

# A Ridge Well Traveled

An event series celebrating the legacy & retirement of Pete Smerud, long-time Wolf Ridge Executive Director



## Sponsorship Opportunities

For nearly four decades, Executive Director Pete Smerud has shaped Wolf Ridge Environmental Learning Center into a nationally recognized leader in outdoor education, climate literacy, and experiential learning. A Ridge Well Traveled is a series of events honoring Pete's extraordinary career and legacy as he prepares for retirement in 2026. Your sponsorship helps bring this series to life while supporting the future of outdoor learning for thousands of students across Minnesota and the Upper Midwest.

## Event Dates & Locations:

**April 23<sup>rd</sup>, 2026:**  
Clyde Iron Works  
Duluth, MN

**May 5<sup>th</sup>, 2026:**  
Surly Brewing  
Minneapolis, MN

**May 28<sup>th</sup>, 2026:**  
McCull Pond ELC  
Savage, MN

## About Wolf Ridge

Wolf Ridge Environmental Learning Center (ELC) is a nationally recognized leader in environmental education, located in the heart of northern Minnesota. Founded in 1971, Wolf Ridge became the nation's first accredited ELC for K-12 students. Nestled on 2,000 acres of wilderness in Finland, Minnesota, Wolf Ridge provides 3-5 day immersive environmental education experiences that spark a lifelong passion for learning, stewardship, and social-emotional growth. Each year, thousands of students, educators, and lifelong learners explore the natural world on our campus, fostering a deeper connection to the environment and to one another. With over five decades of impact, Wolf Ridge stands as powerful proof of the lasting value of outdoor learning and the increasing urgency to keep young people meaningfully connected to nature.

## Interested in sponsoring?

Contact Misha Evertz at  
[misha.evertz@wolf-ridge.org](mailto:misha.evertz@wolf-ridge.org) | 651.278.4657



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ENVIRONMENTAL LEARNING CENTER

# SPONSORSHIP LEVELS

## Presenting Sponsor: \$5,000

- Premier logo placement and verbal recognition at all events in the series
- Dedicated social media profile spotlight
- Logo on event webpage and series-wide signage
- Private campus visit and behind-the-scenes tour with leadership
- Opportunity for customized recognition based on sponsor interests



## Gold Sponsor: \$2,500

- Prominent logo placement at all events
- Social media acknowledgement during the series
- Logo on event webpage and printed signage
- Optional campus visit with staff

## Silver Sponsor: \$1,000

- Logo on signage at all events
- Social media acknowledgement
- Name/logo on event webpage

## Bronze Sponsor: \$500

- Name listed on signage at all events
- Acknowledgement on event webpage

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