



Discover the  
**ECOSYSTEMS**  
**CONFERENCE**

OCTOBER 6-7, 2024



MICHIGAN  
Environmental  
Council

# ECOsystems Conference

October 6–7, 2024 | Crystal Mountain Resort

The ECOsystems Conference is a two-day, immersive conference experience built exclusively for Michigan Environmental Council member organizations—specifically the employees, board members and volunteers who power their work. We anticipate 100 attendees.

Our ECOs—environmental and conservation organizations—work on every conceivable environmental issue all across Michigan, from combatting local river pollution, to addressing honey bee habitats in urban communities, to advocating for better climate protection, and so much more. Together we'll learn, celebrate and inspire another year of action!

## The Petoskey Prize Ceremony

Each year members of the Environmental Council nominate an outstanding volunteer for recognition with the Petoskey Prize. The prize includes a \$5,000 cash award for the nominating organization and a celebration of the winner. This year's Petoskey Prize winner is Sandra Sorini Elser, nominated by the Legacy Land Conservancy. We'll award the prize at the Petoskey Dinner on Sunday night. See other Petoskey Prize recipients [on our website](#).

## The Conference

On Monday we get down to work (with a little bit of play). The day consists of professional development sessions ranging from fundraising and communications trainings to strategic planning sessions for priority campaigns. Alongside that we're offering some fun breaks like a fly-casting seminar and a morning run through the fall foliage.

## The ECOprizes

To celebrate good work done and to inspire the next great project, we'll award three \$10,000 prizes to conference participants. One prize will celebrate the most impactful project of the last year. Another will be given to seed the most exciting innovation or strategy for the coming year. The final will be a "people's choice" award for the project that most tickles attendees' fancies.

## AGENDA

### SUNDAY

- 3 p.m. Registration + welcome
- 6 p.m. Happy Hour
- 6:30 p.m. Petoskey Prize Dinner
- 9 p.m. After Party @ The Thistle
- 10:30 p.m. Campfire

### MONDAY

- 7 a.m. Registration + welcome
- 8:30 a.m. Happy Hour
- 9:30 a.m. Sessions, Activities & Clinics
- 12:30 p.m. Lunch
- 1:30 p.m. Sessions, Activities & Clinics
- 2:30 p.m. ECO Innovation Prize + Closing

# Help Build Michigan's Environmental Movement



I've been involved in Michigan's environmental movement for more than 40 years, starting with my memberships in the Sierra Club and Michigan Trout Unlimited as a kid. I've served as a nonprofit staff member in the movement for most of my career, and I have always appreciated the inspiration and skill-building I got from attending conferences. When I came on board as the CEO at the Michigan Environmental Council, I was struck by the fact that Michigan's environment and conservation organizations (ECOs) don't have our own conference. We go to EGLE events or other organizations' fundraisers or regional and national convenings – but we haven't built a space for ourselves.

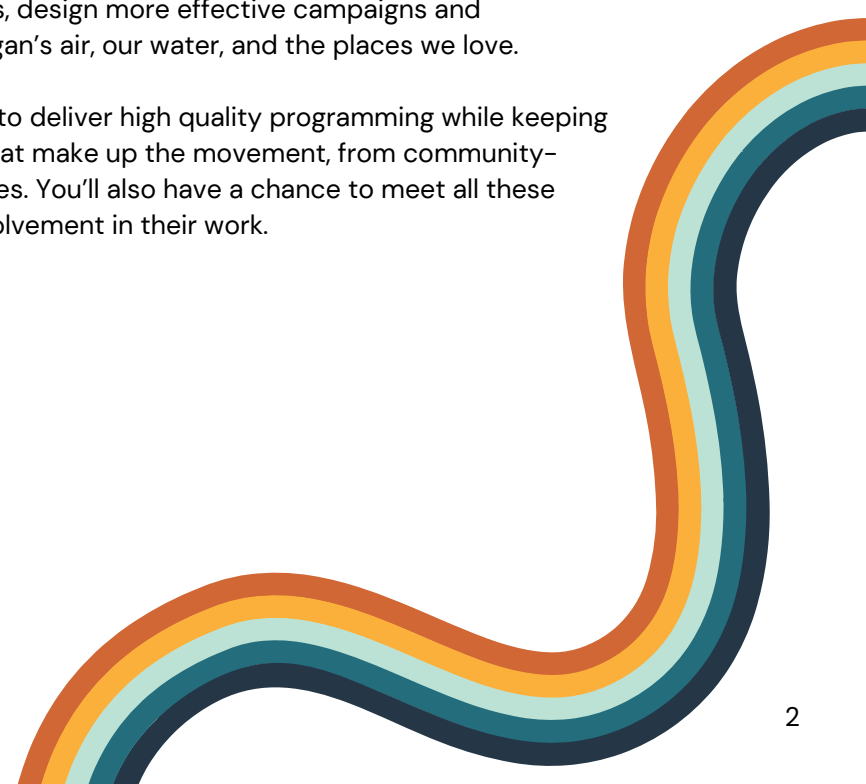
Enter the ECOsystems Conference. This is our first attempt to build that networking and training event. We're starting modestly with the volunteers, staff and board members of the Environmental Council member groups, but we hope to grow from here. I am confident that by convening the talented and passionate activists of the environmental movement, we will build stronger organizations, design more effective campaigns and reinvigorate the hearts and minds of the champions of Michigan's air, our water, and the places we love.

