



South Shore Sanctuaries Farm Day 2017:

Celebrating our 37th year as part
of the South Shore community!

SPONSORSHIP OPPORTUNITIES

Saturday, Oct. 21, 2017



Daniel Webster Wildlife Sanctuary
Winslow Cemetery Rd, Marshfield
massaudubon.org/southshore
781-837-9400

About Farm Day



Attendees

A South Shore community tradition since 1981, each year over 2,700 participants enjoy our Farm Day fall festival. Families from across the South Shore and beyond come to hear bluegrass music, watch local artisans such as blacksmiths and woodcarvers, take hayrides through the fields, play games, and enjoy a day outdoors with friends and family.

Purpose

Farm Day is a fun opportunity for us to celebrate nature, the land, and our accomplishments while thanking our many members, neighbors, and community partners. Funds raised through the event go directly back into our work – allowing us to provide hands-on educational programs for individuals and groups of all ages; and to protect 2,250 acres of South Shore land for people and wildlife, stewarding the diverse habitats they provide and maintaining grounds and trails for visitors.

Previous Years' Sponsors Include:

Wild Birds Unlimited
Minot Motorworks, Inc.
Taylor Forest Products
Metcalf Materials Inc.
Rich Dairy
Goodwin Graphics

ABC Equipment Co.
Hubbard Plumbing & Heating
McDonough Paving & Sealcoating
Fabricare Cleaners & Tailors
Prairie Capital Advisors, Inc.
Marshfield Physical Therapy

The Benefits of Sponsorship



Increased Visibility

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

- Print and online publications
- Web and social media networking sites
- Event-specific print and PR communications including on-site signage

Impacts of Sponsorship

Proceeds from Farm Day help inspire connections to nature through:

- Programming for adults, children, and families including summer day camp and school programs that reached more than 3,000 children in 2016.
- Welcoming visitors to our trails and boardwalks at Daniel Webster and North River wildlife sanctuaries.
- Volunteer opportunities for individuals, students, and local companies.
- Stewarding diverse habitats, such as grasslands, wetlands, and salt marshes for native wildlife.

Sponsorship Levels

Event

Print & Web

	Patron \$1,500	Sponsor \$750	Supporter \$500	Contributor \$250	Friend \$150
EVENT SIGNAGE					
Company Logo on All Event Posters and Flyers	✓	✓			
EVENT ANNOUNCEMENTS					
Emcee Recognition at Event	✓	✓	✓		
EVENT PRESENCE					
Tickets to Event (Max 4)	✓	✓	✓	✓	
PRINTED MATERIALS					
Mention in the South Shore Sanctuaries' Winter Newsletter, mailed to over 3000 households	✓	✓	✓	✓	✓
Mention in All Event-related Press Materials	✓	✓	✓	✓	
WEBSITE					
Company Name & Logo on the Host Sanctuary Web Pages	✓	✓			
Company Name on the Host Sanctuary Web Pages	✓	✓	✓		
SOCIAL MEDIA					
Recognition on the Host Sanctuary Facebook Page	✓	✓	✓	✓	
E-NEWS COMMUNICATIONS					
Recognition in Host Sanctuary e-Newsletter	✓	✓	✓		

*Individuals who donate \$750 or more automatically qualify for Mass Audubon's Leadership Friends Program.
In-kind donors will be recognized at a sponsorship level consistent with the Fair Market Value of their donations.*



Sponsorship Form

YES! We will sponsor South Shore Sanctuaries' Farm Day:

- ☐ Patron (\$1,500) ☐ Sponsor(\$750) ☐ Supporter (\$500)
☐ Contributor (\$250) ☐ Friend(\$150)

CONTACT NAME _____ TITLE _____

ORGANIZATION/BUSINESS/INDIVIDUAL as you would like it appear in printed materials _____

ADDRESS _____

CITY _____ STATE _____ ZIP CODE _____

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 payment to:
South Shore Sanctuaries
Attn: Sue MacCallum, Director
2000 Main St
Marshfield, MA 02050

If you are receiving tickets in exchange for your sponsorship, all but **\$5** per ticket is tax deductible.

Make a difference—

Become a sponsor, today!



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

Conservation | Education | Advocacy

Mass Audubon protects 36,500 acres of land throughout Massachusetts, saving birds and other wildlife, and making nature accessible to all. As Massachusetts' largest nature conservation nonprofit, we welcome more than a half million visitors a year to our wildlife sanctuaries and nature centers. Today, Mass Audubon is a nationally recognized environmental education leader, offering thousands of camp, school, and adult programs. With more than 125,000 members and supporters, we advocate on Beacon Hill and beyond, and conduct conservation research to preserve the natural heritage of our beautiful state. We welcome you to explore a nearby sanctuary, find inspiration, and get involved. Learn how at massaudubon.org.

Thank you for your consideration.