


Sponsorship Levels and Benefits	Presenting \$25,000	Premier \$10,000	Lead \$5,000	Supporting \$2,500	Community \$1,000
Bird-a-thon Website & Blog					
Prime logo placement and link to company website	√				
Logo or name and link to company website		logo	logo	name	name
Featured blog story about company	√				
Prime logo placement on event blog posts	√				
Logo or name on event blog posts		logo	logo	name	name
Social Media					
Recognition on Mass Audubon's Facebook page (40,000+ followers)	√	√			
Recognition on Mass Audubon's Twitter + Instagram	√	√	√	√	
Email					
Recognition in Mass Audubon's e-newsletter Explorations (170,000 recipients)	√	√			
Prime logo placement in event emails	√				
Logo or name featured in event emails		logo	logo	name	name
Publications					
Recognition in Mass Audubon's 2022 Annual Report	√	√	√	√	
Promotional Materials					
Prime logo placement on event poster at wildlife sanctuaries across the state	√				
Logo or name on event poster displayed at wildlife sanctuaries across the state		logo	logo	name	
Prime logo placement on event t-shirt	√				
Logo on event t-shirt		√			
Logo on event postcard (3,000+ recipients)	√	√			
Press					
Recognition in statewide event press release	√	√	√		
Membership & Employee Engagement					
Mass Audubon Community Partner Summit Level Membership	√				
Invitation to company-specific bird outing OR organized corporate volunteer day	√	√			

To receive full sponsorship level benefits, please secure your sponsorship by March 18.

To ask questions or secure your sponsorship, contact:  
Carrie Sweigart at [csweigart@massaudubon.org](mailto:csweigart@massaudubon.org) • 508-640-5205



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





About Mass Audubon

Mass Audubon protects 40,000 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 20 nature centers. We believe in protecting our state’s natural treasures—a vision shared in 1896 by our founders, two extraordinary Boston women.

We are entering an era of bold and urgent action with the adoption of our five-year Action Agenda. The Action Agenda embodies Mass Audubon’s never-ending commitment to protecting our precious wildlife habitat, ensuring our lands become more resilient, and helping more people experience the wonders of nature across our state. Our core goals build on our powerful legacy and hope to inspire others to always explore, experience, and protect the nature of Massachusetts for years to come.



About Bird-a-thon

The People

Over 1,000 birders, nature heroes, and fundraisers of all ages, from across the state, are supported by over 2,500 donors.

The Event

Teams representing Mass Audubon wildlife sanctuaries and programs attempt to record the most bird species in a 24-hour period in Massachusetts and complete fun, family-friendly nature activities. Participants raise money for their team to support Mass Audubon’s initiatives across the state.

The Purpose

Bird-a-thon began in 1983 as a way to channel the excitement of a birding competition into a fundraising opportunity. Last year, the event raised over \$300,000 for Mass Audubon’s statewide work to protect land and wildlife, provide nature education, and advocate on Beacon Hill.



Photo top: © Mary Weafer; center: © Jared Leeds; bottom: © Richard Antinarelli

The Benefits of Sponsorship

Increased Exposure

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

- » Print and digital publications
- » Website, blog, and social media
- » Event-specific press and promotional materials
- » Email marketing

Brand Association

- » As Massachusetts’ largest nature conservation nonprofit, we have more than 140,000 members and supporters, and our wildlife sanctuaries welcome 500,000+ visitors a year.
- » We are a nationally recognized environmental education leader, offering thousands of programs that get more than 225,000 kids and adults outdoors every year.
- » We protect 40,000 acres of land across Massachusetts, saving birds and other wildlife, and making nature accessible to all.

The Impact of Sponsorship

When you sponsor Bird-a-thon, you help to:

- » Engage the residents and visitors of Massachusetts in conservation issues through our statewide sanctuary system.
- » Bring thousands of environmental education programs to children, adults, and families.
- » Protect land and wildlife, including migratory birds, across Massachusetts.
- » Advocate for environmentally sound policy on Beacon Hill and beyond.

These initiatives are critical because:

- » We are educating the next generation, who will care for our environment.
- » Our land conservation initiatives protect critical habitat for native species and provide quality-of-life benefits, including clean drinking water and locally grown food.
- » As a respected leader in one of the most vibrant land conservation communities in the country, Mass Audubon is uniquely suited to demonstrate action to slow down and adapt to climate change.