



Natural Resources FOUNDATION of Wisconsin



2017 Great Wisconsin Birdathon Sponsorship



The Natural Resources Foundation of Wisconsin's Great Wisconsin Birdathon unites bird enthusiasts, outdoor recreationists, and people across Wisconsin who cherish our state's wildlife and natural heritage. By participating in the Great Wisconsin Birdathon, individuals and organizations create teams to find as many birds as possible in a single day, while raising funds to support priority bird conservation projects in Wisconsin. By sponsoring the Great Wisconsin Birdathon, we can help complement your marketing priorities and reach your philanthropic goals, while increasing your visibility in the communities that matter to you.

With **more than 150 participants and 750 supporters each year**, the Great Wisconsin Birdathon offers many ways for your business to reach people who are committed to protecting the state's natural resources, enjoy exploring the outdoors, and feel a strong connection to Wisconsin:

- **48 birding teams with 150 participants in 2016**
- **750+ individual donors who support a Birdathon team**
- **4,200 active Natural Resources Foundation members**
- **75% annual membership renewal rate**
- **10% average annual membership growth rate**
- **2,645 total subscribers** across all email marketing segments
- **33% open rate averaged** across all email marketing segments

"I can't think of a better way to appreciate the magic of spring migration than by participating in the Great Wisconsin Birdathon to raise funds for bird conservation."

- Sarah Besadny, Great Wisconsin Birdathon Participant

"The Great Wisconsin Birdathon is a truly wonderful program that combines people's love of birds and their desire to help fund important conservation, education, and research."

- Bryan Lenz, Director of Bird City Wisconsin

Thank you for considering this opportunity to support the Great Wisconsin Birdathon!

Sponsorship Levels

Bald Eagle Sponsor Level—*valued at \$10,000+; receives the highest level of visibility:*

- Your organization's logo on the **Great Wisconsin Birdathon website**
- Your logo in the ***Bird News You Can Use* e-newsletter**
- Your logo in the annual **Birdathon report**
- Special invitation to an exclusive **Conservation Connections** field trip led by experts
- Your sponsorship recognized in **3 social media posts** on Facebook and Twitter
- Special invitation to an exclusive **Bird Protection Fund field trip** led by birding experts
- **Joint news release** announcing your support of the Great Wisconsin Birdathon

Snowy Owl Sponsor Level—*valued at \$5,000:*

- Your organization's logo on the **Great Wisconsin Birdathon website**
- Your logo in the ***Bird News You Can Use* e-newsletter**
- Your logo in the annual **Birdathon report**
- Special invitation to an exclusive **Conservation Connections** field trip led by experts
- Your sponsorship recognized in **2 social media posts** on Facebook and Twitter
- Special invitation to an **exclusive Bird Protection Fund field trip** led by birding experts
- **Joint news release** announcing your support of the Great Wisconsin Birdathon
- A **featured blog post** about your support for the Great Wisconsin Birdathon and **targeted e-message** to over 4,000 people about your support for the Great Wisconsin Birdathon

Greater Prairie Chicken Sponsor—*valued at \$2,500:*

- Your organization's logo on the **Great Wisconsin Birdathon website**
- Your logo in the ***Bird News You Can Use* e-newsletter**
- Your logo in the annual **Birdathon report**
- Your sponsorship recognized in **1 social media post** on Facebook and Twitter
- Special invitation to an exclusive **Conservation Connections** field trip led by experts

Hummingbird Sponsor—*valued at \$1,000 (in-kind sponsorships welcome):*

- Your organization's name on the **Great Wisconsin Birdathon website**
- Your organization's name in the ***Bird News You Can Use* e-newsletter**
- Your organization's name in the annual **Birdathon report**
- Special invitation to an exclusive **Conservation Connections** field trip led by experts

To find out how your organization can support the Great Wisconsin Birdathon, contact our director of conservation programs, Caitlin Williamson, at 608-266-1430 or caitlin.williamson@wisconsin.gov