



Friends of Fall Creek  
Falls State Park  
Reap the Rewards  
of becoming a  
Corporate Sponsor

## Who are the Friends of Fall Creek Falls?

The Friends of Fall Creek Falls is a non-profit (501(c)3) organization established in 1994 to support the Park through various efforts that incorporate the C.A.R.E. program which has been established to assist in preserving the natural & cultural riches of Fall Creek Falls State Park.

CONSERVATION :: AWARENESS :: RECREATION :: ENVIRONMENT



Our purpose is to foster conservation through educational efforts in support of Fall Creek Falls State Park, and to assist the Park in its efforts to better preserve and protect its existing land resources. This includes but is not limited to the many natural, cultural and scenic features and to assist in providing quality recreational and interpretive experiences.

Our goal is bring awareness by inspiring active involvement through the local and surrounding communities and to develop a volunteer program through which we can help promote that awareness.

The Friends of Fall Creek Falls being a non-profit organization means that we must operate solely on self-sufficiency in which none of our efforts are funded through taxes. Instead, using what we refer to as the enterprise approach, the assistance that our volunteers offer the park in its coordination of activities for its festivals and events allows our enterprise to maximize its existence through these special events. We also rely on the many visitors that come through the Nature Center where we offer a wide variety of books for all ages on various natural and cultural resources in Tennessee, especially those on the Cumberland Plateau, t-shirts, caps and various other gifts and mementoes available for purchase. Through the sale of these items, not only do we fund our staff position, but we offer visitors an invaluable service by providing information about the park, its resources, trails and activities, all to help provide the most commemorative experience while visiting the park.

Let us take a moment to introduce you to our Nature Center Manager, Carla Neely. Carla's role is multi-faceted. Through her position with the Friends, she helps our organization with retail gift sales, offers a friendly and open environment for visitors, addressing questions and providing accurate and up-to-date information. She provides our organization with business management of membership, collaboration with board members for meetings and general bookkeeping. Basically Carla is an invaluable resource for the Friends of Fall Creek Falls as well as many of the parks visitors. Without her and this position, we would be taking away this wealth of information and hospitality that is offered to each and every visitor that comes through the parks Nature Center each and every day throughout the year.

Few organizations can and have accomplished so much with so little money. At Friends of Fall Creek Falls, we take our commitment seriously because we know that it is people, not money, that make such efforts worthwhile. With that said, we need your help. As you know, it is ever-increasingly expensive to raise awareness of the issues which are shaping Fall Creek Falls every day. Our outreach is so important to both young and new Friends through schools and other youth organizations, as well as various forms of media, all of which touches so many, yet is funded by so few.

## What is sponsorship?

A financial or product trade investment by a company in exchange for commercial benefits and a marketing vehicle used by companies to increase sales, target specific markets, facilitate customer/employee loyalty, and enhance brand/image.

## Why become a sponsor?

- Return on Investment. Market studies have shown that many individuals are more likely to switch to brands or services to support a product associated with a cause they care about

- We offer integrated links with consumers. Sponsors will find unique and un-cluttered partnership opportunities to extend their message and brand to conscious consumers. We can show you the value proposition of sponsorship and branded entertainment for a range of consumer-facing programs.

The Nature Center and park events offer tremendous popularity and high visibility, and corporate sponsorship can create the perfect venue for increasing sales and enhancing the image of your company. Through these channels, corporate sponsorship can offer your company the ideal platform for reaching a lucrative market and a myriad of ways to ensure that your name is associated with quality family activities.

An increasing number of companies are becoming involved in event sponsorship marketing as a targeted promotional campaign, a cause-related marketing strategy, and means to reach a valuable audience! Your sponsorship contributions also help the Friends of Fall Creek Falls in its C.A.R.E. efforts!

Please contact us regarding strategic corporate sponsorships. The Friends of Fall Creek Falls State Park is proud to associate with environmentally conscientious businesses, corporations, organizations. We all have a stake in an uncompromising commitment to a sound environmental and commercial strategy for the future of this area of the Upper Cumberland.

## Our Wish List

- 1) Nature Center exhibits renovation
- 2) Nature Center beautification: paint, shelving, flowerbeds, native plants, interior lighting, new retail counter top; Wildflower study area (recurring expense)
- 3) Nature Center HVAC upgrade and other building repairs
- 4) Nature Center kiosk with the development of a slideshow depicting the beauty within Fall Creek Falls, surrounding area and activities available to visitors
- 5) Trail maintenance
- 6) Establishment of a Volunteer Program and with this a Volunteer Coordinator
- 7) Fire Tower Restoration; built in 1895
- 8) Campground Bike Trail
- 9) Maintain salary funds for our Nature Center Manager
- 10) Replacement of tree damaged 14 X 80 mobile home for volunteers
- 11) A good, working, medium sized 4-wheeler for something similar to a John Deer Gator, or Kawasaki Mule

- 12) Various hand tools to be used in the back country, on trail work, and on landscaping work; wood-splitter too
- 13) Money to purchase sensitive lands, especially in-holdings, and lands necessary to connect the greenway
- 14) Marketing awareness for our Environmental Education program
- 15) ACTIVE MEMBERS

### **Fall Creek Falls Supporter - \$100 - \$1000**

- \* A special thank you for your personal/corporate support noted in our newsletter
- Yearly listing on our website thanking you for your generous support
- Name plate recognition in the Nature Center

### **Fall Creek Falls Defender - Over \$1000, up to \$5000**

- \* A special thank you for your personal/corporate support noted in our newsletter
- Yearly listing on our website thanking you for your generous support
- Name plate recognition in the Nature Center
- A press release announcing your company's support of Friends of Fall Creek Falls education and conservation efforts
- An exclusively designed Friends of Fall Creek Falls support recognition plaque for display in your business
- 2 passes to guided pontoon boat ride around Fall Creek Falls lake
- 2 passes for dinner at the Fall Creek Falls restaurant

### **Fall Creek Falls Inner Circle - Over \$5000**

- \* A special thank you for your personal/corporate support noted in our newsletter
- Yearly listing on our website thanking you for your generous support
- Name plate recognition in the Nature Center
- A press release announcing your company's support of Friends of Fall Creek Falls education and conservation efforts
- An exclusively designed Friends of Fall Creek Falls support recognition plaque for display in your business
- 10 passes to guided pontoon boat ride around Fall Creek Falls lake
- 10 passes for dinner at the Fall Creek Falls restaurant

\* The Friends of Fall Creek Falls newsletter is distributed at least once per year and as often as each quarter. It provides updates to all of our members on our conservation efforts; additional copies are made available throughout the park

**Call us to find out how your donations can work towards a specific cause or project.**