

# BORN LEARNING TRAILS



## A PUBLIC ENGAGEMENT & EARLY LEARNING TOOL

Everyday life is a learning experience for children, and that learning starts at birth. Born Learning Trails are one part of a suite of early learning tools that help parents, grandparents, caregivers, and communities explore ways to turn everyday moments into fun learning opportunities.

- Born Learning Trails are a valuable community resource for early childhood learning. They consist of fun, physical activities that are designed to guide adult caregivers through constructive play with young children in outdoor settings like trails, parks, or school yards.
- Born Learning Trail kits consist of signs with instructions for simple games that turn an excursion to the park into a fun learning experience.
- With the theme *Watch! Stop! Learn! Play!*, Born Learning Trails encourage adults to follow a child's lead, building curiosity and confidence, while reinforcing the learning already underway.



Sponsorship includes: the Born Learning Trail – ten (10) 12” x 24” signs each printed with a unique and engaging activity – as well as stencils for the painted activities; paint and supplies; lumber and hardware for mounting the signs; and the benefits below.

SPONSORSHIP BENEFITS	IMPACTOR \$2,500 Unlimited
Recognition on www.gruw.org	X
Recognition on Print Materials	Logo
Recognition in Press Release	Logo
Recognition on Social Media	Logo
Recognition in Annual Report	X
Recognition on Trail Signage	Logo
Trail installation volunteer opportunity	X

**For more information, please contact:**

Adrienne Olson, Marketing Director  
aolson@gruw.org | (608) 796-1400, ext. 106 | www.gruw.org/bornlearning



Great Rivers United Way