

PRBO Conservation Science
3820 Cypress Drive, #11
Petaluma, CA 94954
707-781-2555
www.prbo.org



Dear Business Owner,

PRBO Conservation Science is a nonprofit organization dedicated to conserving birds, other wildlife and ecosystems through scientific research and outreach. This fall we will host our 34th Annual Bird-A-Thon, and are seeking the support of community-minded businesses such as yours. **I would like to invite your business to help us reach our \$130,000 fundraising goal by becoming a PRBO 2011 Bird-A-Thon Sponsor.**

You may be wondering what a Bird-A-Thon is all about. During this fundraiser, teams and individuals of all ages choose a 24-hour period to go birding and identify as many bird species as possible. Participants solicit pledges for donations, either on a per-species basis or a set amount. Each year, PRBO's Bird-A-Thon raises over \$100,000 to help fund our critically acclaimed research, conservation and education programs. PRBO transforms our bird and ecosystem science into conservation solutions for a healthier future.

Through financial support of PRBO's Bird-A-Thon, your business can further promote its positive image in the community. Included with this letter is a Sponsorship Form, which details the complete benefits your business can receive for supporting the Bird-A-Thon. Also included is information on several programs supported by this annual fundraiser.

Please contact me at 707-781-2555, ext. 320 or esanborn@prbo.org with any questions and to discuss this sponsorship opportunity. Thank you for your consideration and I look forward to speaking with you soon.

Sincerely,

Emily Sanborn
Membership & Events Manager



To learn more about PRBO's Bird-A-Thon, visit www.prbo.org/birdathon.

PRBO'S 34TH ANNUAL BIRD-A-THON

September 1st - October 15th, 2011

SPONSORSHIP FORM



PRBO Conservation Science seeks corporate sponsors who want to support conservation research that helps protect birds and ecosystems. Gain exposure for your company or organization within the community and **help us reach our \$130,000 fundraising goal.**

PLEASE INDICATE SPONSORSHIP LEVEL BELOW:

- INDIVIDUAL: \$250 – Hummingbird Level Sponsor, benefits include:**
 - Invitation to Bird-A-Thon Awards Event and Annual Membership Meeting
 - Name listing on Bird-A-Thon awards event signage
 - Name listing in Bird-A-Thon Report to 3,000+ PRBO members
 - Name listing in PRBO's quarterly newsletter, *Observer*, reaching 3,000+ members

- TEAM: \$500 – Oystercatcher Level Sponsor, includes above benefits and:**
 - Name listing on PRBO's Bird-A-Thon web page
 - Name listing on Bird-A-Thon T-shirt
 - One year **Friends of PRBO** membership benefits, including invitation to Friends Reception in San Francisco
 - Name listing in PRBO's Annual Report to 3,000+ members
 - Bird-A-Thon team photo in honor of sponsor

- SUPPORTING: \$1,000 – Tern Level Sponsor, includes all benefits above and:**
 - Logo in PRBO's Bird-A-Thon thank you advertisement in a national birding publication
 - Logo on PRBO's Bird-A-Thon web page linked to your company's website
 - Logo on BAT T-shirt, BAT awards event program and signage

- EVENT SPONSOR: \$2,500 – Black Rail Level Sponsor, includes all benefits above and:**
 - Logo on PRBO's First Giving web page, a non-profit online fundraising resource for Bird-A-Thon
 - Logo in Bird-A-Thon Report to 3,000+ PRBO members
 - Table space to display products at Marketplace during Bird-A-Thon Awards Event
 - Logo and link on PRBO's Facebook page

We would like to be a 2011 Bird-A-Thon sponsor at the level indicated above!

Company Name: _____

Contact Person: _____ Contact Title: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

All Bird-A-Thon sponsors will receive confirmation of tax-deductible contributions made to PRBO Conservation Science, a 501(c)3 non-profit organization. PRBO also welcomes in-kind donations to Bird-A-Thon.

To sponsor the 2011 Bird-A-Thon or for sponsorship-related questions, contact Emily Sanborn:

PRBO Conservation Science | 3820 Cypress Drive #11, Petaluma, CA 94954

Phone: 707-781-2555 ext 320 | Fax: 707-765-1685 | Email: esanborn@prbo.org