



TOUGH TURTLE JR. 2026

SPONSORSHIP PROSPECTUS



Jr.

**Sep 19
10am-1pm**

ay, September 20
ed by Gala's Hatch-Day Celebration

REGISTER NOW

Telephone

607-319-4203

Address

1013 W. State Street
Ithaca NY 14850

Website

www.ithacachildrengarden.org

Email

giving@ithacachildrengarden.org

Your LOGO

YOU MAKE IT HAPPEN

IT TAKES A VILLAGE



But we can't do it alone! That's where you—as a sponsor of ICG's Tough Turtle Jr.—come to the rescue! Your support helps us create a joyful, nature-filled day where kids can run, climb, leap, and crawl, and families can come together for an unforgettable adventure.



TOUGH TURTLE JR.

EFFECTIVE MARKETING

YOUR ROI

- Forge real connections with people while they're having fun, spending time together, taking photos, and making memories.
- Increasing media choices means community event sponsorship is more effective than ever.
- Ithaca Children's Garden is the recipient of impressive and numerous community, regional, and national accolades.





COMMUNITY OUTREACH

YOUR ROI

- Your sponsorship benefits Ithaca Children's Garden, a well-loved community resource for 25 years.
- Tough Turtle Jr. appeals to adults of all ages and interests.
- Share in and be associated with a positive, critical community cause.

TOUGH TURTLE JR.





HEIGHTENED COMMUNICATION

YOUR ROI

- Your message is woven into the action.
- Grassroots messaging and presence.
- Tough Turtle Jr. is a unique, well-loved, and well-attended biennial event that commands attention with 300-400 participants every year.

TOUGH TURTLE JR.





COUNT ON US TO PROVIDE

(WE LOVE WORKING WITH YOU)

- Friendly, professional communication
- Complete event marketing exposure
- A place to communicate and interact with your constituents or potential customers
- A unique bonding experience that is fun for your employees and their families
- Complementary Tickets for your team

Thank you

TOUGH TURTLE JR.



ABOUT US

GET TO KNOW US BETTER

Ithaca Children's Garden is a non-profit organization and public garden committed to fostering healthy children and a healthy environment that has been working towards this mission since 1997.

ICG serves more than 70,000 people each year through direct programming, events, and visits to the garden. We recognize the importance of connecting children to the natural world in fun ways that make a real difference, and your partnership helps us make it happen.





WHAT WE BELIEVE

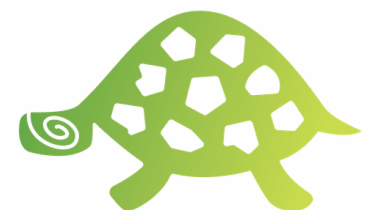
ABOUT OUR VISION AND MISSION

VISION

Our vision is that every child has the basic human right to play, learn, and grow outdoors, and develops a life-long relationship with the living world.

MISSION

Our mission is to connect children to nature for a more beautiful, resilient, and just world.



WHAT WE BELIEVE

ABOUT OUR VALUES

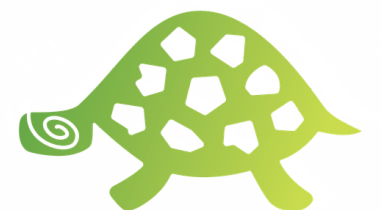
VALUES

Ithaca Children's Garden is deeply rooted in these 5 values:

- Child-Centered
- Inclusive & Safe
- Collaborative
- Innovative
- Ecologically-Centered

ICG is a 501(c)3 and donations of cash or goods-in-kind are tax-deductible as allowable by law.

ICG's tax number: EIN: 52-2291247



MARKET REACH

OUR VISITORS COME FROM EVERYWHERE



Website: 76,232 annual page views



While Ithaca Children’s Garden is a small nonprofit in upstate New York, we attract web and physical visitors nationally and globally each year.

SOCIAL MEDIA AUDIENCE: 10,050

- Instagram: 2,594 Followers, Annual Reach: 11.2k, Annual Views: 20.4k
- Facebook: 7,200 | Reach: 71.1k, Annual Views: 31.9k
- LinkedIn: 147
- YouTube: 109
- Constant Contact: 4,853 Subscribers

