

# Audubon Mid-Atlantic

# Philly Birding Weekend

Sponsorship Overview

October 7 - 9, 2022

## Philadelphia's Wildlife

Audubon Mid-Atlantic is seeking sponsors for our 2022 inaugural Philly Birding Weekend! Over the weekend of **October 7-9, 2022**, we will invite people from across the Philadelphia region to join us as we explore some of the city's iconic green spaces and look for birds on their fall migration. Each tour will be guided by bird experts. Planned excursions will include walks in local watersheds and parks, a paddle on the Strawberry Mansion Reservoir, Saturday night celebratory Tally Rally and so much more!

## Philly is for Birds and People

Philadelphia is a significant migratory flyway for millions of birds each fall. Audubon Mid-Atlantic works to increase the capacity for birds and people to coexist and thrive. This includes work to create and restore bird-friendly habitats, advocate for building owners to reduce bird collisions through Lights Out Philly and educate and advocate for policies designed to mitigate the impact of climate change and habitat loss.

In the city, Audubon presents environmental programming at The Discovery Center, located in Fairmount Park next to the Strawberry Mansion neighborhood. The Discovery Center is an urban oasis for bird conservation, environmental education, community revitalization and a significant historical landmark. Here, we offer resources and tools necessary for young and old alike to analyze, preserve and restore our natural environment. The Discovery Center also allows visitors to connect to Audubon's national and international conservation initiatives, serving as a major migratory stopover on the Atlantic Flyway for **over 100 species of birds**.

The **purpose** of Audubon Mid-Atlantic's Philly Birding Weekend is to showcase the city as a critical habitat for birds, particularly during migration and share the joy of birds with new audiences. We will provide guided, unique experiences that connect people to natural, local spaces critical for supporting wildlife diversity. Autumn is the ideal season to catch a glimpse of migratory birds on their international journeys, stopping by Philly's green spaces for a brief visit on their way to warmer wintering grounds.

Ticket sales and Sponsorships for the Philly Birding Weekend excursions will support Audubon Mid-Atlantic's work in Philadelphia, including neighborhood conservation and education programs

## Join the Audubon Mid-Atlantic Flock

Nationwide, 86 million Americans spend nearly \$76 billion annually on travel and equipment-related expenditures associated with birdwatching. This is an emerging market in urban centers like Philly, where the city's green spaces are "hotspots" for observing rare species that rely on these habitats for food and shelter year-round.

Sponsoring the Philly Birding Weekend places your organization directly in view of a highly engaged audience who are educated, affluent, community and culturally minded. Your company's name will reach an audience in Philly and beyond, through e-newsletters, social media, and our website.

Sponsorship levels are tailored to suit your budget. Join the Audubon Mid-Atlantic Flock and promote your organization to one of the largest growing sectors of the outdoor travel industry!

## For more information, please contact:

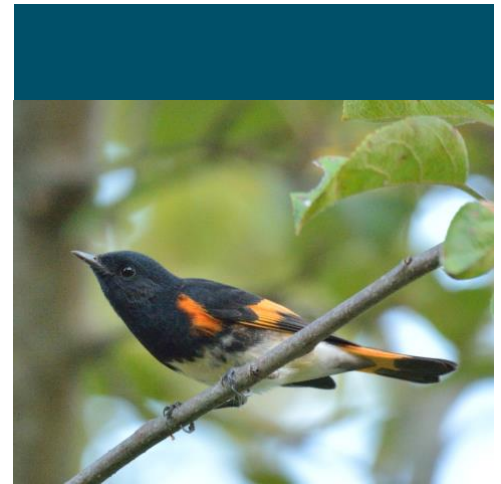
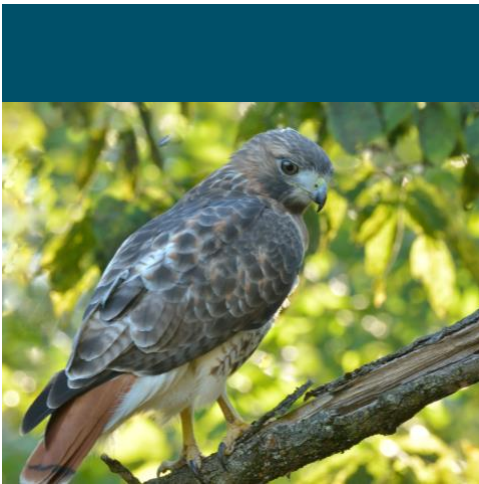
- Sponsorship Contacts: James Barbour – [james.barbour@audubon.org](mailto:james.barbour@audubon.org), or Wendy Christie – [wendy.christie@audubon.org](mailto:wendy.christie@audubon.org)
- Event: Contact: Angela Wenger – [angela.wenger@audubon.org](mailto:angela.wenger@audubon.org)

# Audubon Mid-Atlantic

# Philly Birding Weekend

Sponsorship Levels and Benefits

October 7 - 9, 2022



## **\$25,000 – BALD EAGLE (1 SPONSORSHIP)**

- Exclusive field trip naming opportunity (cash sponsorships only)
- Custom integration with selected Philly Birding Weekend (PBW) events (signage, giveaways, logo inclusion, etc.)
- Recognition on media outreach may include radio, print, and Facebook (cash sponsorships only)
- Company logo and link on Philly Birding Weekend landing page
- Your large company logo and link on all PBW e-newsletters, distributed to 70,000 Audubon subscribers
- Company engagement opportunity with our Regional and/or Center Director (schedule permitting)
- 10 tickets to selected weekend events

## **\$15,000 – YELLOW-CROWNED NIGHT HERON (2 SPONSORSHPS)**

- Exclusive field trip naming opportunity (cash sponsorships only)
- Custom integration with selected Philly Birding Weekend events (signage, giveaways, logo inclusion, etc.)
- Recognition on media outreach may include radio, print, and Facebook (cash sponsorships only)
- Company logo and link on Philly Birding Weekend landing page
- Your large company logo and link on all PBW e-newsletters, distributed to 70,000 Audubon subscribers
- 5 tickets to selected weekend events

## **\$5,000 – BLUE JAY (5 SPONSORSHIPS)**

- Recognition on media outreach may include print and Facebook (cash sponsorships only)
- Company logo and link on Philly Birding Weekend landing page
- Company logo and link on all PBW e-newsletters, distributed to 70,000 Audubon subscribers
- Your company's "swag" showcased in participant giveaways
- 4 tickets to selected weekend events

## **\$2,500 – CHIMNEY SWIFT (10 SPONSORSHPS)**

- Company logo and link on Philly Birding Weekend landing page
- Company logo and link on all PBW e-newsletters, distributed to 70,000 Audubon subscribers
- Your company's "swag" showcased in participant giveaways
- 2 tickets to selected weekend events