



Birders Meeting

An annual conference to benefit bird conservation efforts
in Massachusetts and beyond.

SPONSORSHIP OPPORTUNITIES

Sunday, March 13, 2016

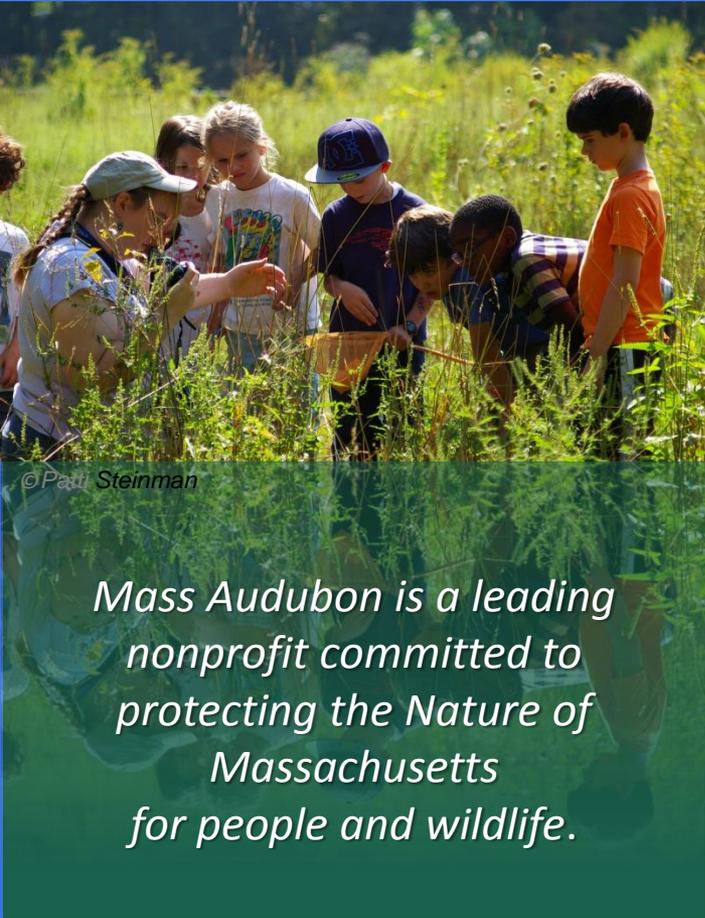
Umass Boston

www.massaudubon.org/birdersmeeting

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About Mass Audubon



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Mass Audubon is a leading nonprofit committed to protecting the Nature of Massachusetts for people and wildlife.



Conservation | Education | Advocacy

Mass Audubon works to protect the nature of Massachusetts for people and wildlife.

Together with more than 100,000 members, we care for 35,000 acres of conservation land; provide school, camp, and other educational programs for 225,000 children and adults annually; and advocate for sound environmental policies at local, state, and federal levels. Founded in 1896 by two inspirational women who were committed to the protection of birds, Mass Audubon is now one of the largest and most prominent conservation organizations in New England.

Today we are respected for our sound science, successful advocacy, and innovative approaches to connecting people and nature. Each year, our statewide network of wildlife sanctuaries welcomes nearly half a million visitors of all ages, abilities, and backgrounds and serves as the base for our work.

**Help support our work—
become a sponsor today!**

About the Birders Meeting



Seabirds: Divers and Their Drivers

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Theme and Keynote

Seabirds: Divers and Their Drivers: This meeting will address the remarkable characteristics and behaviors of seabirds, the challenges they face in a changing world, some of the factors that influence their distribution and ecology, and how scientists study them.

Agenda

Presentations, exhibits, silent auctions, and raffles focused on birds, wildlife conservation, and management of wildlife habitats.

Attendees

More than 250 birders, nature lovers, and conservationists from across New England attend each year.

Purpose

Provides a unique opportunity for hundreds of birders, wildlife enthusiasts, conservationists, students, and academics to learn about bird conservation issues, improve field skills, and engage with vendors. Proceeds support Mass Audubon's Bird Conservation programs.

Previous Sponsors Include

Hunt's Photo & Video, Carl Zeiss Sports Optics, Naturalist Journeys/Caligo Ventures, Swarovski Optik, Victor Emanuel Nature Tours, American Birding Association, Birds & Beans coffee, Houghton Mifflin Harcourt, Princeton University Press, Patagonia, and REI.

The Benefits of Sponsorship



Reach new audiences while supporting bird conservation



Increased Exposure

Sponsors enjoy enhanced exposure through multiple Mass Audubon communication channels, including:

- Print and online member publications
- Web and social media networking sites
- Event-specific print and PR communications
- Posters, table displays, and signage at the event

How Your Contribution Will Help

Proceeds provide funds for Mass Audubon's Bird Conservation programs and support statewide bird monitoring initiatives.

This is critical because more than one-third of Massachusetts' breeding bird species have suffered significant decline.

Sponsorship Levels

		Presenting \$5,000	Lead \$2,500	Supporting \$1,000	Community \$500	Friend \$250
Event	EVENT PROGRAM					
	Full-page Ad in Event Program	✓				
	Half-page Ad in Event Program		✓			
	Quarter-page Ad in Event Program			✓		
	Company Name and Logo on Sponsor Recognition Page	✓	✓	✓	✓	
	Company Name on Sponsor Recognition Page					✓
	WEBSITE					
	Company Name and Logo on the Mass Audubon Event Web Pages	✓	✓			
	Company Name on the Mass Audubon Event Web Pages	✓	✓	✓		
	EVENT ANNOUNCEMENTS					
	Emcee Recognition at Event	✓	✓	✓	✓	
EVENT PRESENCE						
Company Table at Event	✓	✓				
Tickets to Event (Max 3)	✓	✓	✓	✓		
Print	PUBLICATIONS / PRESS MATERIALS					
	Recognition in Mass Audubon's Annual Report	✓	✓			
	PRESS MATERIALS					
Mention in Event-related Press Materials	✓	✓	✓			
Web	SOCIAL MEDIA					
	Recognition on the Mass Audubon Facebook Page	✓	✓			
	Recognition on Mass Audubon Twitter Page	✓	✓	✓	✓	✓
	E-NEWS COMMUNICATIONS					
	Recognition in Statewide e-Newsletter (<i>Explorations</i>)	✓	✓			
Recognition in Bird Conservation e-Newsletter (<i>Warbler</i>)	✓	✓	✓	✓		

In-kind donors will be recognized at a sponsorship level consistent with the Fair-Market Value of their donations.

Sponsorship Form



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*Make a difference and
Become a sponsor today!*



YES! We will sponsor Mass Audubon's Birders Meeting

Presenting Sponsor (\$5,000) Lead Sponsor (\$2,500)

Supporting Sponsor (\$1,000) Community Sponsor (\$500) Friend (\$250)

CONTACT NAME

TITLE

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TELEPHONE #

EMAIL

Payment Options

Check in the amount of \$_____ (Make check payable to Mass Audubon)

Charge in the amount of \$_____ Visa MasterCard Discover

CARD NUMBER

EXP. DATE

CVV CODE

NAME AS IT APPEARS ON CARD

SIGNATURE

Send form and check to:

Birders Meeting

Attn: Karen O'Neill

Mass Audubon, 208 South Great Rd.

Lincoln, MA | 01773

Your gift is fully tax deductible, unless you are receiving tickets in exchange for your sponsorship, in which case, all but the ticket price is tax deductible.