FACEBOOK: NYS

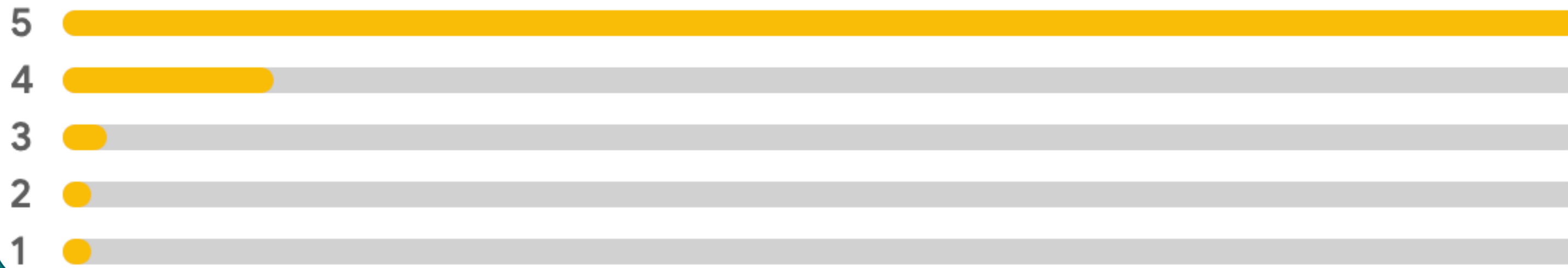
- Ithaca, NY: 1,135
- Lansing, NY: 180
- Trumansburg, NY: 143
- New York, NY: 136
- Syracuse, NY: 123
- Vestal, NY: 120
- Elmira, NY: 79
- Clay, NY: 78
- Binghamton, NY: 76
- Rochester, NY: 76

FACEBOOK: GLOBAL

- United States: 6,976
- Australia: 78
- Canada: 74
- United Kingdom: 49
- Mexico: 35
- Italy: 24
- India: 17
- Vietnam: 17
- Spain: 15
- Indonesia: 14

Google review summary ⓘ

Write a review



4.7



458 reviews

EARNED MEDIA

- NPR
- PBS
- Good Housekeeping
- Forbes Magazine
- Elle
- WorldAtlas
- Mommy Poppins
- Yum-O! (Rachel Ray's Nonprofit Org Website)
- Trip advisor: #20 of 81 things to do in Ithaca, 4.5 stars
- Google Reviews: 4.7 stars, Yelp: 4.3 Stars
- Awards: Recognized as Best Venue for Kids in Ithaca, NY in September 2019-2021 by the Ithaca Times
- Named in Amanda Jaros Champion's 2024 book: ***100 Things to Do in Ithaca Before You Die***
- and much more!



IN THEIR WORDS

VISITOR SATISFACTION

“I’m so glad I found ICG!”

~ESL Teacher

Why do you love & support The Garden?

“The Garden is such an amazing space, it has everything – expression, emotion, fun, and more. I choose to support the Garden for my children, and beyond them, it’s a magical space in town for all children and people. Being able to support an organization that does what the Children’s Garden does for the community, that’s my honor.”



Kartik



Jordan Pero

Local Guide · 86 reviews · 29 photos

★★★★★ 8 months ago

Unconventional, old-school, creative, fun, messy, playfully empowering, everything you want your kid to be. Definitely reccomenda



Cady Fontana

11 reviews · 2 photos

★★★★★ 4 weeks ago

A fantastic, year round, free resource for the families of Ithaca and beyond. We love how casually and often we can visit. Bring a favorite digging tool or toy for the sand pit! There is a large portapotty available, as well as picnic tables for a lunch picnic.



TOUGH TURTLE JR.

BE OUR SPONSOR

Title Sponsorship

\$5,000

Single Title Sponsor

- Logo on all posters, website, and event publicity
- Logo included in e-newsletter and event e-blasts
- Link to media pages to your website
- Logo on all T-shirts before, during, and after event
- Logo on all press releases
- On-site presence during event

SOLD OUT



Presenting Sponsorship

\$3,000

- Limited to 2 sponsorships
- Logo placement on website, select event
- Logo on event e-blasts
- Logo on social media pages
- Social media shout-outs before, during and after event
- On-site presence during event

SOLD OUT

Community Sponsorship

\$1,500

- Small Logo placement on website and some event publicity
- Mention in e-newsletter
- Tag on social media pages
- Social media shout-outs before and after event
- On-site presence during event



Friend Sponsorship

\$1,000

- On-site presence
- Name on website
- Tag on social media pages
- Social media shout-out before, during, and after event



Supporting Sponsorship

\$500

- Name on website
- Tag on social media pages
- Social media shout-out after event



Tough Turtle Jr.

Run, climb, & crawl through a nature-inspired obstacle course!

LET'S DO THIS!

LET'S HAVE SOME FUN.

TOUGH TURTLE JR.

Contact Erin Marteau, Director of Development:
giving@ithacachildrensgarden.org, (607) 319-4203
or connect with the person who shared this with you.
ICG EIN 52-2291247

