



PARTNERSHIP PACKAGES

Turning Stories Into Conservation Impact

THE GREAT BIG WORLD PARTNERSHIP MODEL



Great Big World partnerships are designed around six forms of value:

1. STORY

Help bring a conservation story to children.

2. EDUCATION

Help children learn about species, habitats, science, and conservation.

3. ACTION

Help turn learning into age-appropriate conservation participation.

4. ACCESS

Help children connect with experts, organizations, experiences, and resources.

5. COMMUNITY

Help bring conservation learning into families, classrooms, and communities.

6. IMPACT

Help measure and expand the long-term effect of youth engagement.

***A strong partnership
can involve one or
several of these
areas.***

PARTNERSHIP CATEGORIES



Great Big World offers seven primary partnership pathways.

FOUNDING PARTNERS

Support the development and growth of Great Big World as a platform.

SEASON PARTNERS

Support a season or substantial body of programming.

STORY & SPECIES PARTNERS

Support individual conservation stories and species.

CONSERVATION CHALLENGE PARTNERS

Support youth action and participation.

EDUCATION PARTNERS

Support learning resources, educators, and families.

CONSERVATION / KNOWLEDGE PARTNERS

Provide scientific, conservation, field, or educational expertise.

COMMUNITY & EXPERIENCE PARTNERS

Bring Great Big World into real-world spaces and experiences.



FOUNDING CONSERVATION PARTNER

\$250,000+



LIMITED FOUNDING OPPORTUNITY

The Founding Conservation Partner level is designed for an organization that wants to play a defining role in the creation and expansion of Great Big World.

This is not simply a sponsorship.

It is an opportunity to become part of the platform's founding impact story.

CORE BENEFITS

- **Founding Partner designation**

Recognition as a founding supporter of Great Big World.

- **Multi-season visibility**

Recognition across agreed Great Big World programming and partner materials.

- **Strategic partnership development**

A customized partnership plan built around the organization's conservation, education, youth, or community priorities.

FOUNDING CONSERVATION



PARTNER (CONT'D)

\$250,000+

CORE BENEFITS (cont'd)

- **Founding Impact Initiative**

Creation of a signature initiative within Great Big World.

Potential examples:

- Great Big World Conservation Passport
- Sunny's Great Big Challenge
- Youth Conservation Challenge Series
- Conservation Education Hub
- Species Discovery Initiative

- **Story integration**

Opportunity to support a portfolio of stories aligned with the partner's mission.

- **Youth engagement**

Opportunities to create youth-facing experiences, challenges, educational resources, or community activations.

- **Conservation partner access**

Opportunities to connect Great Big World programming with relevant conservation experts and organizations.

FOUNDING CONSERVATION



PARTNER (CONT'D)

\$250,000+

CORE BENEFITS (cont'd)

Impact reporting

Annual or campaign-level impact reporting.

POTENTIAL ADD-ONS

- Community events
- Employee engagement
- Conservation field experiences
- Educational grants
- Partner-funded challenges
- Distribution amplification
- Custom content
- Cause-marketing campaign

IDEAL FOR

Major corporations, family foundations, conservation philanthropists, institutional partners, and organizations seeking a long-term platform relationship.

SEASON PARTNER

\$100,000 – 249,999.00



SUPPORT THE GREAT BIG WORLD SEASON

The Season Partner supports the development, production, education, and youth engagement surrounding a significant body of Great Big World programming.

INCLUDES

- **Season Partner designation**

Recognition as a principal supporter of the season.

- **Season-level recognition**

Recognition across agreed season materials and partner communications.

- **Episode portfolio**

Support for multiple Great Big World stories.

- **Conservation Challenge portfolio**

Support for multiple youth challenges connected to the season.

- **Education resources**

Support for educational extensions associated with selected stories.

- **Partner story opportunity**

Opportunity to highlight a conservation theme aligned with the partner's mission.

SEASON PARTNER (CONT'D)



\$100,000 – 249,999.99

INCLUDES (cont'd)

- **Digital recognition**

Appropriate recognition across agreed digital properties.

