



JOIN US!

SPONSORSHIP PROSPECTUS



You ARE Turtle Tough!

**Sep 20
2025**

Tough Turtle Jr. is coming soon

Register Soon!

Telephone
607-319-4203

Address
1013 W. State Street
Ithaca NY 14850

Website
www.ithacachildrensgarden.org

Email
giving@ithacachildrensgarden.org



HELLO FRIENDS

GREETINGS FROM ICG

We invite you to join us for the relaunch of Tough Turtle Jr., coming this September 20, 2025, as a sponsor!

Tough Turtle Jr. is back with obstacles to challenge and delight Tompkins County turtles. Our custom-designed obstacle course, geared for children 12 and under, will allow our Junior Tough Turtles to have a blast in a safe and encouraging environment.





YOUR SUPPORT

MAKES IT HAPPEN

Tough Turtle Jr. provides critical funding for maintaining our FREE public garden, which is open to all every day of the year. Proceeds raised through registration fees and sponsorships go directly to sustaining IGC's mission of providing the space and support for kids to develop lifelong habits of physical and mental wellness, caring, and environmental stewardship.



**YOUR
LOGO
HERE**

TO THE RESCUE!

IT TAKES A VILLAGE

ICG changes lives, one child at a time, and we don't do it alone. Tough Turtle Jr. brings families together for a fun challenge in support of a vital community resource. That's where you — as a sponsor of ICG's Tough Turtle Jr. — come to the rescue! Your partnership makes it happen.





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.





HEIGHTENED COMMUNICATION

YOUR ROI

- Your message is woven into the action.
- Grassroots messaging and presence.
- Tough Turtle Junior is a unique, well-loved, and well-attended event that has attracted hundreds of children since 2013





COMMUNITY OUTREACH

YOUR ROI

- Your sponsorship benefits Ithaca Children's Garden, a well-loved community resource for 20 years.
- Tough Turtle Jr. appeals to children of all backgrounds
- Share in and be associated with a positive, critical community cause.





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 refreshments for your event team



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 VALUES

VALUES

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

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



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

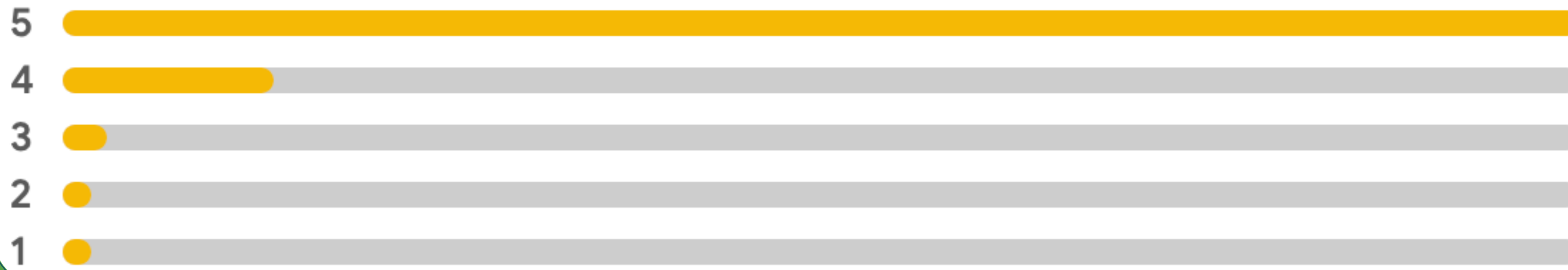
FACEBOOK: GLOBAL

- 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 am so glad I found ICG"

Notes from a phone call to the office:

Tori talked to a woman on the phone about questions and concerns about our upcoming Scarecrow Jubilee. She is looking to take her ESL class to the event and knew ICG would be a place accommodating to the diverse age group of students she has. She happened upon ICG last year while driving by. She fell in love and became inspired by what ICG was doing. It sparked her curiosity of looking into playscapes, playwork, and outdoor adventure for her grandchildren. She hopes to start a nature camp of her own and one day weave willow stick tunnels like ICG's.

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 recommend



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.



FLASH BACK: 2020 WAS THE LAST YEAR WE PLANNED TOUGH TURTLE JR.....

THANK YOU 2020 SPONSORS!
THESE FOLKS HELP MAKE IT HAPPEN IN A BIG WAY



PURITY ICE CREAM
Purity has been sponsoring Tough Turtle since 2016.



HOME DEPOT
Home Depot has supported ICG for more than a decade – and has been title sponsor of Tough Turtle Jr. since year one.

Would you like to sponsor Tough Turtle Jr.?
Contact Tori today!
tori@thacachildrengarden.org

YOUR BUSINESS HERE
Your sponsorship is important to this event! Email Tori to join our sponsors.



LET'S MAKE TOUGH TURTLE JR. 2025 THE BEST YET!





2025 Title Sponsor

\$6,000

- Logo placement on all posters, website, and event publicity
- Link from our social media pages to your website
- Social media shout-outs before, during, and after event
- Named in all press releases
- On-site presence during event
- Thank you poster to display in store following event
- Impact report following event

Thank you!





2025

Presenting Sponsor

\$2,500

- Limited to three sponsors for maximum exposure
- Logo in all print and any other advertising
- Logo and message prominent on Tough Turtle Jr. website
- Name, logo, and message featured prominently throughout the event
- Exhibition space for full outreach throughout the event
- On-site recognition with banner and MC announcement

Thank you!





2025

Water Station Sponsor

\$1,500

- Limited to one sponsor for maximum exposure
- Logo on your water station
- Logo on Tough Turtle website
- Exhibition space for full outreach throughout the event
- On-site recognition with banner and MC announcement

Thank you!





2025 Friend Sponsor

\$1,000

- Name, logo, and message on your water station
- Name on Tough Turtle website
- Exhibition space for full outreach opportunities throughout the event
- On-site recognition with banner and MC announcement

Thank you!





LET'S GO 2025!

Contact Erin Marteau, ICG Director of Development
to learn more or secure your sponsorship today:

giving@ithacachildrensgarden.org

607-319-4203

www.toughturtleithaca.com

www.ithacachildrensgarden.org





THANK • YOU

**WE ARE THRILLED TO BRING TOUGH
TURTLE JR. BACK THIS YEAR...
IDEALLY WITH YOUR PARTNERSHIP!**

