



1075 Stone Harbor Blvd, Stone Harbor, NJ 08247  
609.368.1211 | [wetlandsinstitute.org](http://wetlandsinstitute.org)

June 2016

Dear Friends,

Those of us who call the Jersey Cape our home, take pride in our beautiful region. Visitors come from near and far to enjoy our beaches and activities. But a growing number of visitors want to see more than just the beach and boardwalks. They want to learn more about our natural environment, our history, and all that makes the Jersey Cape more than just a place to kick back and relax.

According to the Cape May County Tourism Department, a growing number of visitors are interested in our region because of its amazing ecology. Eco-tourism is a fast-growing niche and we should capture this great opportunity to create even more lasting memories for our visitors.

Birding enthusiasts are already well-aware that the Cape May peninsula's location at the heart of the Atlantic Flyway, provides amazing opportunities to view a diversity of bird species. This is especially true during the shoulder seasons as these are migration periods on this world renowned phenomenon.

At The Wetlands Institute, we pride ourselves in offering hands-on and interactive opportunities for visitors of all ages to connect with our coastal ecosystems in a way that they can relate to. They can interact with live animals who live in the marsh and local waterways. They can also learn how important it is to protect the fragile coast and wetlands, not only for these animals but also for the coastal resilience that allows us all to enjoy the beautiful sandy beaches we might take for granted.

We are excited to announce new business partnership opportunities. This new program will allow your business to partner with The Wetlands Institute in taking advantage of the growing Eco-Tourism trend. We are launching a Business Membership program which offers flexible options your business can choose from.

Enclosed, you will find a list of available membership package options and their benefits to your business. I am also including information on our Corporate Sponsorships which also include membership benefits. Please review these and feel free to contact me via email at [cmattera@wetlandsinstitute.org](mailto:cmattera@wetlandsinstitute.org) or call 609-368-1211 with any comments or questions.

Sincerely,

Christine Mattera  
Director of Marketing and Communications

A non-profit organization studying, preserving and protecting wetlands and coastal ecosystems.



# Business Membership Packages



## BENEFACTOR MEMBERSHIP – \$3,000

- Fifty (50) 15% Discount coupons for use in our gift shop
- 5 Family Memberships (non-transferable and valid one year from date of redemption)
- Fifty (50) complimentary General Admission passes to The Wetlands Institute.
- Additional passes will be discounted by \$2 each. Redeemed passes will be billed to your business at the end of each month.
- 4 Festival Family Packs (for either Spring Shorebird & Horseshoe Crab Fest., Crabulous Crab Day or Fall Migration Fest.)
- Recognition in prominent location in the Institute visible to over 20,000 annual visitors
- Social Media recognition – over 6,700 likes on Facebook and 2,500 Twitter followers
- Logo or listing and link on website - nearly 150,000 visits in 2015
- Corporate donor listing in our Annual Report

## COLLABORATOR MEMBERSHIP – \$1,000

- Forty (40) 10% Discount coupons for use in our gift shop
- 3 Family Membership (non-transferable and valid one year from date of purchase)
- Forty (40) complimentary General Admission passes to The Wetlands Institute.
- Additional passes will be discounted by \$1 each. Redeemed passes will be billed to your business at the end of each month.
- 2 Festival Family Pack (for either Spring Shorebird and Horseshoe Crab Fest., Crabulous Crab Day or Fall Migration Fest.)
- Recognition in prominent location in the Institute visible to over 20,000 annual visitors
- Logo or listing and link to your business on our website - nearly 150,000 visits in 2015.
- Corporate donor listing in our Annual Report

## SUPPORTER MEMBERSHIP – \$500

- Twenty-five (25) 10% Discount coupons for use in our gift shop
- 2 Family Memberships (non-transferable and valid one year from date of purchase)
- Twenty-five (25) complimentary General Admission passes to The Wetlands Institute.
- Additional passes will be discounted by \$1 each. Redeemed passes will be billed to your business at the end of each month.
- Listing with link to your business on our website - nearly 150,000 visits in 2015.

## ASSOCIATE MEMBERSHIP – \$250

- Fifteen (15) 10% Discount coupons for use in our gift shop
- 1 Family Membership (non-transferable and valid one year from date of purchase)
- Fifteen (15) complimentary General Admission passes to The Wetlands Institute.
- Additional passes will be discounted by \$1 each. Redeemed passes will be billed to your business at the end of each month.
- Listing with link to your business on our website - nearly 150,000 visits in 2015.

## BASIC MEMBERSHIP – \$100

- Eight (8) 10% Discount coupons for use in our gift shop
- Eight (8) complimentary General Admission passes to The Wetlands Institute
- Additional passes will be discounted by \$1 each. Redeemed passes will be billed to your business at the end of each month.
- Listing with link to your business on our website - nearly 150,000 visits in 2015.

## REFERRAL PROGRAM – FREE

Unlimited discounted General Admission passes billed at the end of each month – You will be invoiced for passes redeemed and will save \$1 on each pass. You may transfer this charge to your guests but they are not for resale.



