



## CORPORATE PARTNERS

Ashleigh Wells

For more than 100 years, Birds Connect Seattle has led a local community in appreciating, understanding, and protecting birds and their habitats. Today, our 4,000 members rely upon dedicated volunteers, staff, and community partners, to fulfill our mission to advocate and organize for cities where people and birds thrive. **We welcome your partnership.** Join Seattle's most passionate conservation advocates through your investment in Birds Connect Seattle's events, programs, and community engagement. Our areas of focus include:

- Environmental education for youth and adults
- Urban conservation and environmental justice
- Community science
- Diversity and the outdoors

### Recognition and Marketing

As a corporate sponsor, we can offer your company a positive introduction to our growing community of bird advocates. Some of the ways we can offer exposure might include:

- Inclusion in Birds Connect Seattle's communications channels
  - Monthly email newsletter (distribution 14,000+),
  - Birds Connect Seattle website (7,000 visitors/week),
  - Online Guide to the Birds of Washington State, BirdWeb.org (18,000 site visits/month),
  - Social media (140,000+ followers), and
  - Direct mail annual report (3,000 households).
- Marketing to our Nature Shop customers for a specific product or as a company.
- Offering a special member-only benefit related to your company or product (4,000+ current members).
- Inclusion in event-specific materials such as the participant registration page, signage, video presentations, t-shirts, verbal recognition to participants, or a corporate message.
- Opportunities to participate in our events or programs through attendance, meeting speakers or other VIP guests, and employee volunteerism.

## Sponsorship Opportunities

- **Nature Camp** (Summer): For ten weeks each summer more than 450 elementary students experience the world of bugs, birds, beaches, and more through their experiential, hands-on summer camp. This kind of environmental education is key to inspiring the next generation of young conservationists.
- **Speaker Series** (Quarterly): Prominent naturalists including authors, ornithologist, and activists, will present public lectures to discuss the issues that matter to birds, conservation, environmental justice, and intersectionality in the Puget Sound region and beyond. Past presentations have included topics such as the urban tree canopy and policy, Duwamish River history and conservation, and energy strategies of hummingbirds.
- **Match Challenge** (annual): Birds Connect Seattle participates in fundraising activities throughout the year including special giving days like Giving Tuesday and GiveBIG. You can sponsor a match opportunity to motivate greater donor participation.
- **Birdathon** (May): Seattle's most passionate bird-enthusiasts will race to see as many species as they can in a single day. It's a friendly competition that gets the whole family outside and enjoying the beauty of birds across Washington State.
- **Hoot Camp** (October): Volunteer leaders and staff grow together at our annual leadership development series, Hoot Camp, in order to foster a more welcoming, safe, and inclusive community of bird advocates delivering our programs.
- **Bird-Safe Seattle Week** (September): A week of activities to celebrate the joy of birds, and ways to protect them including bird walks, family activities, and more.
- **General Support**: Let us customize a sponsorship opportunity that fits your organization's specific marketing interests. That could be uplifting our youth education programs, mobilizing volunteers for community science projects, or protecting birds.

### The value of corporate support

Unrestricted cash donations provide Birds Connect Seattle with the greatest flexibility to be able to act effectively on conservation issues that matter most to local birds. As a nonprofit organization, we rely on the generosity of our community, including corporate partners, to power our mission. We can customize any promotional strategy to align within your company's marketing interests and budget.

### Contact:

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