Your sponsorship sets us off on the right foot. It will allow us to deliver high quality programming while keeping attendee costs reasonable for the wide array of nonprofits that make up the movement, from community-based organizations to state chapters of national powerhouses. You'll also have a chance to meet all these amazing people and showcase your own enthusiasm and involvement in their work.

Together we'll be great partners. Thank you for your support!

A handwritten signature in black ink, appearing to read 'Conan Smith'.

Conan Smith  
President & CEO



# Sponsorship Categories

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## General Sponsorships

General sponsorships help make the conference go! Your support in this category helps cover staffing and facilities costs, marketing, honoraria and conference materials. General sponsorships help keep the conference fees low for participants, removing barriers for smaller and all-volunteer organizations or allowing larger organizations to send multiple people.

## Award Sponsorships

The ECOPrize competition is designed to encourage a little bragging and a little innovation from conference participants. We're offering three \$10,000 prizes this year: one for the project that had the most direct environmental impact in the past year; one for the boldest (perhaps most outlandish!) yet feasible project idea for the future; and one for the project that most touches the hearts of participants.

Scholarship sponsorships are a great way to help ensure diverse and expansive participation in the event. Of Michigan's 1,512 ECOs, 70% have annual expenditures of less than \$25,000. Helping small organizations join networking and training opportunities allows them to increase their impact without crushing their budgets.

## Activity & Clinic Sponsorships

Activity sponsorships are a great way to get your story in front of our participants. They also help us maximize the fun at the event, whether it's putting your footprint on our morning run or helping brighten people's eyes at our coffee breaks!



# Benefits Overview

Sponsor Level		PRICE	QUANTITY	CHAMPIONS RECEPTION	PETOSKEY DINNER RECOGNITION	ON THE DISPLAY	CONF. STORYBOARD	SESSION SPONSORSHIP	SESSION LOGO	ATTENDEE CONTACT ROSTER	CONF. BOOK AD	CONF. BOOK LOGO	
GENERAL SPONSORSHIPS	Old Growth	\$25,000	1					-All					GENERAL SPONSORSHIPS
	Overstory	\$10,000	2					-All					
	Canopy	\$5,000	6										
	Saplings	\$2,500	4										
	Seedlings	\$1,000	10										
	Germinators	\$500	12										
AWARD SPONSORSHIPS	Scholarship Sponsorships	\$500	25										AWARD SPONSORSHIPS
	Impact Award	\$10,000	1					-ECO prize					
	People's Choice Award	\$10,000	1					-ECO prize					
	Vision Award	\$10,000	1					-ECO prize					
ACTIVITY SPONSORSHIPS	Sunday Happy Hour	\$1,500	1										ACTIVITY SPONSORSHIPS
	Sunday Nightcap	\$2,500	1										
	Sunday Campfire	\$1,000	1										
	Monday Breakfast	\$500	1										
	Monday Lunch	\$1,000	1										
	Monday Coffee Break	\$1,500	1										
	Name Badge Sponsorship	\$1,000	1										
CLINICS	Fly Casting	\$1,000	1										CLINICS
	Morning Run	\$1,000	1										
	Bird Watching	\$1,000	1										
	Art	\$1,000	1										

# Benefits Overview cont'd.

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## SUNDAY NIGHT

### Champions Reception

You and your guests are invited to join the 2024 Petoskey Prize honoree, the Board of the Environmental Council and select VIP guests at a pre-dinner reception and then at the evening festivities including the Petoskey Prize Dinner, our afterparty and a campfire on the lawn.

### Petoskey Dinner Recognition

During the dinner, we'll recognize your support from the podium and on the screens.

## MONDAY CONFERENCE SESSIONS

### On the Display

During the conference plenary sessions we'll recognize your support on the screens.

### Conference Storyboard

Our communications team will work with you to tell a story about your own environmental and conservation interests and how they connect to the conference participants, to be displayed on large poster boards for the duration of the event.

