

BIRDS GEORGIA

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# 2024 Corporate Sponsorship Opportunities



**BIRDS**  
**GEORGIA**

# OUR VISION: FOSTERING A THRIVING, BIRD-FRIENDLY GEORGIA

At Birds Georgia, we believe that a bird-friendly Georgia is a better Georgia. We envision a state where vibrant bird populations and diverse habitats enrich our lives and our environment. By fostering a deeper connection with nature, we seek to inspire generations to come, building a community of passionate conservationists.

## YOUR INVESTMENT

Your sponsorship support will fuel Birds Georgia's efforts in conservation, education, and community engagement. Whether through a financial contribution or an in-kind donation of products or services, your donation supports Birds Georgia's mission and aligns your brand with important conservation work.

**We enthusiastically invite you to help fulfill Birds Georgia's vision of a conservation-minded and fully engaged Georgia where birds prosper, habitats flourish, and public understanding grows.**

Within the following pages you will find a wide range of corporate sponsorship opportunities, from our signature annual events to year-round partnership.



Brown Thrasher by Rick Dove

## OUR REACH

19,900 Facebook Followers  
8,500 Instagram Followers  
11,500 Email Subscribers  
98,500 Website Users

Partnering with Birds Georgia provides unique opportunities to connect with passionate individuals and showcase your organization's commitment to environmental stewardship.



Ruby-throated Hummingbird by Patricia McGuire

# GEORGIA BIRD FEST 2024 SPONSORSHIP

Saturday, April 20, 2024  
The Classic Center, Athens, GA

Now in its ninth year, Georgia Bird Fest has grown into the Southeast's largest nature festival. We're gearing up for the biggest Bird Fest ever, featuring a kickoff conference with keynote speakers, plus guided trips to Georgia's best birding hotspots and premiere programs on native plants, bird migration, habitat conservation and more.



Gray Catbird by Will Stuart

## Sponsor Levels

\$25,000	\$10,000	\$5,000	\$2,500	\$1,000
Category exclusivity & Speaking opportunity at event				
Event Naming opportunity	Secondary naming opportunity	Local event naming opportunity		
VIP access to keynote speaker	VIP access to keynote speaker			
Brand mention in opening and closing remarks & Exhibitor table for attendee engagement at event	Exhibitor table for attendee engagement at event	Exhibitor table for attendee engagement at event	Shared table for collateral/ giveaways at event	
Complimentary event tickets	Complimentary event tickets	Complimentary event tickets	Complimentary event tickets	Complimentary event tickets
Premier logo placement on on-site promotional materials, event website, and social media posts	Tiered logo placement on on-site promotional materials, event website, and social media posts	Tiered logo placement on on-site promotional materials, event website, and social media posts	Tiered logo placement on on-site promotional materials, event website, and social media posts	Company name placement on on-site promotional materials, event website, and social media posts
Dedicated press release and social media posts	Group listing in event press release	Group listing in event press release	Group listing in event press release	Group listing in event press release

\*\*\*All sponsors receive early event registration, T-shirts, and complimentary annual memberships

## BY THE NUMBERS

**600**  
attended Bird Fest  
in 2023

**Target Audience**  
Beginner and experienced birders  
Hikers  
Native plant gardeners  
Environmental stewards



Field trip at Chattahoochee Nature Center by Alicia Thompson

# FALL FLYWAY FESTIVAL 2024

Fall Flyway Festival is Birds Georgia’s celebratory event for native plants and bird-friendly habitats. In 2023, we partnered with Georgia Native Plant Society and Trees Atlanta for an exciting day learning from speakers and participating in bird and plant identification walks. Aligning with fall migration, the Flyway Festival is aimed for gardeners, budding birders, and those interested in making an ecological impact starting in their own backyards.



Cedar Waxwing by Sandy Spicknall

## Sponsor Levels

\$5,000	\$2,500	\$1,000	\$500
Category exclusivity	Secondary naming opportunity		
Complimentary year-long memberships for 10 employees	Complimentary year-long memberships for 5 employees		
Brand mention in opening and closing remarks & interactive opportunity for attendee engagement at event	Exhibitor table for attendee engagement at event	Exhibitor table for attendee engagement at event	
Complimentary event tickets	Complimentary event tickets	Complimentary event tickets	Complimentary event tickets
Premier logo placement on on-site promotional materials, event website, and social media posts	Tiered logo placement on on-site promotional materials, event website, and social media posts	Tiered logo placement on on-site promotional materials, event website, and social media posts	Tiered logo placement on on-site promotional materials, event website, and social media posts
Dedicated press release and social media posts	Group listing in event press release	Group listing in event press release	Group listing in event press release

## BY THE NUMBERS

**250**  
attended in 2023

### Target Audience

- Backyard gardeners
- Nature enthusiasts
- Individuals passionate about native plants
- Habitat restorers



American Oystercatcher by John Heidecker



# ONGOING OPPORTUNITIES

Sponsorship benefits include recognition on our website and annual report, listing as an event sponsor on all event communications, and additional exposure to Birds Georgia's diverse audience through social media channels.

Sponsor a Birding Field Trip - \$500

Sponsor a speaker for Conservation Career Series - \$750

Sponsor an educational session at a local community organization - \$1,500

Sponsor a place-based community outreach event - \$1,500

Sponsor a habitat restoration volunteer workday - \$2,500



# ANNUAL SPONSORSHIP

Birds Georgia invites corporate partners to support our mission year-round. We are delighted to offer a special set of annual benefits to our Annual Corporate Sponsors, including:

- Opportunity to host an employee recognition event, board retreat, or other special gathering at the the Trees Atlanta Kendeda TreeHouse
- Recognition on Birds Georgia's website, annual report, etc.
- Recognition on the Morgens West Environmental Education Gateway, *Bird Buzz* (biweekly e-newsletter), *Wingbars* (quarterly print and digital newsletter)
- Custom bird walk/field trip for a group of employees, board, clients, etc.

## Sponsor Levels

Multiple levels available – contact us for details



## BY THE NUMBERS

### OVERALL ENGAGEMENT

2,400 members

2,100 unique event attendees

33,000 total online followers

#### What makes our audience unique

Birds Georgia's population stands out for our diversity, geographic reach, commitment to education and conservation, and our unwavering passion for birds and the environment. Together, we form a community of individuals dedicated to making a positive impact on Georgia's natural world.





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