- **Impact reporting**

Season-level reporting including reach, engagement, participation, and other agreed measures.

- **Partner briefing**

Periodic updates regarding development, programming, and impact.

OPTIONAL

- Employee volunteer engagement
- Partner-hosted conservation experience
- Community activation
- Educational event
- Custom challenge
- Conservation Passport integration

IDEAL FOR

Companies, foundations, and institutions seeking substantial association with Great Big World without becoming the sole founding partner.

CHAPTER PARTNER

\$50,000 – 99,999.99



SUPPORT A GREAT BIG WORLD CONSERVATION CHAPTER

A Chapter Partner supports a thematic group of stories connected by a species, habitat, conservation issue, or geographic focus.

EXAMPLES OF CHAPTERS:

- **OCEAN CHAPTER**

Sea turtles, whales, coral reefs, sharks, and marine ecosystems.

- **POLLINATOR CHAPTER**

Bees, butterflies, bats, hummingbirds, and biodiversity.

- **WILDLIFE CHAPTER**

Elephants, gorillas, tigers, rhinos, cheetahs, and endangered species.

- **OUR WILD NEIGHBORS**

Coyotes, owls, opossums, raccoons, hawks, and urban wildlife.

- **CONSERVATION HEROES**

Scientists, rescuers, veterinarians, conservationists, and field teams.

CHAPTER PARTNER (CONT'D)



\$50,000 – 99,999.99

INCLUDES

- Chapter Partner designation
- Support of multiple related stories
- Conservation Challenge opportunities
- Educational extensions
- Partner recognition
- Digital recognition
- Impact summary
- Opportunity for partner expertise
- Optional community activation

IDEAL FOR

Brands, conservation organizations, foundations, and companies with a strong thematic interest.

SPECIES PARTNER

\$25,000 – 49,999.99



HELP CHILDREN DISCOVER A SPECIES

Species Partners support the development of a Great Big World story centered around a particular animal.

Potential examples:

- Sea turtles
- Elephants
- Gorillas
- Bees
- Whales
- Sharks
- Penguins
- Cheetahs
- Owls
- Bats
- Butterflies

SPECIES PARTNER (CONT'D)



\$25,000 – 49,999.99

INCLUDES

- **Species Partner recognition**

Recognition associated with the supported story.

- **Story support**

Support for research, development, production, or educational extensions.

- **Species education**

Development of age-appropriate species facts and learning materials.

Great Big Challenge

A conservation challenge connected to the story.

- **Partner expertise**

Opportunity for appropriate expert input.

- **Digital recognition**

Recognition in agreed partner materials.

- **Impact summary**

Reporting on reach and engagement associated with the story.

IDEAL FOR

Wildlife organizations, conservation organizations, foundations, outdoor brands, family brands, and mission-aligned corporations.

ADOPT AN EPISODE

\$10,000 – 24,999.99



HELP BRING ONE STORY TO LIFE

An Adopt an Episode partnership supports one Great Big World story from development through youth engagement.

THE PACKAGE

- **Story development support**

Funding contributes to the development and production of the episode.

- **Educational extension**

Support for accompanying educational content.

- **Great Big Challenge**

A challenge connected directly to the story.

- **Partner recognition**

Appropriate recognition associated with the episode.

- **Impact reporting**

Episode-level performance and engagement summary.

- **Partner briefing**

A post-launch briefing on the story's performance and impact.

IDEAL FOR

Companies and philanthropists
who want a tangible, clearly
defined entry point.

CONSERVATION CHALLENGE



PARTNER

\$10,000 – 24,999.99

TURN KNOWLEDGE INTO ACTION

Conservation Challenge Partners support the development and activation of Great Big World's youth participation system.

A partner can help fund:

- Challenge development
- Educational materials
- Digital challenge experiences
- Family activities
- Classroom challenges
- Community challenges
- Partner-led conservation activities
- Impact measurement

CONSERVATION CHALLENGE



PARTNER (CONT'D)

\$10,000 - 24,999.99

INCLUDES

- **Challenge Partner designation**

Recognition associated with the challenge initiative.

