

Creating an EARTH WALK site

Native American Communities had a conscious ongoing relationship to their habitat (land, water, wildlife). Their survival and culture were built upon continued observations, along with various forms of reciprocity, as they saw themselves as an integral, active part of the ecology. Modern culture defines the earth's rich gifts and garden as 'resource' vs seeing ourselves as nature.

Why create an Earth Walk site?

1. Climate change and increased mental illness and social alienation
2. Lack of (non-digital) family-focused fun and connecting adventures
3. Disconnect from nature contributes to individual and global degrading of the earth

Earth Walk Benefits

- 1) Mindful walking addresses 'Nature Deficit Disorders' by inviting a conscious relationship to nature
- 2) Collaboration with Indigenous cultures builds more resilient communities
- 3) Mindful walking medical, mental, emotional, social and ecological benefits, also inspire stewardship and reciprocity - the root of climate change issues.

An Earth Walk supports holistic well-being while inspiring deeper gratitude. As you slow down to smell the rocks, feel the wind, listen to the trees and try to determine the shape of water, sounds have new meaning, wildlife begins to move (when you don't) and colors convey their distinct harmonies.

STEP 1:

Site Assessment: location, logistics, trail scouting to ID unique features.

Each site has: native iconic structure near a loop trail (mile or less) of unique terrain. Parking, bathrooms and a docent on-hand will also guide the site choice. Identify a ½ mile to mile loop trail or area in the park that can be assigned as an earth walk trail.



STEP 2:

Identify the local indigenous community and a native icon they are willing to guide and/or construct at the gateway to the Earth Walk. During construction of the site, they can share indigenous wisdom that becomes the basis for the adventure. Collaboration during construction can involve local schools and community members to learn and participate with press to create insight and buzz.



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STEP 3: Facilitation: people to create the adventure (trail team, researchers, docents). Enroll a local student or local group willing to participate in creating trail highlights that will be a part of the signage and guidebook.



Step 4: Guidebook, signage and promotion

Drafting Booklet: mapping the walk, guidelines and activity directive

Production of Booklet: layout, illustration, printing, etc.

Calendar of Events: online calendar with site-specific events that can be held at the site, especially involving native culture: medicine walks, ancient crafting, story-telling, stewardship activities, etc.

Promotion: Social Media marketing, Press (fam-tours), enrolling community groups

Maintenance: security camera, structure upkeep, online updates



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Sponsorship Levels

Above Us Only Sky Benefactor - Sustaining support

\$5,000 annual

all of below + Sharing your story and contribution in all media, press and on back cover.

10 Booklets with Cover or...50 paper (only) booklets

and..5 custom Leather Covers

Big Water ~ Stewards of Tahoe honoring All Beings of Nature

\$2,500

full page placement in all Earth Walk booklets included in marketing.

Banner promotion on Website

Shout out for your stewardship to the watershed

Call out in marketing efforts like radio PSA's, and other advertising

5 Booklets with Cover or...25 paper (only) booklets

3 Custom Leather Cover

Eagle ~ Strong vision, able to soar

\$1,000

1/2 page placement in all Earth Walk Booklets

Website promotion with copy sharing your contribution to the watershed.

Shout out for your stewardship to the watershed

20 paper (only) booklets

1 Custom Leather Cover

Bear ~ Indicator Species of a Healthy Forest

\$500

1/4 page placement in Earth Walk Booklets in your area

Website promotion with copy sharing your contribution to the watershed.

10 paper (only) booklets

1 Leather Cover

Lahontan Trout ~ Native powerful swimmer against all odds

\$200

Logo placement in one Earth Walk Booklet of choice.

Website promotion with copy sharing your contribution to the watershed

5 paper (only) booklets

Sugar pinecone a special conifer critical to Tahoe's water clarity

\$100

1 Booklet with Cover or...3 paper(only) booklets.

Name printed in an Earth Walk

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Earth Walk Sponsorship Form

Name _____

Company _____

Address _____

Phone _____ Cell _____

Email _____ Website _____

Please share your sustainable practices and/or contribution to the watershed:

Level of Sponsorship

Above Us Only Sky ~ Benefactor for ongoing support
\$5,000

Big Water ~ Stewards honoring All Beings of Nature
\$2,500

Eagle ~ Strong Vision...able to Soar
\$1,000

Bear ~ Indicator Species of a Healthy Forest
\$500

Lahontan Trout ~ Native powerful swimmer against all odds
\$200

Sugar pine cone ~ a special conifer critical for Tahoe water clarity
\$100

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