



**WHERE:**

Fort Harrison State Park, Indianapolis, IN

**WHEN:**

September 25-27, 2009

**FEE:**

Free admission

**PREDICTED ATTENDANCE:**

20,000+

**BACKGROUND:**

The idea of an Outdoor Experience was originally started in Texas to generate a better awareness of outdoor recreation in Texas and how to conserve it. These kinds of Outdoor Experiences have now spread across the U.S. Each state runs their event a little differently but all teach the same general principles. These principles center on an appreciation of the outdoors, including the culture and history that surrounds it, as well as how to conserve our natural resources.

Our annual Hoosier Outdoor Experience will stand out from other events such as sport shows, outdoor trade shows, and commercial events in many ways. The most important difference between an Outdoor Experience and other events is that we will strictly focus on hands-on and interactive learning events that will teach outdoor skills and conservation to kids, families, and minorities that are currently less experienced in the outdoors. Additionally, our event will focus on Indiana's outdoor heritage and culture. All participants will have the opportunity to try their hand at an array of outdoor activities and skills. For example, we are considering offering stations on hunting and fishing skills, compass/GPS skills, wildlife management, hiking, mountain biking, canoeing and kayaking, history and culture of our natural resources, and camping. The possibilities are endless and that is why we want your help!

**PURPOSE:**

- Designed to achieve short-term outcomes in knowledge, attitude, and behavior
- Introduces natural resources-related outdoor skills and natural resources conservation/management concepts
- Provides opportunities that connect participants with like-minded groups/individuals and enhance long-term participation in outdoor skills and good outdoor/conservation stewardship

**BENEFITS TO YOU:**

- Sponsorship opportunities: increase your name recognition with a population your organization has not traditionally reached.
- There will be many people interested in the outdoors all in one place. This is a prime opportunity for volunteer constituents to gain a lot of exposure by participating in this event.
- There will be over a thousand volunteers helping with this event. This will be a great chance for constituents to network with each other and form new relationships.
- Possibly the most important benefit to you is to have the chance to share your experience and expertise with someone new, ultimately increasing the awareness and image of the beliefs and activities that you yourself are a part of.



## GENERAL OUTLINE:

Friday, September 25 is Kid's Day

- Theme of event is "I am a good citizen when I care about my natural resources"
- 3<sup>rd</sup> grade elementary students from around the state will participate in various activities aimed towards teaching young people Indiana's outdoor heritage as well as how to conserve this resource.

Friday Evening, September 25

- The IDNR, along with Indiana Wildlife Federation, will co-host an Outdoor Awards Banquet held at The Garrison.
- Awards will include the inaugural class of the Indiana Conservation Hall of Fame.

Saturday and Sunday, September 26-27, is open to the general public

- Activities will be developed that focus on families and minorities with little to no outdoor experience. These hands-on, interactive events will be aimed at educating the general public about Indiana's outdoor resources and how to conserve them.
- The Hoosier Outdoor Experience is divided into several Activity Areas, each focusing on a different aspect of outdoor pursuits and related concepts.
  - Event Center and Careers in the Outdoors
  - Aquatics Activity Area
  - Cultural & Historical Activity Area
  - Dog Training & Demonstrations
  - Equestrian Activity Area
  - Forestry Activity Area
  - Outdoor Recreation Activity Area
  - Shooting Sports Activity Area
  - Vendors and Mercantile
  - Wildlife Activity Area

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