



# CORPORATE SPONSOR PROPOSAL



## **PASS IT ON - OUTDOOR MENTORS**

**Empowering young people through  
outdoors experiences & mentorship.**



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# Mission & Vision

Empowering young people through outdoors experiences & mentorship. By using outdoor experiences as a platform to mentor young people of diverse backgrounds we are making generational impact through the outdoors and passing on our outdoor heritage.

Our goal is to serve 100,000 young people in the outdoors by 2033.



# Program Design

Pass It On - Outdoor Mentors connects volunteer mentors with youth participants for ongoing outdoor experiences and education including hunting, fishing, and more. We create lifelong outdoor enthusiasts across the Midwest.

## Youth Participants



We serve youth who are 11 years of age with completed Hunter Education. Youth in our program come from various pathways such as Big Brothers Big Sisters, The USA Clay Target League, Scholastic Clay Target Program, Recent Hunter Education Graduates, Church Groups, Homeschool Groups, Boy & Girl Scouts and more.

## Volunteer Mentors



All volunteer mentors in our program apply to be a mentor and complete a background check. These mentors come from the ranks of conservation groups, folks who have recently retired, or who are looking to give back in their community. These individuals are expected to lead and mentor at the hunt or fishing outing, but are not asked to organize the event. They register for the event and do what they do best, mentor.

## Land Access



The #1 barrier both our youth participants and volunteer mentors face. We work tenaciously to find both private and public land access. We work closely through landowners to coordinate events and also work with game preserves and outfitters for additional access. Because we have liability insurance, many landowners are eager to work with us. We also have access through partnerships with state agencies and corporations that own land.





# Program Implementation

## Event Coordination

We coordinate every detail of our events. We have state specific Program Coordinators who find land access, line up volunteer mentors to lead each event, and funnel the youth in our program to these opportunities. We can coordinate so many events per year because we have a Program Coordinator acting as the broker for all of these components.

## Event Completion

To ensure that all parties have a positive, safe, and memorable experience, all of our events are organized through our CRM system. This allows us to share and fill events successfully and capture important contact and demographic information on all of our participant and ensures that all parties are also signing off on our liability waiver and completing important pre, post, and follow up survey data.

## Event Follow Up

One thing that sets us apart from many other youth mentoring programs is that we encourage our youth participants to continue to hunt and fish with us on new and continued events. In order to empower a young person in the outdoors, we must give them multiple, positive experiences to ensure that they have the confidence, knowledge, and social support to become a life long outdoorsman or woman.



# 2023 Outcomes

<b>650</b>	Completed Events
<b>1,250</b>	Youth Served
<b>331</b>	Volunteer Mentors
<b>188</b>	Land Access Points
<b>3,200</b>	Hours Of Mentorship
<b>66%</b>	Successful Harvest Rate

# Our Audience

<b>29%</b>	BIPOC Youth
<b>10,300</b>	Social Media Followers
<b>60K +</b>	Website Visits Per Year
<b>11,847</b>	Email Subscribers
<b>17,299</b>	Total Database Contacts





# Our Team



**Mike Christensen**  
President



**Brittany French**  
CEO



**Bobby Cole**  
KS Program Coordinator



**Gunnar Sullivan**  
KS Program Coordinator



**Steph Lane**  
IA Program Coordinator



**Quinn Erdmann**  
WI Program Coordinator

# Board Of Directors



**Eric Dinger**  
Arbor Day Carbon



**Brett Walton**  
Walton's Inc.



**Pete Alfano**  
Whitetail Properties



**Beth Shimanski**  
Savage Arms



**Joel Hodgdon**  
Remington Ammunition



**Mark Estrada**  
VEIL Camo & PROIS



# A Brighter Future In The Outdoors

Imagine what our world will look like when we make a conscious effort to get more kids out hunting, fishing, and enjoying outdoor recreation through mentorship. Imagine more kids disconnecting from their phones and social media and connecting with nature. Imagine our youth having knowledge of habitat and harvesting wild game to provide to their family and friends.

I don't know about you, but that is a world that I want to be part of! When you support Outdoor Mentors, you support that vision! We want to thank all of our supporters who have faithfully invested in our program mission.

As we celebrate 21 years of programming, it is humbling to reflect on our history and how far we have come. We are deeply thankful for our volunteer mentors, land access, youth participants and their guardians, our sponsors, and our dedicated staff that have allowed us to pass it on to the next generation! In 2023, we hosted over 600 events in Kansas, Iowa, and Wisconsin that allowed us to get thousands of kids out hunting and fishing through mentorship. We are deeply thankful for your consideration of support.







# Thank You!

While you are thoughtfully considering supporting our organization, we ask that you please consider making a yearly or multi-year contribution to ensure that our mission to empower young people through outdoors experiences & mentorship is sustainable for generations to come.

For less than the cost of a decent pair of waders, you can help us pass it on to the next generation and create life-long hunters and anglers.

Thank you for your consideration in partnering with us. With your support, the next generation will be able to enjoy the great outdoors without limitation!

**Brittany French:**

CEO

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# Partnership Deliverables

## **BRONZE: \$1,000 to \$9,999**

- Company logo included on PIOOM website.
- PIOOM social media acknowledgment with supporters logo and content.

## **SILVER: \$10,000 to \$24,999 -- All Above plus**

- A national press release announcing support
- Special invitations to future exclusive events
- PIOOM social media acknowledgment with supporters logo and content once each quarter, 4 times/year.
- Sponsors may provide banners to be displayed at local events.

## **GOLD: \$25,000- \$49,999 -- All above plus**

- PIOOM targeted and ongoing social media acknowledgment with supporter's logo and content once a month.
- Sponsors may have their banners displayed at certain fundraising events and national events.
- Sponsor-provided ads may appear 3 times/year in our monthly newsletter.
- "From our Partners" email sent to our email subscribers with special offers/announcements from the sponsor once/year.

## **PLATINUM: \$50,000+ -- All above plus**

- Company logo with link to company website included on all PIOOM promotional emails acknowledging the sponsorship.
- Logo/link included in all emails.





# Join Our Community Of Sponsors



Ringneck  
Rustlers &  
Johnson  
County

