



MICHIGAN  
Environmental  
Council



SUPPORT THE

# ECO *systems* Conference



Oct. 8-10, 2025 @ Crystal Mountain

# Help build Michigan's environmental movement

When I came on board as the CEO at the Michigan Environmental Council, I was struck by how rarely Michigan's environment and conservation organizations (ECOs) gathered as a movement. We go to EGLE events or other organizations' fundraisers or regional and national convenings – but we hadn't built a space for ourselves.

Last year we changed that by holding the first annual ECOsystems Conference– an event created by ECOs, for ECOs. Our vision for this conference is that it becomes the premier gather of state environmental and conservation interests, ultimately attracting participation not only from our members, but also from adjacent organizations, businesses and public officials whom our movement engages.

And while our people reconnect with like-minded professionals and enjoy leading professional learning geared to support their daily work, we hope they also connect with product and service providers who can elevate their mission and who share a commitment to protect this place we love. That's you!

We've designed a set of sponsorship opportunities that recognize and deepen the authentic connection between sponsors and the movement, rooted in shared values and celebratory of the role that sponsors play in making Michigan a national environmental policy leader, no matter how small or oblique.

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



A stylized, handwritten signature in black ink.

**Conan Smith**  
President & CEO



# About the conference

The ECOsystems Conference is a two and a half day, immersive experience built for the Michigan Environmental Council’s member organizations—specifically the employees, board members and volunteers who power their work. There were nearly 100 attendees at our inaugural event in 2024 and we expect to grow this year with an expanded program.

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. Last year’s Petoskey Prize winner was Sandra Sorini Elser, nominated by the Legacy Land Conservancy for her dedication to land protection, and we celebrated her at the Petoskey Dinner on Sunday night.

## The Conference

The conference delivers on professional development in a retreat-oriented setting, including sessions focusing on topics like fundraising, volunteer management, strategic communications and more. Mixed in are networking and connection building activities like bonfires and receptions.

## The ECOprizes

To celebrate good work done and to inspire the next great project, we award three \$10,000 ECO Innovation Prizes each year at conference. The prize categories include *Grow the Movement*, *Impact* and *Innovation* and invite members to showcase projects that engage youth, diversify our movement, energize local communities, shape community impact and drive positive environmental change.



# Sponsor

## Benefits

	Old Growth	Overstory	Canopy	Sapling/Event*	Seedlings/Session**	Germinators
Amount	\$10,000	\$5,000	\$2,500	\$1,500	\$1,000	\$500
Petoskey Dinner Recognition						
On the Display						
Logo on Signage						
Conference Book Ad						
Conference Book Logo						
Session Recognition						
Boutique Sponsorship Experience***						

\***Sapling/Event Sponsorship** – Sapling/Event sponsors may select from one of several all-attendee conference events: Campfire, Happy Hour, Breakfasts or Lunches.

\*\***Seedling/Session Sponsorship** – Each session has a single sponsor. Sponsors may purchase more than one session sponsorship.

\*\*\***Boutique Sponsorship Experience** – Top sponsors have the opportunity to work with our team to create an immersive, creative experience to connect with our attendees.

## Ready to sponsor? Get in touch!

CHIEF OPERATIONS OFFICER

**Joe Bower**

[joe@environmentalcouncil.org](mailto:joe@environmentalcouncil.org)

(517) 488-6185