OPPORTUNITIES FOR
CORPORATE PARTNERSHIP

Reaching a highly engaged audience while supporting an incomparable St. Louis treasure...
INTRODUCTION

With more than $100 million invested in its dramatic restoration, Forest Park has become the destination where St. Louisans of all ages come to have fun, explore and celebrate. Renowned nationally, it has no equal in our community.

As the private nonprofit conservancy driving this transformation in partnership with the City of St. Louis, Forest Park Forever has an active schedule of ongoing events, classes, tours, publications and other offerings that bring our community together around one of our city’s greatest causes: the continued preservation and enhancement of Forest Park — St. Louis’ ‘big backyard.’

Today’s revitalized Forest Park is possible only because of the generous support of Forest Park Forever’s corporate partners and thousands of members across the region. With ambitious, exciting plans for the coming years, Forest Park Forever invites you to review this booklet and find a sponsorship opportunity that advances your organization’s goals, while supporting the incomparable civic asset that is Forest Park.
## CONTENTS

### MEMBER & COMMUNITY EVENTS

<table>
<thead>
<tr>
<th>Event</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hat Luncheon</td>
<td>5</td>
</tr>
<tr>
<td>I Love Forest Park 5K</td>
<td>7</td>
</tr>
<tr>
<td>Fall Family FunFest</td>
<td>9</td>
</tr>
<tr>
<td>Leffingwell Society Gatherings</td>
<td>11</td>
</tr>
<tr>
<td>Young Friends of Forest Park Forever Events</td>
<td>13</td>
</tr>
<tr>
<td>Young Friends Golf Tournament</td>
<td>15</td>
</tr>
</tbody>
</table>

### COMMUNICATIONS INITIATIVES

<table>
<thead>
<tr>
<th>Initiative</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Visitors Guide &amp; Map, Newsletter and More</td>
<td>17</td>
</tr>
</tbody>
</table>

### EDUCATION

<table>
<thead>
<tr>
<th>Program</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Voyage of Learning Teachers’ Academy</td>
<td>19</td>
</tr>
<tr>
<td>Summer Youth Experience</td>
<td>21</td>
</tr>
<tr>
<td>Forest Park Educational Tours &amp; Classes</td>
<td>23</td>
</tr>
</tbody>
</table>

### FOREST PARK HORSES

<table>
<thead>
<tr>
<th>Program</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mounted Police Horse Program</td>
<td>24</td>
</tr>
</tbody>
</table>
THE CORPORATE PARTNER FAMILY

As you make your way through this booklet and its companion sheets, you will see that sponsors have an opportunity to invest in Forest Park by supporting a specific program, with recognition opportunities tied to that program.

Regardless of which program you support, all Forest Park Forever corporate partners that donate at the $2,500 level or higher will be represented in:

- **FPF's Leffingwell Society as a Corporate Partner**
- **An annual advertisement in the St. Louis Business Journal**
- **A Corporate Partner spotlight in the quarterly Forest Park Forever Newsletter**
- **A Corporate Partner listing on forestparkforever.org**

### Additional Benefits For All Leffingwell Society Corporate Partners

- Invitations to Leffingwell Society members-only events
- Discount on rental of the Trolley Room in the Visitor Center
- Quarterly Leffingwell Letters
- Advance reservations at the Boathouse (pending availability and one-week notice)

### Leffingwell Society Corporate Partner Levels *(EACH LEVEL INCLUDES ADDITIONAL BENEFITS)*

- $2,500 Leffingwell Society Bronze
- $5,000 Leffingwell Society Silver
- $10,000 Leffingwell Society Gold
- $15,000 Leffingwell Society Sustainer
- $25,000 Leffingwell Society President’s Circle
Each year, more than 1,000 St. Louisans attend this always sold-out celebration in Forest Park. Not only is the Forest Park Forever Hat Luncheon the single largest fundraiser of the year for Forest Park — raising more than $400,000 for critical operations — it is one of the most unique and anticipated events on St. Louis’ annual philanthropic calendar. Tables sell out more quickly each year, with groups of friends and co-workers reserving their spots to see and be seen, all while supporting this incredible civic treasure. Attendees and sponsors have a fantastic time — and enjoy knowing their dollars are directly maintaining and restoring the beloved grounds of Forest Park.

2017 HAT LUNCHEON CO-CHAIRS

Vanessa F. Cooksey
SVP, Head of Community Affairs
Wells Fargo Advisors

Carolyn G. Farrell
Community Leader

The Hat Luncheon is a favorite of St. Louis media.
The 5K attracts competitive racers — and kids out for a fun morning.

The funds raised by the ‘I Love Forest Park 5K’ and Kids Fun Run are used for maintenance of the Park and to benefit the millions of runners, walkers and health-conscious visitors who use Forest Park each year.
MEMBER & COMMUNITY EVENTS

I Love Forest Park 5K
Sunday, August 27, 2017

This annual tradition, begun in 2011, celebrates Forest Park as one of the great urban parks in America, encourages membership in Forest Park Forever and raises funds for the maintenance of the recreational paths that wind through the Park.

