



We welcome your partnership!

Join Seattle's most passionate conservation advocates through your investment in Birds Connect Seattle's events, programs, and community engagement opportunities.

For more than 100 years, Birds Connect Seattle has led local communities 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. Our areas of bird conservation emphasize:

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

The Value of Corporate Support

Unrestricted cash donations provide Birds Connect Seattle with the greatest flexibility to act effectively on local conservation issues and fulfill our strategic priorities. As a nonprofit organization, we rely heavily on the generosity of our community -- including corporate partners like you--to power our mission. We can customize any promotional strategy to align with your company's marketing interests and budget.

Corporate Sponsor Recognition and Marketing

We can offer your company visibility among our growing and increasingly younger community of over bird advocates. Some of the ways we might provide exposure include:

- Inclusion in Birds Connect Seattle's communication channels
 - Monthly email newsletter (distribution 18,000+),
 - Birds Connect Seattle's 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** (every 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, ornithologists, and activists speak on matters related to bird conservation, environmental justice, and their intersectionality in the Puget Sound region and beyond. Past presentations included topics like the urban tree canopy and policy, Duwamish River history and conservation, and energy strategies of hummingbirds.
- **Match Challenge** (annually): 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.
- **Global Big Day** (every 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 family and friends outside to enjoy the beauty of birds across Washington State.
- **Volunteer Investment**: Sponsor training programs that develop and retain our extensive volunteer base enabling us to offer a welcoming, safe, and inclusive community of bird advocates delivering our programs.
- **Bird-Safe Seattle Week** (every September): A week of structured activities such as bird walks, and family activities, which celebrate the joy of birds and their conservation.
- **General Support**: Let us customize a sponsorship opportunity that fits your organization's specific marketing interests. Examples include uplifting our youth education programs, mobilizing volunteers for community science projects, or protecting birds.

Please Contact:

Carol Roll, Development Director

carolr@birdsconnectsea.org or (206) 523-8243 ext.116 for more information