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# Sponsorship Proposal

SPECIAL EXHIBIT

## Beauty and The Beaks

A Photographic Love Letter by  
Steve Krongard & Jodi Buren

A photography exhibition revealing the lives of Sandhill Cranes and breathtaking landscapes of the Swaner Preserve. Captivating images and interactive exhibits bring awe and delight.

Coming to Swaner EcoCenter  
August 21 – November 30, 2024

### Contact

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**Swaner Preserve & EcoCenter**  
**UtahStateUniversity.**



Swaner Preserve & EcoCenter  
UtahStateUniversity.

# About Us

At Swaner, our mission is to **preserve** the land and the human connection to the natural landscape, **educate** the local and broader communities about the value of nature, and **nurture** both the ecosystem and the people connected with it.

We actively restore 1,200 acres of valuable wetlands; reach over 4,000 kids each year through science-based environmental education; and connect with over 15,000 people annually through daily visits, unique programs, and traveling exhibitions. Swaner is a pillar to the greater Park City community as a trusted source of environmental knowledge and discovery.

Supporting Swaner through this exhibit aligns your brand to Swaner's 30-year strong commitment to nature education and to our planet. We want to meet your business's needs for marketing exposure or corporate philanthropy goals while making it possible for thousands of people to learn about our unique ecosystem and the majestic wildlife who depend on it to survive.

# About The Exhibition

In *Beauty and the Beaks*, visitors will experience the intimate daily interactions of Sandhill Cranes and the landscape of the Swaner Preserve. Breathtaking photographs and hands-on interactives reveal the science of their lives and the habitats they thrive in.

Steve and Jodi have been drawn to photograph Swaner Preserve, each with similar passion but differing visions. Their photographs are a love letter to majestic and timeless beauty; to fog, snow, wind and rain; to mountains and grasses; to big skies and the creatures who live beneath them. They photograph to preserve the fleeting moment; to share with others this dynamic meeting of earth, sky, and nature's light show that graces us with its presence every day.

The content in this exhibition will be available in both Spanish and English.

Sponsorships of this exhibition will allow it to be free to visitors of the EcoCenter.

**Want to learn more about Jodi and Steve? Check out their website [here!](#)**

## Exhibition Objectives

Invoke a sense of awe that inspires deep connection to the natural world.

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Engage guests in fun, hands-on, learning experiences.

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Create accessible and equitable experiences that nurture the human connection to nature.

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Provide opportunities for guests to share a meaningful experience with friends or family.



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# Sponsorship Levels

## Platinum – \$10,000 +

- Logo on all marketing materials (print, online, in-person)
- Complementary private guided tour of the Preserve for up to 20 people
- Private exhibition viewing experience for up to 20 people

## Gold – \$5,000

- Logo on all marketing materials (print, online, in-person)
- Complementary private guided tour of the Preserve for up to 10 people

## Silver – \$1,000

- Logo on marketing materials on website, in exhibit, and outside EcoCenter

## Bronze – \$500

- Logo on marketing materials on website and in exhibit

## Marketing Channels

### Print



- Salt Lake Tribune, Deseret News, SLUG Magazine, City Weekly
- Park Record, TownLift, Neighbors of Park City Magazine
- Postcard mailer to 15k homes
- Rack cards distributed to Park City hotels

### Online & Radio



- KUER Radio & KPCW Radio ads
- Meta Ads, TownLift & Park Record Ads
- Swaner website, social media, (IG & FB), Community Calendars
- Associated event registration pages on Eventbrite

### In-Person



- Outdoor banner in front of Swaner EcoCenter facing the Newpark Town Center Plaza
- Sponsor poster listed by level inside EcoCenter
- Donor Wall Inside EcoCenter entrance



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# Reach & Impact

Hosting traveling exhibitions has helped grow annual visitation to the EcoCenter by over 400%. We anticipate over 11,000 visitors to the EcoCenter in 2024, with more than 2,000 of those visiting *Beauty and the Beaks*. See some of our visitor demographics and impact below.

## EcoCenter Visitation

Swaner attracts visitors from locations near and far. Based on visitation numbers from 2023:

- 46% of visitors were from Summit County, UT
- 24% of visitors were from other counties in UT
- 29% of visitors were from outside of UT

Visitation Increases when there is a traveling exhibit at the EcoCenter:

- On average, we see over 30% more visitors to the EcoCenter during a traveling exhibit



## Swaner Preserve & EcoCenter UtahStateUniversity®

We hope you will consider sponsoring this special exhibit that invites Utah's residents and visitors to experience the wonder and awe of the wetlands of the Swaner Preserve. Your support demonstrates our shared love of nature and acknowledges its essential role in our lives. Please let us know if you have any questions - we look forward to hearing from you.

# Thank you!

## Contacts

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*Swaner Preserve and EcoCenter is a 501(c)(3) nonprofit organization and donations are tax-deductible.*