

About Event Sponsorship



Levels of Event Sponsorship for Corporations

Celebrating its 35th year in 2018, The World Series of Birding is the country's largest and most prestigious birding competition and provides participants and sponsors with a fun and interactive way to raise money for critically needed conservation priorities and New Jersey Audubon's mission: connecting people with nature and stewarding the nature of today for the generations of tomorrow.

Sponsorship of the World Series of Birding demonstrates that you sponsor one of North America's most celebrated conservation events and that you are also concerned about preserving habitat and saving the environment. When you consider that the American birding market is over 81 million individuals, the

message is simple. Being part of the World Series of Birding elevates your environmental image and puts you in partnership with some of the world's most respected conservation organizations, not just for the day of the event, but all year long.

The World Series of Birding allows sponsors to gain visibility and build relationships with current and prospective influencers, well-educated, well-informed, affluent clients, locally, nationally, and from around the world. To that end, the following sponsorship benefits are offered. Customized packages are also available.

EVENT SPONSOR - \$15,000 (One opportunity)

- ✓ Citation in all World Series of Birding printed materials (event material, invitations, signage, banners)
- ✓ Citation on official World Series of Birding t-shirt
- ✓ Citation in press releases
- ✓ Corporate logo, including website hyperlink, included on the World Series of Birding web page
- ✓ Two guests to the World Series of Birding Board Dinner (Friday evening, May 11)
- ✓ Two guests to the World Series of Birding Board Team bus (Saturday, May 12)
- ✓ Two guests to the World Series of Birding Board Dinner (Saturday, May 12)
- ✓ One table (ten guests per table) for World Series of Birding Awards Brunch, May 13th, with preferential seating
- ✓ Feature in one New Jersey Audubon email (reach is over 50,000 people)
- ✓ Highlighted in New Jersey Audubon magazine, printed twice per year (circulation over 20,000)

Continued on next page

About Event Sponsorship Continued

EVENT BENEFACTOR - \$10,000 (One opportunity)

- ✓ Citation in all World Series of Birding printed materials (event catalogue, invitation, signage, banners)
- ✓ Citation on official World Series of Birding t-shirt
- ✓ Citation in press release
- ✓ Corporate logo, including website hyperlink, included on the World Series of Birding web page
- ✓ Two guests to the World Series of Birding Board Dinner (Friday evening, May 11)
- ✓ Five guests for World Series of Birding Awards Brunch with preferential seating on Sunday, May 13

BIRD CONSERVATION CHALLENGE CATEGORY SPONSORS - \$5,000

Five opportunities, including Full State, Limited Geographic Area, Big Stay, Cape May County Only, Cape Island Cup)

- ✓ Corporate Name included in the name of a Bird Conservation Challenge competitive category and engraved on the Trophy for the Category.
- ✓ Citation in all World Series of Birding printed materials (event catalogue, invitation, signage)
- ✓ Citation on official World Series of Birding t-shirt
- ✓ Citation in press release
- ✓ Corporate logo, including website hyperlink, included on the World Series of Birding web page
- ✓ Two guests for World Series of Birding award brunch with preferential seating on Sunday, May 13

Continued on next page



About Event Sponsorship Continued

TEAM SPONSOR - \$1,500 (Plenty of opportunities)

- ✓ Citation in all World Series of Birding printed materials (event catalogue, invitation, signage)
- ✓ Citation on official World Series of Birding t-shirt
- ✓ Citation in press release
- ✓ Corporate logo, including website hyperlink, included on the World Series of Birding web page
- ✓ Two guests for World Series of Birding award brunch with preferential seating on Sunday, May 13

Other Event Sponsor Benefits

At the very least, you will gain the recognition and publicity of being a major player in this event. The media loves this event! Just take a look at the list of media outlets that have featured the World Series of Birding, including 20/20, The Martha Stewart Show, The Daily Show, National Geographic Magazine, and National Geographic Explorer, Animal Planet, The Wall Street Journal and the documentary, *Opposable Chums – The Guts and Glory of the World Series of Birding*, which has been an official selection for several North American film festivals, and has won several independent film maker awards.

All of which is why, as a fundraiser and as a publicity engine, this event is without peer. A lot of time and effort goes into any successful fundraising effort, and New Jersey Audubon's World Series of Birding is catalytic and cost effective. You can see this is the success of this event and we'd enjoy the opportunity to prove this to you.

For additional detail or more information regarding Corporate Sponsorship opportunities contact Lillian Armstrong, Special Events Coordinator, at 609.400.3844 or email at lillian.armstrong@njaudubon.org. ■

