



BUSINESS SPONSORSHIP OPPORTUNITIES

Professional Development (PD) Programs

The Hitchcock Center for the Environment (HCE) is recognized as a premier training site for educators in the best practices of environmental education and teaching excellence. Each year, **the Center trains and mentors an average of 350 formal and informal educators** through a range of virtual and in-person workshops, seminars and courses, and summer teacher institutes. We mentor up ten interns annually who serve as teaching assistants in our Children, Youth and Family Programs. Due to the pandemic, an emphasis has been placed on helping teachers use the outdoors as a rich learning lab for science education and a safe alternative to the classroom.



“These workshops are helpful because the presenters share research that validates outdoor learning, share concrete activities for young children and the [HCE] facilitators are very skilled at fostering discussion, moving the workshop along, and encouraging sharing of ideas.”

– Kindergarten Teacher, Small Wonders Workshop Series

BUSINESS SPONSORSHIP LEVELS & BENEFITS

Expert Sponsor
\$10,000

- Premier logo recognition w/link to your business on the Center’s homepage **for 12 months**
- Logo recognition w/link to your business on the Center’s PD program webpage **for 12 months**
- Logo recognition w/link to your business on **four e-marketing communications** to HCE’s western MA school network (**over 100 schools and 600 teachers and administrators**)
- Logo tagged on all related social media posts
- Logo recognition w/link to your business **in three Salamander Scoop e-newsletters (4,750 subscribers)**

Proficiency Sponsor
\$5,000

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- Logo tagged on all related social media posts
- Logo recognition w/link to your business **in two Salamander Scoop e-newsletters (4,750 subscribers)**

Comprehension Sponsor
\$2,500

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- Logo recognition w/link to your business on **two e-marketing communications** to HCE’s western MA school network (**over 100 schools and 600 teachers and administrators**)
- Business name tagged on all related social media posts

Knowledge Sponsor
\$1,000

- Logo recognition w/link to your business on the Center’s PD program webpage **for 3 months**
- Logo recognition w/link to your business on **one e-marketing communications** to HCE’s western MA school network (**over 100 schools and 600 teachers and administrators**)
- Business name tagged on all related social media posts

Awareness Sponsor
\$500

- Logo recognition w/link to your business on **one e-marketing communications** to HCE’s western MA school network (**over 100 schools and 600 teachers and administrators**)
- Business name tagged on all related social media posts