- **Custom challenge opportunity**

Where appropriate, development of a challenge aligned with the partner's conservation priorities.

- **Youth engagement**

Opportunity to connect children and families to the action.

- **Educational resources**

Challenge-related learning materials.

- **Impact reporting**

Participation and engagement metrics.

EDUCATION PARTNER



\$10,000 – 24,999.99

HELP BUILD THE LEARNING LAYER

Education Partners support the development of educational resources that extend Great Big World stories beyond the screen.

POTENTIAL SUPPORT

- Lesson guides
- Species fact sheets
- Classroom activities
- Family activity guides
- STEM extensions
- Art activities
- Nature observation activities
- Teacher resources
- Digital learning tools
- Conservation Passport materials

EDUCATION PARTNER

\$10,000 - 25,000+



INCLUDES

- Education Partner designation
- Resource development
- Educator engagement
- Selected partner recognition
- Educational impact reporting
- Opportunities for partner expertise

IDEAL FOR

Education companies,
foundations, STEM
organizations, universities,
museums, science organizations,
and corporate education
initiatives.

CONSERVATION KNOWLEDGE



PARTNER

IN-KIND / STRATEGIC / CUSTOM

BRING THE SCIENCE INTO THE STORY

Not every partner needs to contribute funding.

Conservation Knowledge Partners help Great Big World ensure that stories are scientifically responsible, conservation-informed, and educationally meaningful.

POTENTIAL CONTRIBUTIONS

- Scientific expertise
- Species information
- Habitat knowledge
- Expert interviews
- Conservation research
- Story reviewEducational review
- Field access

CONSERVATION KNOWLEDGE



PARTNER (CONT'D)

\$10,000 – 35,000+

POTENTIAL CONTRIBUTIONS (cont'd)

- Conservation stories
- Expert participation

PARTNER BENEFITS

- Conservation Knowledge Partner designation
- Recognition where appropriate
- Association with supported stories
- Educational collaboration
- Potential co-created resources
- Opportunities for youth engagement
- Potential pathway to future funded partnerships

IDEAL FOR

Zoos, aquariums, universities,
researchers, wildlife
organizations, conservation
nonprofits, rehabilitation centers,
and field experts.

FIELD PARTNER

IN-KIND / STRATEGIC / CUSTOM



TAKE CHILDREN BEYOND THE SCREEN

Field Partners help connect Great Big World stories with real places and real conservation work.

Potential experiences:

- Zoo visits
- Aquarium experiences
- Nature center programs
- Wildlife rehabilitation
- Habitat restoration
- Behind-the-scenes conservation
- Scientist conversations
- Virtual field trips
- Community nature events

Potential Benefits:

- Field Partner recognition
- Digital recognition
- Story integration
- Youth engagement
- Educational resources
- Challenge development
- Community activation

COMMUNITY IMPACT PARTNER



\$10,000 – 50,000+

BRING GREAT BIG WORLD INTO COMMUNITIES

Community Impact Partners help bring conservation education to children and families who may have limited access to nature programming.

Potential programs:

- Community conservation days
- Youth workshops
- Nature exploration
- Conservation challenges
- Educational events
- School/community programming
- Family engagement

Potential Benefits:

- Field Partner recognition
- Digital recognition
- Story integration
- Youth engagement
- Educational resources
- Challenge development
- Community activation

EMPLOYEE ENGAGEMENT PARTNER



\$10,000 – 50,000+

GIVE EMPLOYEES A WAY TO PARTICIPATE

Companies can connect employee engagement with Great Big World conservation programming.

Potential opportunities:

- Habitat restoration
- Community cleanups
- Educational events
- Youth activity kit preparation
- Conservation challenge support
- Volunteer days
- Employee matching campaigns

This can be particularly valuable for companies seeking to connect employee engagement with environmental or youth initiatives.

IN-KIND PARTNER



Not every contribution needs to be cash.

Potential in-kind support includes:

- Technology
- Production equipment
- Animation services
- Design
- Printing
- Educational materials
- Transportation
- Event space
- Advertising
- Media
- Software
- Professional services
- Merchandise
- Educational supplies

In-kind contributions should be documented at fair and appropriate values where required.

