

**JOPPA FLATS EDUCATION CENTER**  
**Massachusetts Audubon Society**  
**P.O. Box 1558**  
**Newburyport, MA 01950**  
**978-462-9998**

SUPERBOWL – SPONSORSHIP NARRATIVE - 2010.DOC

## **SUPERBOWL OF BIRDING VII**

### **BACKGROUND**

#### **Concept:**

The Superbowl of Birding is a team birding competition conducted each January by the Joppa Flats Education Center of the Massachusetts Audubon Society. During this 12-hour event, teams of four to seven participants compete for awards in nine categories. The competition is limited to Essex County, Massachusetts, and Rockingham County, New Hampshire.

A unique feature of this competition is the scoring system. Each species is assigned a point value based on the perceived rarity of that bird in the contest area during the winter. Common species are assigned one point; less common species are worth up to five points.

The Superbowl of Birding is a very popular competition, in part because teams of differing abilities can compete successfully for a range of awards. For example, young birders can compete for the NewBies Award, while experts can compete for the Joppa Cup.

Following the competition, participants gather for an awards ceremony that includes food, door prizes, and the presentation of team awards. During the awards ceremony, the staff of the Joppa Flats Education Center highlights the corporate supporters.

The Superbowl of Birding VII – our seventh team competition – will be conducted on Saturday, January 30, 2010.

#### **Publicity for the General Public:**

Past Superbowl of Birding events have been covered by the following media.

*Wall Street Journal*

*The Boston Globe*

*Daily News of Newburyport*

*The Newburyport Current*

Mass Audubon Society Publications (*Sanctuary* and *Connections*)

Mass Audubon Website

*Winging It* (American Birding Association's newsletter)

*Bird Observer*

*Only a Game* (National Public Radio)

MassBird (Birders' e-mail listserve)

NHBird (Birders' e-mail listserve)

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**SUPERBOWL OF BIRDING VII**

**BACKGROUND**

**Publicity Within the Birding Community:**

The Superbowl of Birding is the premier birding competition in New England. On the day of the event, thousands of birders throughout the northeast and beyond follow the progress of the Superbowl of Birding through frequent updates on the leading birding e-mail services, MassBird and NHBird.

**For More Information:**

Please go to [www.massaudubon.org/superbowl](http://www.massaudubon.org/superbowl).

Call 978-462-9998. We will be happy to send you a package of information including contest rules, checklist, etc.

**To Become a Sponsor of Superbowl of Birding VII:**

Please call Bill Gette or Dr. David Larson at 978-462-9998.

E-mail [bgette@massaudubon.org](mailto:bgette@massaudubon.org) or [dlarson@massaudubon.org](mailto:dlarson@massaudubon.org).

Bill Gette  
Sanctuary Director  
Joppa Flats Education Center

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**SUPERBOWL OF BIRDING VII**  
**SPONSORSHIP LEVELS**

**Sponsorship Category**

**Benefits of Sponsorship Levels**

**Lead Corporate Sponsor  
(Donation: \$1,500)**

1. The sponsor's name and logo will be placed on the Superbowl of Birding VII banner that is displayed over the main entrance to the Joppa Flats Education Center (Massachusetts Audubon Society).  
Time Period: November 2009 through January 2010
2. The sponsor's name and logo will be placed on an 8½ by 11" Superbowl of Birding VII sponsorship notice. This notice will be placed in an entryway window of the Center.  
Time Period: November 2009 through January 2010.
3. The sponsor's name and logo will be placed in the most prominent position on the Superbowl of Birding VII display in the Center's Visitor Services area.
4. The sponsor may display product information at the promotional display.
5. The top award for the Superbowl of Birding VII will be called the (Sponsor's Name) Joppa Cup.
6. The sponsor's name and logo will be placed on all of the appropriate Superbowl of Birding VII literature (e.g., contest rules, checklist).
7. During the contest, the staff of the Joppa Flats Education Center will publicize the highlights of the event over MassBird and NHBird. The staff will highlight the fact that the donor is the Lead Corporate Sponsor. (Note: Thousands of birders receive MassBird and NHBird updates.)
8. During the Awards Ceremony, the sponsor will be highlighted as the Lead Corporate Sponsor of the event and of the Joppa Cup. The Joppa Cup is the competition's top prize.