### Session Sponsorship

Overstory and Old Growth sponsors will be recognized at each of the Monday education sessions. Canopy and Sapling sponsors may choose a session to sponsor. ECOprize sponsors will be recognized throughout the prize competition.

### Session Logo

We'll proudly display your logo on the session materials associated with your sponsorship.

## ATTENDEE CONFERENCE ROSTER

We want you to be able to connect with attendees after the event, so we'll provide you a roster of participants.

## CONFERENCE BOOKLET ADS & LOGOS

We'll publish an advertisement for you in the conference book (print and digital) or recognize your support with your name and logo.

# Board of Directors

**Jennifer McKay**, Board Chair

**Michael Dorsey**, Board Vice Chair

**Christine Green**, Board Vice Chair

**Alicia Ping**, Board Treasurer

**Raquel Garcia**, Board Secretary

**Tony Ambroza**, Member At Large

**Alisha Bell**, Member Group Rep

**Melissa DeSimone**, Member Group Rep

**Mindy Koch**, Member At Large

**Marie McCormick**, Member At Large

**Mozhgon Rajae**, Member At Large

**Horst Schmidt**, Member Group Rep

**Conan Smith**, President & CEO

**Selma Tucker**, Member At Large

# Our Members

Alliance for the Great Lakes

A Few Friends of the Environment  
for the World

ACCESS

Adrian Dominican Sisters

Alliance to Halt Fermi 3

Anglers of the Au Sable

Beaver Island Conservancy

Bees in the D

Citizens for a Clean and Safe  
Lake Superior

Citizens for Alternatives to Chemical  
Contamination

Citizens' Climate Lobby

Clean Water Fund

ClearCorps Detroit

Clinton River Watershed Council

Coalition to Save the  
Menominee River

Council for the Region of the  
Great Lakes

Detroit 2030 District

Detroit Bird Alliance

Detroit Greenways Coalition

Detroit Riverfront Conservancy

Detroit Wayne County Port Authority

Detroiters Working for  
Environmental Justice

East Michigan Environmental

Action Council

Ecology Center

Environmentally Concerned Citizens  
of South Central Michigan

Evergreen Action

FLOW

Friends of the Detroit River

Friends of the Jordan River Watershed

Friends of the Rouge

Friends of the St. Clair River

Grand Rapids Climate Coalition

Great Lakes Council of Fly

Fishers International

Great Lakes Environmental Law Center

Great Lakes Mediation

Groundwork Center for

Resilient Communities

Healthy Pine River

Huron River Watershed Council

Izaak Walton League – Dwight

Lydell Chapter

Kalamazoo Climate Crisis Coalition

Kalamazoo River Watershed Council

Keweenaw Green Burial Alliance

League of Michigan Bicyclists

League of Women Voters of Michigan

Legacy Land Conservancy

Lone Tree Council

Make Food Not Waste

Michigan Association of Land Banks

Michigan Audubon

Michigan Botanical Society

Michigan Citizens Against

Toxic Substances

Michigan Climate Action Network

Michigan Clinicians for Climate Action

Michigan Energy Options

Michigan Lakes & Streams Association

Michigan League of Conservation

Voters Education Fund

Michigan Nurses Association

Michigan Organic Food & Farm Alliance

Michigan Recycling Coalition

Michigan Resource Stewards

Michigan Trout Unlimited

Michigan Waterfront Alliance

Mid-Michigan Environmental  
Action Council

Midwest Energy Efficiency Alliance

Mighty Earth

National Parks Conservation  
Association

Newaygo County Environmental  
Coalition

Northern Michigan Environmental  
Action Council

OxFam America

PFAS Alliance

Rouge River Watershed Partners

Saginaw Community Alliance  
for the People

Sahayata Balamitra Charitable Trust

Saugatuck Dunes Coastal Alliance

Scenic Michigan

SEEDS Ecology & Education Centers

Sisters, Servants of the Immaculate  
Heart of Mary

Southeast Michigan Land  
Conservancy

Southwest Detroit  
Environmental Vision

Superior Watershed Partnership

Take Action Global

The Conservancy Initiative

The Stewardship Network

Tip of the Mitt Watershed Council

Transportation Riders United (TRU)

Treeline Conservancy

Upper Peninsula Environmental  
Coalition

Voices for Carbon Neutrality

West Michigan Environmental  
Action Council

Zero Waste Detroit

Zero Waste.Org

# To complete your sponsorship:



1. Select your sponsorship level on page 4.
2. Scan this QR code with your smartphone or type [bit.ly/ecoconf24-sponsor](https://bit.ly/ecoconf24-sponsor) into your browser.
3. Enter the amount of your sponsorship into the entry form and follow the steps to complete payment.

Questions? Contact Joe Bower at [joe@environmentalcouncil.org](mailto:joe@environmentalcouncil.org).