MEDIA & DISTRIBUTION PARTNER



CUSTOM

HELP GREAT BIG WORLD REACH MORE CHILDREN

Distribution Partners can provide:

- Audience
- Platform access
- Media placement
- Educational distribution
- Streaming opportunities
- Social amplification
- Promotional support
- Content placement
- Cross-platform promotion
-

POTENTIAL PARTNER VALUE

The goal is not simply more views.

*The objective is: **Reach** → **Engagement** → **Learning** → **Action***

PARTNERSHIP ADD-ONS



CUSTOM

Partners at appropriate levels can add individual components to their package.

- **GREAT BIG CHALLENGE**

Custom youth conservation challenge.

- **EDUCATION KIT**

Custom educational resource package.

- **COMMUNITY ACTIVATION**

Live or virtual youth/family program.

- **FIELD EXPERIENCE**

Partner-supported conservation experience.

- **EXPERT SESSION**

Scientist, conservationist, educator, or field expert engagement.

- **EMPLOYEE DAY**

Corporate volunteer opportunity.

- **IMPACT REPORT**

Custom reporting beyond standard partner reporting.

PARTNERSHIP ADD-ONS (CONT'D)



CUSTOM

- **CONTENT PACKAGE**

Additional digital storytelling assets.

- **PASSPORT INTEGRATION**

Integration into the Great Big World Conservation Passport.

- **SPECIES SERIES**

Multiple stories centered on a particular species or conservation issue.

PARTNER RECOGNITION

PHILOSOPHY



Great Big World will prioritize meaningful recognition over advertising clutter.

Depending on the partnership, recognition may include:

- Partner name
- Logo
- Partner designation
- Website recognition
- Digital acknowledgment
- Program materials
- Educational resources
- Event recognition
- Partner profile
- Impact report
- Social recognition

Recognition will be proportionate to the partnership and designed to preserve the integrity of children's programming.

BRAND INTEGRATION PRINCIPLES



Great Big World is not intended to turn children's conservation stories into advertisements.

All commercial integrations should be:

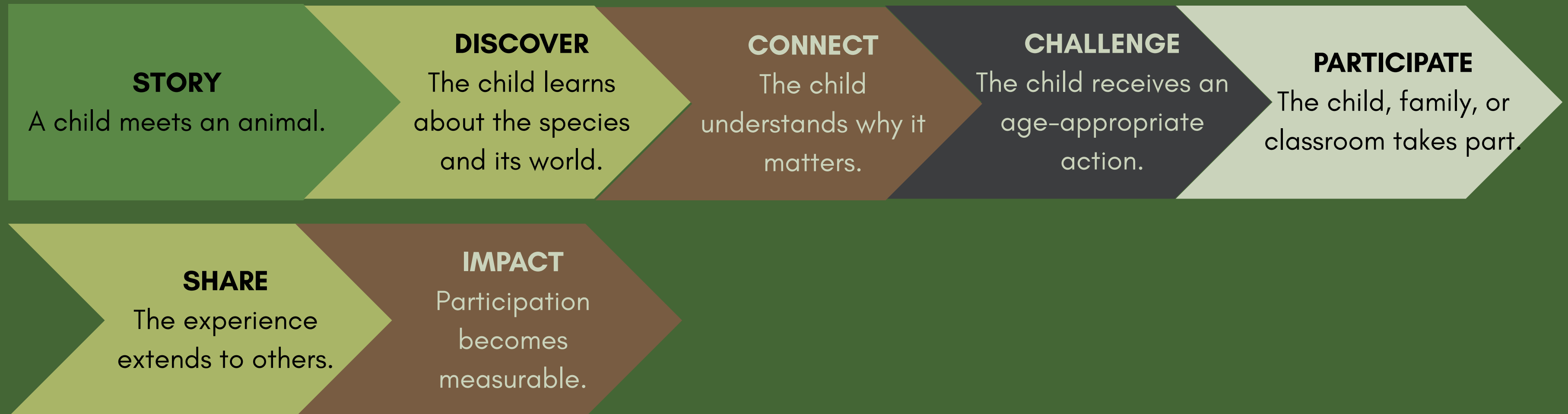
- **AGE-APPROPRIATE**
- **MISSION-ALIGNED**
- **NON-INTRUSIVE**
- **TRANSPARENT**
- **STORY-RELEVANT**
- **CONSERVATION-RELEVANT**
- **EDUCATIONALLY ADDITIVE**

A partner's presence should enhance the child's experience rather than interrupt it.