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**SUPERBOWL OF BIRDING VII - SPONSORSHIP LEVELS**

**Sponsorship Category**

**Benefits of Sponsorship Levels**

**Lead Product Sponsor  
(Donation: \$1,000)**

1. The sponsor's name and logo will be placed on an 8½ by 11" Superbowl of Birding VII sponsorship notice. The notice will be placed in an entryway window of the Center. Time Period: November 2009 through January 2010.
2. The sponsor's name and logo will be placed in a prominent position on the Superbowl of Birding VII display in the Center's Visitor Services area.
3. The sponsor may display product information at the promotional display.
4. During the Awards Ceremony, the donor will be highlighted as the Lead Product Sponsor of the event and of the Director's Cup. The Director's Cup is given to the team that saw the most species of birds.

**Sponsor – Essex County  
Excels Award  
(Donation: \$500)**

1. The sponsor's name and logo will be placed on the Superbowl of Birding VII display in the Center's Visitor Services area.
2. During the Awards Ceremony, the donor will be highlighted as the sponsor of the Essex County Excels Award for the team that earned the most points in Essex County, Massachusetts.

**Sponsor – Rockingham  
County Rocks Award  
(Donation: \$500)**

1. The sponsor's name and logo will be placed on the Superbowl of Birding VII display in the Center's Visitor Services area.
2. During the Awards Ceremony, the donor will be highlighted as the sponsor of the Rockingham County Rocks Award for the team that earned the most points in Rockingham County, New Hampshire.

**Sponsor – Parker River  
National Wildlife Refuge  
Award (Donation: \$500)**

1. The sponsor's name and logo will be placed on the Superbowl of Birding VII display in the Center's Visitor Services area.
2. During the Awards Ceremony, the donor will be highlighted as the sponsor of the Parker River National Wildlife Refuge Award for the team that earned the most points on the refuge.

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**SUPERBOWL OF BIRDING VII - SPONSORSHIP LEVELS**

**Sponsorship Category**

**Benefits of Sponsorship Levels**

**Sponsor – Sitting Ducks Award (Donation: \$250)**

1. The sponsor's name and logo will be placed on the Superbowl of Birding VII display in the Center's Visitor Services area.
2. During the Awards Ceremony, the donor will be highlighted as the sponsor of the Sitting Ducks Award for the team that earned the most points by observing birds from a fixed point. (Note: This award category encourages birders with limited mobility to participate.)

**Sponsor – Seekers Award (Donation: \$250)**

1. The sponsor's name and logo will be placed on the Superbowl of Birding VII display in the Center's Visitor Service area.
2. During the Awards Ceremony, the donor will be highlighted as the sponsor of the Seekers Award for the first team that saw all of the species on the special Seekers Checklist.

**Sponsor – NewBies Award (Donation: \$250)**

1. The sponsor's name and logo will be placed on the Superbowl of Birding VII display in the Center's Visitor Services area.
2. During the Awards Ceremony, the donor will be highlighted as the sponsor of the Newbies Award for the youth team that earned the most points. (Note: This award encourages young birders and families to participate.)

**Sponsor – Lifer Award (Donation: \$100)**

1. The sponsor's name and logo will be placed on the promotional display in the Center's Visitor Service area.
2. During the Awards Ceremony, the donor will be highlighted as the sponsor of the Lifer Award for the individual who saw the most new ("life") birds.

Bill Gette  
Sanctuary Director  
Joppa Flats Education Center  
Massachusetts Audubon Society  
978-462-9998  
bgette@massaudubon.org  
July 29, 2009