



Outdoor Learning Initiative

Citizen Science & Outdoor Adventure

**Uniquely Educational
Exponentially Effective**

- I've taken the plunge and have prepared for, developed and am launching my new business called Outdoor Learning Initiative. As a Certified TN State Naturalist, I'm both qualified and experienced to share my knowledge and skills, and hope to do so in our own community.
- My business will focus on conducting educational programs for school age children in public, home school and youth oriented environments.
- The program is called Bio Lab. It compliments the existing science/biology/STEM curriculum in schools and builds critical thinking skills by utilizing hands-on labs in the field. The program has been designed to make science and learning experiential, thought provoking, educational and fun.

So why am I telling you all this?

- The main reason is because I think we can work together toward a mutually beneficial goal that will invest in the youth of our community AND provide a marketing boost to your business, by utilizing a sponsorship campaign that is extremely affordable and far-reaching.
- I've developed the Community Cooperative Sponsorship to fund Outdoor Learning Initiative. My goal is to be able to offer these amazing programs FREE of charge, to as many schools in our area as possible.
- My hope is that as we partner toward this goal, we can invest in our youth, giving them the tools to grow in knowledge, experience and the ability to "think critically". Together, we can have a part in encouraging the next generation to be the best workers, leaders and citizens that they can be. AND, as a sponsor you will be given 2 Bio Lab Scholarships that can be awarded in your name to 2 recipient groups of your choice in the Morristown/Jefferson City area.
- Sponsorship funds the scholarships ahead of time, so that when the academic year starts, we can hit the ground running with no concerns other than to give the full focus of our attention to the participants of each and every program we conduct.
- As decision-makers for scholarship awards, each sponsor can determine what schools, groups or organizations they believe would be best served by receiving their free scholarship. And since you are able to personally award to 2 scholarships, you will be assured that your investment reaches real people and has a direct impact on which schools and children get to experience the benefits of this great program.

And so you might be asking: "Why Should I be an OLI Sponsor?"

And the answer is: It's a WIN/WIN for Everybody!

- The kids will get a unique, educational & fun, citizen science program delivered at their site, which will compliment their existing science/biology/STEM curriculum. AND, as a result of having funding in place up front, they will get the program FREE of charge and benefit from my laser focus on teaching and flexible scheduling.
- Sponsors will receive several benefits and an exponential return on their investment.
 - Premium advertising that will reach more than 2000 people in our community, continually over the course of 1 year. This alone is well worth the sponsorship fee of \$200.
 - Sponsors will also receive 2 scholarships that can be awarded in their name to a school or group of their choice, in the Morristown/ Jefferson City area. These scholarships are both redeemable for a full Bio Lab program valued at \$125 each. You get an immediate \$250 return on a \$200 investment.
 - I will also spotlight your business on my website and periodically through Facebook. This will provide community awareness of our efforts, so the general public can support your business as a result of your investment in our youth.
 - And lastly, the best part of being a sponsor, is the satisfaction of making a positive investment in the youth of our community, so they can be a better generation of workers, leaders and citizens.