WHAT PARTNERS ARE REALLY SUPPORTING



A Great Big World partnership can support a complete impact pathway:



This is the value of the Great Big World partnership model.

IMPACT REPORTING



Partner reporting can include, depending on the level of partnership:

REACH	ENGAGEMENT	LEARNING	ACTION	PARTNERSHIP
• Views • Unique viewers • Geographic reach • Platform reach	• Completion • Repeat viewing • Challenge participation • Resource engagement	• Educational resource usage • Knowledge checks • Educator feedback	• Challenges completed • Conservation activities • Community participation	• Expert contributions • Community programs • Educational resources • Partner activations

PARTNERSHIP CUSTOMIZATION



The listed packages establish a starting framework.

Great Big World recognizes that organizations have different:

- Missions
- Audiences
- Budgets
- Geographic priorities
- Conservation priorities
- Employee programs
- Community objectives
- Education goals

Therefore, partnership packages can be customized around a partner's strategic objectives.
The strongest partnerships will be built collaboratively

PACKAGE AT A GLANCE



<u>Partnership:</u>	<u>Suggested Support</u>	<u>Primary Purpose</u>
Founding Conservation Partner	\$250K+	Build the platform
Season Partner	\$100,000 – 249,999.00	Support a major season
Chapter Partner	\$50,000 – 99,999.99	Support a thematic story collection
Community Impact Partner	\$10,000 – 50,000+	Bring programming into communities
Education Partner	\$10,000 – 25,000+	Build educational resources
Conservation Challenge Partner	\$10,000 – 24,999.99	Fund youth action
Species Partner	\$25,000 – 49,999.99	Support a species story
Adopt an Episode	\$10,000 – 24,999.99	Fund one story
Employee Engagement Partner	\$10,000 – 50,000+	Connect employees to conservation

PACKAGE AT A GLANCE (CONT'D)



<u>Partnership:</u>	<u>Suggested Support</u>	<u>Primary Purpose</u>
Knowledge Partner	<i>Custom</i>	Provide expertise
Field Partner	<i>Custom</i>	Provide experiences/access
Media & Distribution Partner	<i>Custom</i>	Expand reach
In-Kind Partner	<i>Custom</i>	Provide goods/services

THE PARTNERSHIP LADDER



Great Big World partnerships can grow over time.



THE GREAT BIG WORLD PARTNER ECOSYSTEM



The most powerful model is not one organization doing everything.
It is a network.

CORPORATE PARTNER
provides funding.

**CONSERVATION
PARTNER**
provides expertise.

EDUCATION PARTNER
helps translate
knowledge into
learning.

FIELD PARTNER
creates real-world
experiences.

GREAT BIG WORLD
turns those resources
into stories and youth
engagement.

CHILDREN & FAMILIES
learn, participate, and
act.

WHAT MAKES A GREAT BIG WORLD PARTNERSHIP DIFFERENT



Traditional sponsorship often asks:

"How much visibility can we give you?"

Great Big World asks:

"What meaningful impact can we create together?"

The partnership opportunity is therefore bigger than branding.

It is an opportunity to:

Tell a story.

Teach something.

Connect a child to the natural world.

Create an action.

Support conservation.

Measure participation.

Build a generation of young conservation-minded citizens.

THE INVITATION



Great Big World is building a platform where children's media, conservation, education, and action can work together.

We invite organizations that share that vision to help build it.

Whether your contribution is:

\$5,000

\$25,000

\$100,000

\$250,000+

or expertise, access, education, media, experiences, or resources,

there is a place to participate.

Let's build something children can discover, care about, and carry forward.



Inspire curiosity.
Build connection.
Encourage action.

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