

# World Series of Birding Sponsorship



BENEFITS / LEVELS	TITLE SPONSOR \$25,000	EVENT SPONSOR \$15,000	CATEGORY SPONSOR \$10,000	CHALLENGE SPONSOR \$5,000	TEAM SPONSOR \$1,500
WEBSITE LOGO + LINK	PRIMARY PLACEMENT ✓	YES ✓	YES ✓	YES ✓	YES ✓
HOMEPAGE/BANNER FEATURE	YES ✓	=	=	=	=
SOCIAL MEDIA RECOGNITION	PRIORITY ✓	YES ✓	YES ✓	LIMITED ✓	=
EMAIL MARKETING INCLUSION	YES ✓	YES ✓	YES ✓	=	=
PRESS RELEASE RECOGNITION	YES ✓	YES ✓	=	=	=
EVENT SIGNAGE	PROMINENT LOGO	YES ✓	YES ✓	LIMITED	=
OFFICIAL EVENT T-SHIRT	PROMINENT LOGO ✓	LOGO ✓	LOGO ✓	LOGO ✓	NAME ONLY
AWARDS BRUNCH ACCESS	VIP TICKETS ✓	TICKETS ✓	=	=	=
SPEAKING OPPORTUNITY	YES ✓	=	=	=	=
NAMING OPPORTUNITY	=	=	=	CHALLENGE CATEGORY ✓	=
NJ AUDUBON PUBLICATIONS	YES ✓	YES ✓	YES ✓	YES ✓	=
POST EVENT IMPACT	YES ✓	YES ✓	YES ✓	YES ✓	=



### **Title Sponsor: \$25,000**

- Rotating logo Banner on World Series of Birding Website
- Corporate Logo, including link to website, on WSB Website.
- Recognition in all official WSB correspondence with participants
- Recognition on all Social Media platforms and announcements
- Prominent signage at all WSB venues, throughout the state.
- Option for display table at WSB Awards Brunch
- Complimentary VIP table for 8 with preferred seating at the WSB Awards Brunch
- Opportunity to address participants, both in person and via live feed, during WSB Awards Brunch
- Prominent recognition on official WSB T-shirt
- Recognition in New Jersey Audubon's Annual Report and Cape May Bird Observatory's annual Peregrine Observer publication
- Acknowledgment in press releases, marketing collateral, and social media campaigns.
- Recognition in our Fall/Winter publication

### **Event Sponsor: \$15,000**

- Up to Three Opportunities
- Recognition in World Series of Birding press releases and social media
- Level-specific recognition in New Jersey Audubon's Annual Report
- Recognition in all Cape May Bird Observatory publications for the year
- Recognition in event marketing emails
- Corporate logo, including website link, included on the World Series of Birding web page.
- Recognition on official World Series of Birding t-shirt
- Recognition in all World Series of Birding printed materials (event material, signage, banners)



### **Category Sponsor: \$10,000**

- Three opportunities: Competitive (Level I), Ambassador (Level II) and Youth (Level III)
- Level-specific recognition in New Jersey Audubon's Annual Report
- Recognition in all Cape May Bird Observatory publications for the year
- Recognition in event marketing emails
- Corporate logo, including website link, included on the World Series of Birding web page
- Corporate logo on official World Series of Birding t-shirt
- Recognition in all World Series of Birding printed materials (event material, signage, banners)

### **Challenge Sponsor: \$5,000**

- Six Opportunities: Big Stay, Statewide, Carbon Footprint, Limited Geographic Area (LGA), Cape May County, and Cape Island
- Corporate Name included in the name of a Bird Conservation Challenge category.
- Recognition in all World Series of Birding printed materials (event material, signage, banners)
- Recognition on official World Series of Birding t-shirt
- Corporate logo, including website link, included on World Series of Birding web page

### **Team Sponsor: \$1,500**

- Unlimited opportunities
- Corporate logo on World Series of Birding landing page
- Listed on official World Series of Birding t-shirt in bold next to sponsored team
- Mentioned in general social media event posts