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Contact Name \_\_\_\_\_ Title \_\_\_\_\_

Company/Organization \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Daytime Phone \_\_\_\_\_ Email \_\_\_\_\_

Please sign me up for periodic email announcements from The Wetlands Institute! (We **never** sell or give out our mailing lists)

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**YES, I want to support the Institute's mission by becoming a  
Business Member at the following level:**

- |  |         |
|--|---------|
| <input type="checkbox"/> Benefactor Membership   | \$3,000 |
| <input type="checkbox"/> Collaborator Membership | \$1,000 |
| <input type="checkbox"/> Supporter Membership    | \$500   |
| <input type="checkbox"/> Associate Membership    | \$250   |
| <input type="checkbox"/> Basic Membership        | \$100   |

I would like to participate in The Wetlands Institute's FREE Referral Program

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Check # \_\_\_\_\_ enclosed. Please make check payable to *The Wetlands Institute* and mail to:

The Wetlands Institute, c/o: Christine Mattera, 1075 Stone Harbor Blvd, Stone Harbor, NJ 08247  
or call Christine Mattera at 609.368.1211 to arrange for a purchase order or check pick-up.

Use your Visa, MasterCard, Discover or American Express:

Cardholder name: \_\_\_\_\_ Card # \_\_\_\_\_

exp date: \_\_\_\_ / \_\_\_\_ CVC (3 or 4 digits): \_\_\_\_\_ Cardholder signature: \_\_\_\_\_

***THANK YOU for your support!***

Many Fun Ways to

# Discover the Wetlands

at The Wetlands Institute



## AQUARIUM AND HANDS-ON EXHIBITS

View and interact with local marine life at the Aquarium Teaching and Touch Tank.

## NATURE AND BIRDING TRAIL

Explore the salt marsh on our ¼ mile scenic walking trail and get a unique view of the wetland ecosystem from our 720ft-long elevated marsh walkway.

## TERRAPIN STATION

Visit educational exhibits and learn about turtles and horseshoe crabs at our Turtle Basking Tanks and Horseshoe Crab Hatchery.

## WILDLIFE AND HABITAT GARDENS

Stroll through our native plant gardens.

## OBSERVATION TOWER AND DECK

Climb our 3-story tower for amazing views of the wetlands and surrounding area.

## TIDEPOL SHOP

Shop for nature related books, unique made-in-America gifts, clothing and toys.

Open Year Round!



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**Event Calendar**  
Available on our website  
[wetlandsinstitute.org](http://wetlandsinstitute.org)

ADULT \$8 • CHILDREN \$6  
MEMBERS FREE

Open daily  
9:30am - 4:30pm  
all summer long!

Tue., Wed. and Thu.,  
6/14 to 9/1, open until 8pm.

# ★ 2016 SUMMER ACTIVITIES ★



## FREE WITH ADMISSION FROM JUNE 13 - LABOR DAY:

- **Hooked on Fishing and Crabbing at the Dock:** Learn how to bait a hook, cast, and catch fish or blue crabs from our dock! Sat.-Sun.
- **Salt Marsh Safari:** Watch our salt marsh video and take an interpretive walk through the wetlands. Daily.
- **Creature Feature:** Get up close and personal with fish, crabs, sea stars and urchins, horseshoe crabs or plankton, and our friends from Finding Nemo. Mon.-Fri.
- **Catch 'o the Day:** Drag a seine net to discover the crabs, shrimp, fish and other creatures that live in the back bay! Mon., Wed., Fri.
- **Aquarium Feeding:** Help us feed the fish and turtles, or just watch them gobble down their food. Tue., Thu., Sat.
- **Totally Turtle Tuesdays and Horseshoe Crabmania Thursdays:** Meet live animals, learn about our latest research, release a terrapin or horseshoe crab from our dock and make crafts! Tue. & Thu. Evenings.

## ADDITIONAL FEES APPLY:

- **Back Bay Birding and Wildlife Tours:** Tour the back bays with a naturalist on a pontoon boat. Tue., Wed. and Thu. depart from Institute dock or from Ocean City for a Wed. evening tour. Reservations required.
- **Dune and Beach Exploration:** Take a morning interpretive walk through a maritime forest, dune and beach trail. Monday depart from Stone Harbor Point trailhead or Wednesday from Avalon at 48th and Dune Dr.
- **Back Bay Kayaking and Paddleboarding:** Get oriented and then set off on a daytime paddle through the coastal marsh. Monday through Friday from the Institute dock. Reservations required.
- **Evening Back Bay Kayaking:** Join us in the evening for Sunset or Full Moon Kayaking. Wednesday, Thursday at the Institute. Special Full Moon Dates. Reservations required.

## SUMMER NATURE PROGRAMS

Week-long themed adventures in the salt marsh and coastal ecosystems. Programs held weekly from July 6–August 15. Ages 4-13. Registration required.

## STONE HARBOR BIRD SANCTUARY TOUR

FREE guided tour of the Stone Harbor Bird Sanctuary. Sundays, Memorial Day through Labor Day, Saturdays in July and August.

Crabulous Crab Day  
7/22

Summer Celebration  
8/6

Fall Migration Festival  
9/17-18

Wetland Wonderland  
Nov. 26