While there are many organized runs and walks in Forest Park throughout the year, this is the only run that directly benefits the Park. All of the funds raised by the ‘I Love Forest Park 5K’ and Kids Fun Run are used for the maintenance of Forest Park and to benefit the millions of runners, walkers and health-conscious visitors who use the Park each year.

Be a Sponsor

- Sponsorships for the I Love Forest Park 5K range from $250 to $10,000 and include a wide variety of recognition opportunities.
- A complete list of levels and corresponding recognition will be made available to you.
- Recognition & Participation: Corporate sponsors earn visibility at the 5K in Forest Park (with space for a corporate tent your team could set up) and entries into the run for employees. In past years, corporate sponsors have enjoyed using the run as a team-building opportunity, with employees taking part together.
With a wide range of interactive activities, kids and families race from station to station throughout the day.
Fall Family FunFest
Sunday, October 15, 2017

This free, family-friendly appreciation event takes place in and around the Dennis & Judith Jones Visitor and Education Center each October. More than 1,500 Forest Park Forever members and their kids and grandkids enjoy food, refreshments and activities such as a photo booth, craft projects, inflatables and much more. This special event encourages membership and brings members together to enjoy and celebrate in the Park.

Be a Sponsor
- Sponsorships for the Fall Family FunFest range from $500 to $10,000 and include a wide variety of recognition opportunities.
- A complete list of levels and corresponding recognition will be made available to you.
Leffingwell Breakfast

Sip & Soar

Fete Among the Fountains

Horse Stables Grand Reopening

Festival & Parking Plaza Grand Opening

Leffingwell Award Dinner

Bourbon & Bonfires

Leading donors, unique experiences
The Leffingwell Society was named in honor of Hiram W. Leffingwell, one of the founders of Forest Park, to recognize the leading donors to Forest Park Forever’s Annual Friends Campaign. This growing group of remarkable and loyal supporters contributed more than $1.75 million to the organization in 2015 — more than 75% of total annual giving for the year.

Twice a year, Leffingwell members gather for exclusive events in Forest Park, from intimate settings on the Emerson Grand Basin to the Jewel Box and the Horse Stables.

Sponsorships for Leffingwell Society Gatherings begin at $5,000 and include a wide variety of recognition opportunities. A complete list of levels and corresponding recognition will be made available to you.
Young Friends of Forest Park Forever Events

Quarterly

This dynamic and growing group is packed with young professionals for whom Forest Park is a symbol of community and a place of art, culture, healthy living and fun. This is a group that wants to give back to the Park while networking with other active, community-driven young professionals in a fun, social environment.

Young Friends events and celebrations include:

- Happy Hours
- Winter Trivia Night
- Volunteer Project Days in the Park

Be a Sponsor

- Sponsorships for Young Friends events begin at $250 and include a wide variety of recognition opportunities.
- A complete list of levels and corresponding recognition will be made available to you.
Golf Tournament
Friday, May 5, 2017

The purpose of this tournament is three fold: to celebrate Forest Park, a jewel of our community and one of the great urban parks in America; to encourage financial support of the Park through membership in Forest Park Forever; and to raise funds for the maintenance and upkeep of Forest Park.

Join over 100 golfers as they hit the links to vie for exclusive first-place prizes, while enjoying complimentary lunch, snacks and drinks along the way.

Sponsorships begins at $250 and include a wide variety of recognition opportunities.
A complete list of levels and corresponding recognition will be made available to you.
The Forest Park Forever team produces a range of well-designed, informative materials that help visitors of all kinds enjoy this special destination.

Forest Park receives over 13 million visitors each year!
Visitors Guide & Map, Newsletter and More

Support of each of these projects provides critical funds to maintain Forest Park and communicate news and helpful information to visitors and supporters.

1. **FOREST PARK VISITORS GUIDE & MAP**
   As the only piece of its kind for Forest Park, this Visitors Guide & Map is used by tens of thousands of visitors each year — both from St. Louis and from out of town — at the Visitor Center, the Saint Louis Zoo and other institutions. Featuring a detailed map of all Park destinations and routes, as well as helpful contact information for each institution, the Forest Park Visitors Guide & Map is the publication volunteers and staff reach to first when talking with a visitor or group.

   **Cost** $15,000
   **Visibility** Logo recognition on the map side

2. **FOREST PARK FOREVER QUARTERLY NEWSLETTER**
   The full-color Forest Park Forever Newsletter is our organization’s most critical way to reach and raise funds from 10,000 members, donors and engaged St. Louisans. Quarterly issues feature news about Forest Park restoration projects, events, partners, history, donors and more.

   **Cost** $15,000 for four issues (development, design, printing and mailing)  
   $5,000 for one issue (development, design, printing and mailing)
   **Visibility** Sponsor logo recognition in each issue

3. **ST. LOUIS BUSINESS JOURNAL GIVING GUIDE**
   Our community’s leading business publication produces this 100-page book as a way to spotlight the community’s leading nonprofits — and the corporations that support them. Forest Park Forever has a two-page profile, with information about our mission and ways to get involved.

