



the classroom is not always a room

Santa Cruz County Outdoor Education Sponsorship Programs



the beginning of

Since 1973, fifth and sixth grade students have taken part in a memorable learning experience at the Santa Cruz County Outdoor Science School. Located deep within the redwood forest at beautiful Camp Koinonia, students are immersed for five days and four nights learning first-hand about science through nature.



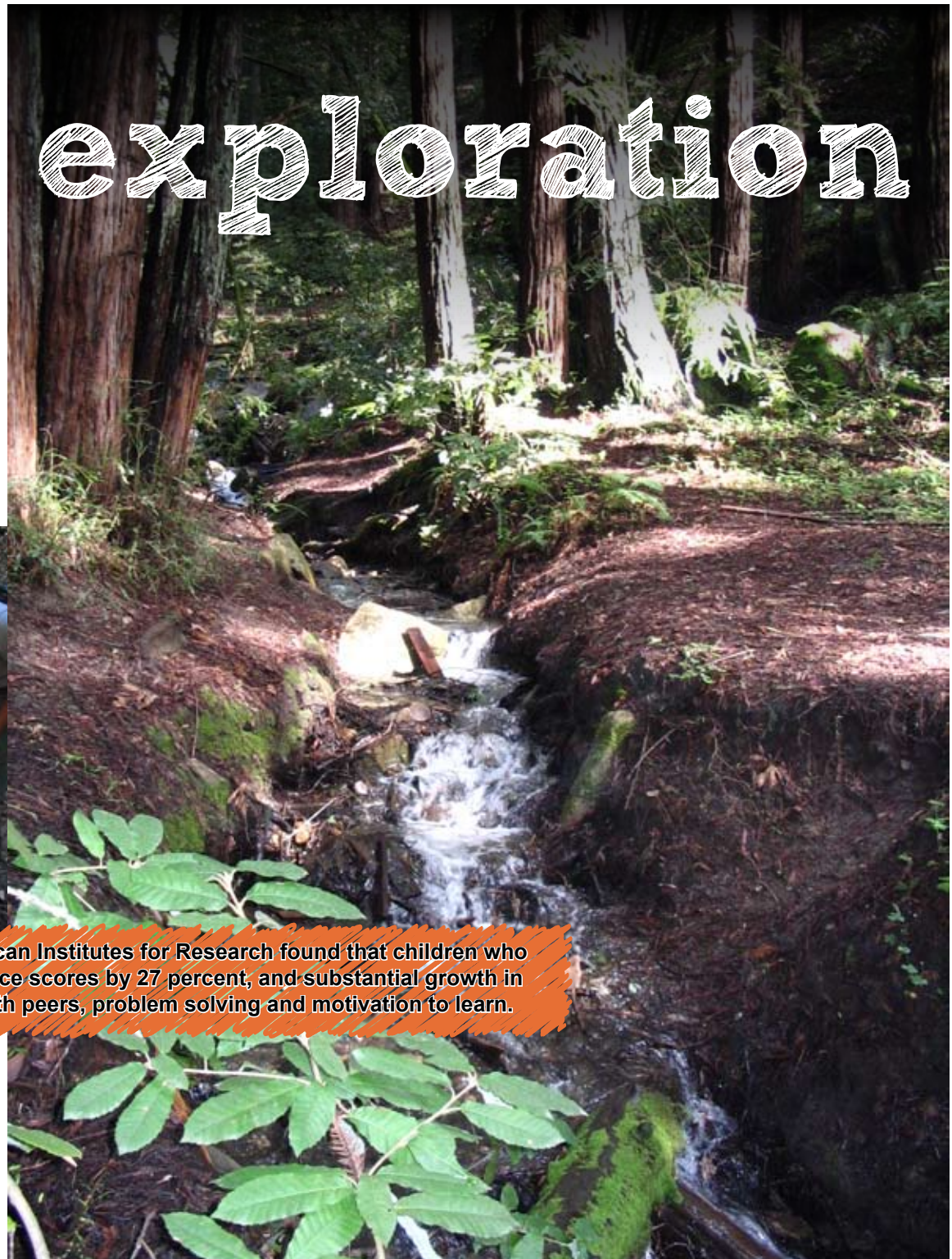
Fact:

A 2004 research study conducted by the American Institutes for Research found that children who attend outdoor school have gains in their science scores by 27 percent, and substantial growth in self-esteem, conflict resolution, relationship with peers, problem solving and motivation to learn.

