

2024 Sponsorship Opportunities

Discover Cayuga Lake is seeking sponsorships from individuals and community-minded local businesses. Help us provide hands-on education and life-changing experiences for our future leaders, for families, and for residents of all ages.

Our Fundraising Goal for 2024 is \$80,000! We hope you can help!

Our Mission is to cultivate informed and equitable relationships between people and the watersheds upon which they depend. Since 2018, Discover Cayuga Lake has directed charitable donations, and roughly 20% of its public eco-cruise revenue, to make sure that internships, educational programs, such as the Floating Classroom and Trout in the Classroom, are available to all young people. Because access to our beautiful lakes and waterways goes hand-in-hand with education and stewardship, we also offer a suite of free and low-cost youth, family and adult programs on Cayuga Lake. Our vision includes education, access and fun!

Our Presence: Discover Cayuga Lake hosts 15,000 guests on Cayuga Lake annually onboard Cayuga Lake's largest passenger vessel, Teal. While 2/3 of our public cruise guests are Finger Lakes visitors, our mission is centered on service to local communities. We provide programming for 3000 students each year and work with a host of nonprofit, municipal and business partners. We strive to create a professional, fun and community-oriented environment in person; and we maintain a year-round online presence, via social media and our monthly newsletter (circulation 5000) targeting locals, as well as prospective regional tourists.

Opportunities: DCL offers a range of opportunities for community-minded sponsors that can provide high visibility and transmit your support for key elements of our work- watershed sustainability, inclusive lake access, science-based education and youth development. We welcome the opportunity to speak directly with prospective sponsors to find the right fit for your interests.



See the next page to learn about this year's sponsorship opportunities! Smaller donations can be made online via our "Cayuga Lake Community Fund". We welcome recurring donations and Donor Advised Funds, also!

To learn more, contact Bill Foster, Executive Director. Bill@DiscoverCayugaLake.org
607-327-5253 DiscoverCayugaLake.org

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FEATURED for 2024: Intern Sponsorships - \$3500

Sponsor a life-changing summer for a future leader! DCL's *Cayuga Lake Watershed Internship Program* brings partner organizations together to create paid internships, a peer community, and broad perspectives on stewardship and environmental careers for young adults. Sponsors may join interns for a program, and will receive acknowledgements as desired. This sponsorship can be shared with friend(s)! DCL is a Tompkins County Living Wage Employer. See www.discovercayugalake.org/watershed-internships.

6
Available!

Program Sponsorships:

DCL offers year-round education programs and Community Cruises (May-October) for all audiences. These programs are offered at low cost or free of charge with the support of community sponsors.

Family Eco-Cruise Sponsor (\$2500) – Supports weekly programs for young learners and caregivers. Enjoyed by 200 families in 2023! You can help us ensure that Cayuga Lake is part of every young person's life story. Sponsoring this series gets your logo on booking confirmations, related promotions and the DCL website, and verbal acknowledgements during each cruise.

One
Available

Community Cruise Sponsors (\$2500) – 2000 local residents enjoyed our Community Cruises in 2023! Two sponsorships are available for our "Community Sunset" weekly series, and one is available for our "Lake Explorers" citizen monitoring series. Sponsors get their logo on booking confirmations and the DCL website, and verbal acknowledgements during each cruise.

Three
Available

Education Program Sponsor – DCL provides Floating Classroom and Trout in the Classroom programs for over 3000 students annually. Our goal is to make sure that funding is not a barrier to any school or youth organization. Sponsorship (\$1000 or more) gets your name or logo on DCL's website and acknowledgement in select newsletters.

Four
Available



Sponsor the Teal! (\$10,000)

Sponsor our flagship vessel for the 2024 season! Sailing from State Parks and the Ithaca Farmers Market, the Teal hosts over 10,000 visitors -roughly 5000 bookings- for public cruises annually. Imagine your logo on both sides of Teal's main cabin, DCL website and all booking confirmation emails.

One
Available

Thank You for Your Support!

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