   **Cost** $5,000
   **Visibility** Logo recognition as part of the profile

4. **FORESTPARKMAP.ORG**
   Launched in fall 2015, this cutting-edge, GPS-enabled digital resource puts Forest Park at visitors’ fingertips. Forestparkmap.org features essential info on 100+ Park destinations — from museums to ball fields, natural highlights to restrooms — and works seamlessly across devices, from desktops to smartphones. During its first three months of use, Forestparkmap.org was used 10,000 times by nearly 7,500 visitors.

   **Cost** $10,000
   **Visibility** Logo recognition (with hyperlink) as the site sponsor
“This was the best developed, best organized and best run summer program I’ve attended.”

“This was a complete immersion — I learned how Forest Park can be used as an educational setting.”

“I learned more this week as a Voyager in Forest Park than I could ever imagine learning on my own. Thank you!”
Approaching its 17th year, the Voyage of Learning Teachers’ Academy is a summer program for teachers in the St. Louis area that builds meaningful connections between students, teachers and cultural institutions in Forest Park. Throughout the two weeks of intensive professional development programming, the instructional team emphasizes knowledge, skills and resources essential to effective experiential education, with the ultimate goal of encouraging teachers to utilize Forest Park as a natural extension of the classroom. Voyager teachers graduate knowing how to use Forest Park as a living laboratory for their students’ life-science studies.

To date, the program has trained more than 400 teachers to incorporate outdoor learning in Forest Park into their classes, impacting over 70,000 students throughout the region.

The Saigh Foundation and the Employees Community Fund of Boeing St. Louis have pledged early support of this program. We are actively seeking other donors to enhance the program and provide further support for teachers’ use of Forest Park throughout the year.
Nature is important to children’s development in every major way — intellectually, emotionally, socially, spiritually and physically. The Forest Park Summer Youth Experience connects urban youth with nature. Youth from the Boys and Girls Clubs of Greater St. Louis connect with their natural world and enjoy the many benefits of outdoor, inquiry-based experiential education. Children use their five senses to learn about fish, forest, plants and wildlife.

These exciting explorations increase children’s competence and confidence in the outdoors and open their eyes to the many natural wonders found within Forest Park. Studies also show that experiences children have outdoors, such as the Summer Youth Experience, can provide benefits including increased fitness and decreased obesity, improved distance vision, reduced ADHD, decreased stress, anxiety and depression, higher test scores and more highly developed critical thinking skills.
Throughout the year, engaged adult learners participate in Forest Park Forever’s wide range of tours and classes, taking inspiration from the Park’s history and beauty.
Forest Park
Tours & Classes
Ongoing

Forest Park Forever organizes tours and classes year-round that offer visitors a chance to tour these storied grounds with an informed guide or take a class with an expert. Our series is made up of the following:

TOURS/WALKS

Heart of the Park Walking Tours:
Focused on the heart of the Park; led by FPF naturalists and horticulturists; 3-4 times a month.

Wildflower Walks:
Exploring the many native wildflowers within Forest Park; led by Nature Reserve staff; monthly.

Bird Walks For Beginners:
Focused on the birds of the Park; led by experienced guides; monthly.

Nature Reserve Audio Tours:
A series of self-led audio walking tours of Forest Park’s Nature Reserves.

CLASSES

Birding Basics with the Experts:
Indoor, educational gathering for beginner birders of all ages. Pros explain bird topics relevant to the season; quarterly.

From our Backyard to Yours:
Informal, fun and educational indoor classes with experts from Forest Park Forever; monthly.

Be a Sponsor

- Sponsorship opportunities are available and include a wide variety of recognition opportunities.
- Recognition: Logo recognition on tour program sheets, website, e-newsletter and boards stationed at the Visitor Center or Forest Park Forever office.
Mounted Police Horse Program

Ongoing

In the fall of 2013, Forest Park Forever raised $900,000 in private funds to renovate and re-open the Mounted Police Horse Stables, near Boeing Aviation Field in Forest Park. This has supported the Park in many ways, both providing a greater security presence for the Police in the Park and increasing the number of horses that can be housed in the unit.

Forest Park Forever continues to provide private funds for feed, hay and veterinarian bills for the Mounted Police horses that live in the Stables.

Be a Sponsor

- Forest Park Forever must raise $25,000 each year to provide the feed, hay and veterinarian bills for the Mounted Police horses.
- **Special Opportunity**: In recognition of a corporate gift of $25,000, we would be pleased to provide the Stables as a distinctive venue for an event a sponsor could host for employees and clients.
Thank you for considering support of Forest Park Forever through corporate partnership. If you have any questions or requests, please contact:

Alexi Etges, Director of Development, Annual Giving
aetges@forestparkforever.org or 314.561.3450