the conference. As Platinum sponsor, you will be the only sponsor recognized throughout the course of the evening.



GOLD: \$5,000



4 opportunities available at this level.

EACH GOLD SPONSOR RECEIVES:

- One exhibitor table in our expo hall.
- Opportunity to give away one piece of promotional material at registration.
- Promotional video to be played at conference (max. 3 mins, approved by PLTree/WET/WILD).
- Logo in conference app.
- Two (2) free complimentary conference registrations
- Verbal recognition during opening and closing remarks.
- Recognition in conference signage.
- Recognition on conference website and in email communications.

IN ADDITION, GOLD SPONSORS CAN CHOOSE ONE OF THE FOLLOWING OPPORTUNITIES:

SPONSOR THE AWARDS LUNCHEON

Only 1 opportunity available

The awards luncheon is a festive celebration that recognizes the PLTree, WET, and WILD partners and educators that go above and beyond in their dedication to environmental education. Be recognized as the unique sponsor behind the luncheon.

SPONSOR THE FULL DAY LOCAL EDUCATOR TRAINING EVENT

Only 1 opportunity available

One of the most practical and impactful aspects of the conference is the opportunity for local Texas educators to get trained by experienced PLTree/WET/WILD trainers during a full day professional development workshop. As the unique sponsor, you ensure the local Texas educators walk away with the resources and training they need to bring impactful environmental education experiences to their students.

SPONSOR THE CLOSING CELEBRATION

Only 1 opportunity available

Help us close the conference on a high note and get recognized as the unique sponsor for this final celebration.

SPONSOR OUR UNIQUE OFFSITE NETWORKING CELEBRATION IN SAN ANTONIO

Only 1 opportunity available

Be recognized as the sponsor of our exciting offsite celebration where educators and education partners will network and relax in a fun-filled environment that can only happen in San Antonio. Get recognized as the unique sponsor for this memorable event.



SILVER: \$2,500



15 opportunities available at this level.

EACH SILVER SPONSOR RECEIVES:

- One (1) complimentary conference registration.
- Verbal recognition in opening and closing remarks.
- Recognition in conference signage.
- Recognition on conference website and in email communications.

IN ADDITION, SILVER SPONSORS CAN CHOOSE ONE OF THE FOLLOWING OPPORTUNITIES:

CO-SPONSOR THE KEYNOTE ADDRESS

2 opportunities available

Attendees will hear from a thought leader in the environmental education and STEM space. The keynote speaker's messages will form the basis of many conversations throughout the conference.

SPONSOR AN OFFSITE FIELD EXPERIENCE

3 opportunities available

Participants will get out in the community to learn about the robust natural resources of the San Antonio area and how to bring a local-focus into their own environmental education work.

RECOGNITION IN CONFERENCE APP

10 opportunities available

Get recognized along with the rest of our top sponsors in our conference app, which participants will use throughout the conference to keep track of events, make new contacts, and participate in Q&As. Conference App recognition includes your logo in an ongoing scroll bar across the mobile app screen and the opportunity to share a brief write up about your organization's work, link to your website, and/or short video when attendees click on your logo in the scroll bar.



BRONZE: \$1,000

15 opportunities available at this level.



EACH BRONZE SPONSOR RECEIVES:

- Verbal recognition in opening and closing remarks.
- Recognition in conference signage.
- Recognition on conference website and in email communications.

IN ADDITION, BRONZE SPONSORS CAN CHOOSE ONE OF THE FOLLOWING OPPORTUNITIES:

PLENARY CONFERENCE SESSION

3 opportunities available

In addition to the opening and closing ceremonies, there will be four plenary sessions throughout the conference where all event attendees will assemble to hear from and ask questions of leaders in the education space.

NETWORKING AND COFFEE BREAKS

6 opportunities available

Get recognized as the unique sponsor of a coffee and networking break with signage near the coffee stations and verbal recognition from the stage.

ATTENDEE GIFTS

6 opportunities available

Get recognized as the sponsor of an attendee gift (or supply your own branded merchandise for our registration gift bags distributed to all attendees).



GREEN: \$500

Unlimited opportunities available at this level.

EACH GREEN SPONSOR RECEIVES:

- Verbal recognition in opening and closing remarks.
- Recognition in conference signage.
- Recognition on conference website and in email communications.



APPLICATION FOR SPONSORSHIP

Please complete the sponsorship application form at:



<https://bit.ly/3RhVH4c>

For any questions, please contact:

Rocco Saracina, Sr. Manager, Strategic Partnerships

Email: rocco.saracina@forests.org

Phone: 202-596-3459



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