



About Team Sponsorship



For over thirty years, teams of birders from all over the world, many of whom were sponsored by some of the planet's most respected names in business and conservation, have participated in this 24-hour treasure hunt within the state of New Jersey. It draws attention to the habitat needs of migrating birds. It gives birders a chance to put their birding skills on the line for a good cause. Since this event began in 1984, it has generated over \$8,000,000 for worldwide conservation projects.

*We're inviting you to
get in on the game
by becoming a Team Sponsor*

Read on to learn about the many ways to be on the playing field in the World Series of Birding. There are many different ways to play and teams select a strategy based on their knowledge, skills and familiarity with the geographic area, whether that be the whole state, a region, a county or a local community. The minimum amount for team sponsorship is \$1,500, which does not include team expenses and registration fees, which also apply. Sponsors of teams raising money for their own causes (other than New Jersey Audubon) benefit from the publicity, energy and conservation focus that swirls around the event, while still raising funds for their environmental organization.

Types of Teams and Sponsorship

Three of the four levels of competition are eligible for corporate sponsorship: Bird Conservation Challenge (Level I), Zeiss Youth Teams (Level III), and Senior Teams (Level IV). You can sponsor more than one team, and teams in different levels. We can match you with a team that has been in the running for many years, or maybe you already know of a group of individuals that would be interested in putting a team together – perhaps even some of your own employees. Whatever level you decide to sponsor, all Team Sponsorship Funds and Team Member Registration Fees are paid directly to New Jersey Audubon.

Many Team Sponsors also assume other expenses for their team; all of which is totally up to the Sponsor and the team to decide. At the very least, you'll want your team to be wearing a shirt with your company name or logo; optics companies outfit their team with their equipment. Other expenses may include a rental vehicle with the sponsor's name or logo, team travel or lodging expenses.

Fees

All registration fees are payable directly to New Jersey Audubon. Team Sponsor fees, are due by April 20, 2018. (see chart on page 3)

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Level I: Bird Conservation Challenge

There are several categories of competition within Level I.

- The entire state – teams cover the state from High Point to Cape May Point and anywhere in between. Teams with the highest total number of species are eligible for the 1st Place **Urner Stone Cup**, the 2nd place **Stone Award**, and the 3rd place **Stearns Award**.
- A single county – teams pick a single county and compete for the Limited Geographic Area. These teams are eligible for the **LGA Award** for the highest total species based on a par for a single county.
- Cape May County Only – teams stay within the boundaries of Cape May County. These teams are eligible for the **Cape May County Award** for highest total species.
- Cape Island – teams bird only the area south of the Cape May canal and are eligible for the **Cape Island Cup** for highest total species.
- Teams pick a spot (17-foot diameter) and do a “Big Stay” to claim the **Big Stay Award** for highest total species identified. The North American record was broken in 2007 with 139 species from a spot in Cape May.
- Teams go green and do their entire day exclusively under their own power on foot, by bike, in a row boat, kayak, canoe or a combination of all three to vie for the **Swarovski Carbon Footprint Cup**.

Level I Entry Fees

Sponsors are required to pay the Team Sponsor entry fee of \$1500 (see chart on page 3). Any Team Sponsors supporting two or more Level I teams, in any Level I category, are required to pay \$500 for the additional Team Sponsor entry fee(s). In addition to sponsorship, \$115 per team member, which includes materials, Finish Line festivities, Sunday Awards Brunch, and an official WSB shirt, is required and may be paid by the Sponsor or by the team members.

Level III: Zeiss Youth Challenge

Level III Zeiss Youth Challenge is open to all youth groups within Grades 1 through 12. There are four divisions:

- Elementary School – Grades 1-5;
- Middle School – Grades 6-8;
- High School – Grades 9-12; and
- Carbon-Free Kids Challenge – Grades 6-12.

Teams may be comprised of mixed ages, grades, and schools. Registered teams are eligible for the Zeiss Youth Birding Award for the highest total species in each division.

Level III Entry Fees

Corporate sponsorship of Youth Teams is also \$1500 as noted in the chart on page 3. Any Team Sponsors supporting two or more Youth teams, in any division, are required to pay \$500 for the additional team(s), plus a \$15 per team member registration fee is required. Adults/designated drivers must register but there is no entry fee. Official WSB shirts (\$20) are available for purchase at the Finish Line and the Awards Brunch. Reservations and payment (\$25 per person) for the Awards Brunch must be made in advance, no later than April 27.

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Level IV: Senior Challenge

Level IV Senior Challenge is open to anyone age 60 and older birding in New Jersey. All participating members must be at least 60 except for the designated driver who can be under 60 but over 21. Teams are eligible for the Floyd P. Wolfarth Award for highest total species by a Senior Team.

Level IV Entry Fees

Corporate-sponsored Senior Teams are required to pay the Sponsor entry fee of \$1500 as in the chart below. Any Corporate Sponsors supporting two or more Senior teams are required to pay \$500 for each additional team and \$45 per team member for registration which includes materials and an official WSB T-shirt. Reservations for the Awards Brunch (\$25 per person) should be made no later than April 27. Designated drivers must register but there is no entry fee. All fees and registration are due by April 20.

	Level I Bird Conservation Challenge	Level III Zeiss Youth Challenge	Level IV Senior Challenge
Minimum Corporate Sponsor Entry Fee	\$1,500 for first team; \$500 for each additional team	\$1,500 for first team; \$500 for each additional team	\$1,500 for first team; \$500 for each additional team
Member Registration Fee (per team member)	\$115.00	\$15.00	\$45.00
Cost for Brunch	included	\$25.00	\$25.00
Cost for Shirt	included	\$20.00	included

Corporate 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.

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A Corporate Sponsor:

- ✓ is invited to welcome your team at the Finish Line
- ✓ is invited to the Awards Brunch with your team
- ✓ will have special recognition at the Awards Brunch
- ✓ will be listed on the official World Series of Birding shirt
- ✓ will be listed on the World Series of Birding website with a link to your business
- ✓ has the use of the official World Series of Birding Corporate Logo for the year of sponsorship
- ✓ will be listed in the NJ Audubon and Cape May Bird Observatory Magazines
- ✓ will be listed in the NJ Audubon Annual Report

There are many benefits in being part of this event, but most importantly, you will have the satisfaction of knowing that you have done something positive for the environment. The fun and challenge of the day will belong to you and your team for as long as memory lasts.

As a fund raiser and as a publicity engine, this event is without peer. A lot of time and effort goes into any successful fund raising effort. And the World Series of Birding is catalytic and cost effective. You can see this in the success of the World Series of Birding and we'd enjoy the opportunity to prove this – by helping you get a team in North America's premier birding event.

We can help you with publicity. The fact is no one understands this market better than the staff of New Jersey Audubon. There's a whole support force to answer your questions and help you with your effort.

If you have any questions, call 609-400-3844 or 609-400-3852 or email: wsb@njudubon.org

We look forward to seeing you at the festivities and seeing your name in a place of honor for the World Series of Birding. ■