"The child in nature is an endangered species, and the health of children and the health of the Earth are inseparable."

- Richard Louv, award-winning author of *Last Child in the Woods*

exploration



becoming lifelong learners of the

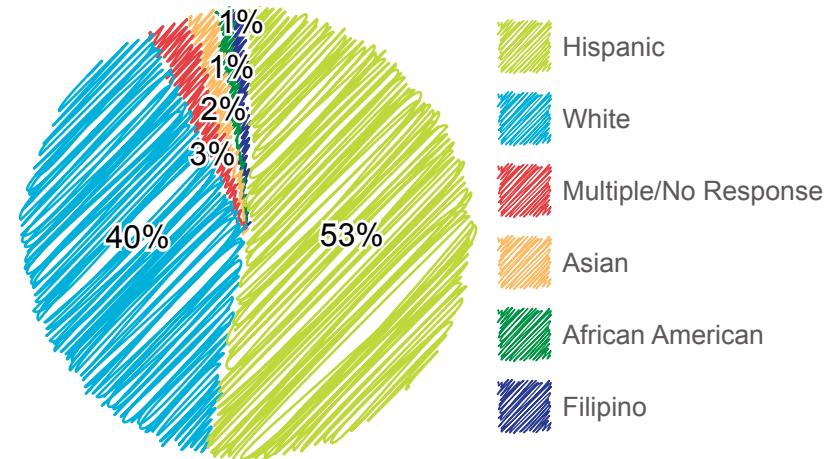
natural world



Each week throughout the school year, students from different elementary schools - and often diverse backgrounds - come together for a shared experience in an environment that fosters respect for self and others and promotes the importance of adapting to new situations with a positive attitude.

Through the use of science inquiry, hands-on learning, and guided instruction, students coming to the Outdoor Science School learn about ecological concepts and share moments of discovery in the outdoors – many for the first time. Specially trained Naturalists teach students about the interrelationships between plants and animals and the effect that humans have on the environment, and inspire students to become lifelong learners of the natural world. Students are able to gain a richer understanding and appreciation of nature and leave the Outdoor Science School as ambassadors for the environment.

Fact: 41% of the students who attended the outdoor school in 08-09 were on the Government Free and Reduced Meal Program, a key indicator on poverty level.



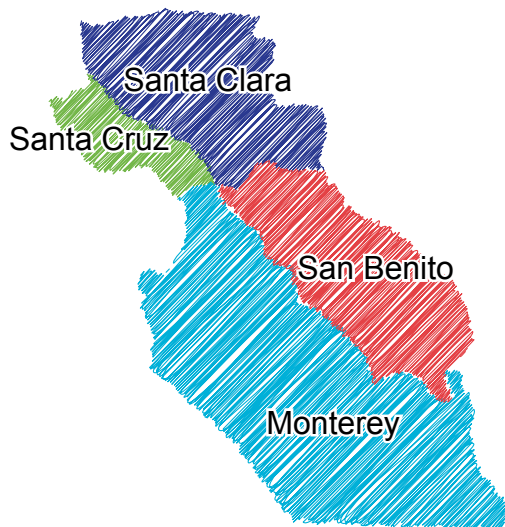
our sponsorship

projects



Fact:

In '08/'09, Outdoor Science School served 3,310 students representing 65 schools and 18 school districts. The Outdoor Science School serves four counties, which have a total of 77 districts.



Due to the challenging economy and extensive budget cuts in education at the State level, school districts are finding it difficult to provide anything beyond the basics to students. The Santa Cruz County Office of Education is seeking corporate partnerships to help meet the critical need to provide students with hands-on science and real world learning experiences.

Our thoughtfully developed sponsorships include unique, one-of-a-kind branding and marketing opportunities, which can be customized to your fit your company's objectives and brand. All of our sponsorship packages will include recognition in Santa Cruz County Office of Education and Outdoor Science School program promotion, publicity and collateral. With your help, Santa Cruz Outdoor Science Education programs will be more accessible to students and sustainable for years to come.

Outdoor Science in the Classroom (OSC) Sponsorship – \$100,000



Bringing the Outdoors to the Indoors. The OSC sponsorship will fund the purchase of a transportation vehicle for Outdoor Science outreach programs and the development of an Environmental Science & Literacy curriculum and materials for third and fourth grade students. By reaching this age group, OSC will provide more than 4,500 third and fourth grade students with an exciting mini-outdoor science lesson taught by OSS Naturalists.

Sponsor benefits include:

- Company logo incorporated into an eye-catching van “wrap” which will be seen as it travels to approximately two schools per week, connecting with up to 90 students per visit, throughout the greater Santa Cruz region.
- Company logo included in Outdoor Science in the Classroom lesson materials.
- An opportunity for a one-day company team building session (for up to 25 people) led by Camp Koinonia Team Building and Ropes Course staff experts. This training includes the ropes course, continental breakfast, lunch, and an all-day meeting room at the beautiful Camp Koinonia Conference Center.



Ensure Every Child Outdoors (ECO) Sponsorship – \$50,000

Hundreds of fifth and sixth grade students throughout Santa Cruz County and the surrounding areas are not able to attend the Outdoor Science School with their classmates due to financial hardship. This annual sponsorship will provide “camperships” (camp sponsorships) to ensure that these students have the opportunity to experience Outdoor Science School!

Sponsor benefits include:

- Company logo displayed on Student Journal booklet distributed to all Santa Cruz Outdoor Science School participating students (approximately 3,500).
- Company logo featured in a custom letter that will be sent to all school principals and fifth and sixth grade teachers to announce the ECO Campership Program and your support.
- An opportunity for a one-day company team building (up to 10 people) led by Camp Koinonia Team Building and Ropes Course staff experts. This training includes the ropes course, continental breakfast, lunch, and an all-day meeting room at the beautiful Camp Koinonia Conference Center.



Outdoor Science Leadership Sponsorship – 2 levels available

Since 1973, the Outdoor Science School has worked with more than 10,000 high school student cabin leaders, developing their leadership skills and cultivating their interest and appreciation for outdoor science and the natural world. These intelligent and motivated learners earn their right to participate as a cabin leader by maintaining academic and citizenship performance, and are able to earn 60 hours toward their high school community service requirements.



Level one (Only one available – exclusive sponsorship) — \$37,500.00

- Santa Cruz Outdoor Science School Cabin Leaders “presented by your company,” which will be included in all Cabin Leader collateral materials (recruitment brochure, training booklet, website, etc.)
- Underwrites 100 high school students to attend Outdoor Science School at Camp Koinonia as Cabin Leaders.
- Creates a Service Learning Awards Banquet (June 2011), including company presence.
- Funds a \$2,500 College Scholarship Fund to be awarded to the Cabin Leader of the Year (presented by your company).
- Underwrites a specially-designed t-shirt for all high school Cabin Leaders.
- One day of company team building (up to 5 people) led by Camp Koinonia Team Building and Ropes Course staff experts. This training includes the ropes course, continental breakfast, lunch, and an all-day meeting room at the beautiful Camp Koinonia Conference Center.

Level two (Non-exclusive) — \$18,750.00

- Enables 50 high school students to attend Outdoor Science School at Camp Koinonia as Cabin Leaders.
- Company logo included on all Cabin Leader collateral materials (recruitment brochure, training booklet, website, etc.)
- One day of company team building (up to 5 people) led by Camp Koinonia Team Building and Ropes Course staff experts. This training includes the ropes course, continental breakfast, lunch, and an all-day meeting room at the beautiful Camp Koinonia Conference Center.

thank you!



"In the end, we will conserve only what we love; we will love only what we understand; and we will understand only what we have been taught."

- Baba Dioum, Senegalese Environmentalist

