

OVERVIEW OF AUDUBON ROCKIES

Audubon Rockies, a regional office of the National Audubon Society, supports the National Audubon mission and vision in Colorado and Wyoming. Colorado and Wyoming lie in a critical bird migration corridor, the Central Flyway. Our goal is to connect people with nature through education, advocacy, science and on-the-ground conservation programs, ultimately protecting birds, wildlife and the lands on which we all depend.

Your Audubon Rockies sponsorship directly supports our conservation work in Colorado and Wyoming. The Central Flyway of the Americas is one of the most significant migration corridors on the planet. In addition to the Flyway's native species, over 330 other bird species seasonally migrate through the vast expanse from the Arctic to South America. The lands within the Central Flyway provide important habitat for millions of migrating and native birds, and the mountains, deserts, prairies, river systems and wetlands in this flyway are critical to their survival.

Audubon's over-arching conservation strategies entail:

 **Putting Lands to Work for Birds and People**

Best management practices on ranches, farms and forests hold the key to survival for more than 150 species of threatened grassland and forest birds. By partnering with landowners, Audubon can help ensure a bright future for these species and a healthy landscape for future generations.

 **Creating Bird-Friendly Communities**

Most Americans live in cities or suburbs, and people can play a critical role in fostering healthy wildlife populations and communities; and rural regions have an exceptional opportunity to contribute.

 **Saving Important Bird Areas**

Audubon has identified 2,544 Important Bird Areas in the United States, covering 378 million acres, with 158 Important Bird Areas in Colorado, Wyoming, Montana, Utah and the Dakotas. Knowing which places are most important for is the first step toward conserving them. Water management is one of the most significant challenges for western communities as well as for wildlife, which is why Audubon's **Western Rivers Initiative** works to identify, protect and restore priority riparian Important Bird Areas.

 **Shaping a Healthy Climate and Clean Energy**

Climate change poses an unprecedented threat not just to birds but to biodiversity and our shared quality of life. Audubon is responding to this challenge with a combination of strategies, from advancing policies that reduce carbon emissions and support well-sited green energy to leading adaptive land management practices that mitigate the impact of climate change.

Using these strategies as our framework, Audubon Rockies programs focus on:

 **Education, Community Naturalists Outreach and Citizen Science**

 **Habitat Protection, Conservation and Restoration**

 **Western Rivers**

 **Sagebrush Ecosystems**

Audubon Rockies strives to inspire, engage and work with people to conserve, restore and enjoy natural habitats in Colorado and Wyoming. Audubon Rockies' mission is to be a strong, unified voice for an ethic of conservation in the Rocky Mountains, focusing on birds, other wildlife and their habitats, for the benefit of present and future generations.

ACCOMPLISHMENTS AND HIGHLIGHTS

Education, Community Naturalists Outreach and Citizen Science

- ✿ Our Community Naturalist Environmental Education programs in Colorado and Wyoming have involved more than 12,000 elementary school students and trained more than 620 adult community members as naturalists and science teachers.
- ✿ Audubon Rockies' Community Naturalists program has been recognized by the North American Association for Environmental Education (NAEE) for Outstanding Service to Environmental Education by an organization at the local level.
- ✿ We received NAEE's Curriculum Award for youth environmental education programs at our Four Mile Ranch in Pagosa Springs, Colorado.
- ✿ Senior Regional Community Naturalists Dustin Downey and Jacelyn Downey have been recognized as Education Heroes by Wyoming State Parks.
- ✿ A Together Green Fellowship was awarded to Senior Regional Community Naturalist Jacelyn Downey.
- ✿ Project Learning Tree recognized Senior Regional Community Naturalist Jacelyn Downey as an Honoree for National Environmental Educator of the Year.
- ✿ Audubon Rockies' Annual Bioblitz draws 100 children, adults, scientists and teachers to a 24-hour hands-on event where they find, identify and learn about plants, insects and animal species.

Habitat Protection, Conservation and Restoration

- ✿ Habitat Heroes hosted 51 workshops in 2016 with over 3,000 attendees from 15 counties in CO. & WY.
- ✿ In 2015, Habitat Heroes partnered with Plant Select, The Terra Foundation and High Country Gardens to recognize 65 Habitat Hero winners for their "wildscaping" efforts. Wildscaping is landscape design that minimizes water use and provides habitat for birds, bees and other wildlife.
- ✿ We were filmed for "*Hometown Habitat*", a national film by Catherine Zimmerman of the Meadow Project, about people making a difference at home by restoring nature.
- ✿ Habitat Heroes converted more than 200 acres of habitat to native plants that support birds, bees, butterflies and other pollinators while reaching 2,449 adults and children across 25 cities and 15 counties throughout Colorado and Wyoming.

Western Rivers Initiative

- ✿ Audubon's Western Rivers Action Network engages 15,500 Coloradans and 37,150 members across the West to protect the Colorado River, its tributaries, and habitats we all depend on.
- ✿ Abby Burk, Audubon's Western Rivers Outreach Specialist, participated on a radio panel on KGNU Boulder's radio show focusing on Colorado's State Water Plan. This radio show is part of a larger series, *Connecting the Drops*, about important water issues and conservation efforts in Colorado.
- ✿ Audubon Rockies submitted technical comments on the draft Colorado Water Plan, representing over 7,600 Colorado Audubon Chapter members and partner organizations. Colorado WRAN members took over 4,000 actions for river conservation in 2015 alone, and submitted nearly 20% of the total 30,000 public comments received on developing the plan that was released November 2015.

Sagebrush Ecosystems

- ✿ Audubon's Sagebrush Initiative has successfully worked with industry, government, ranchers and conservationists to protect 15 million acres of Greater Sage-grouse core habitat.
- ✿ Audubon policy and science staff were key in working with the U.S. Bureau of Land Management (BLM) in developing its "*National Greater Sage-Grouse Planning Strategy*", a proactive, region-wide effort to protect Greater Sage-grouse populations and habitat.
- ✿ Audubon continues to advance its "core-area" Sage-grouse habitat analysis through research and collaboration with local, state and federal stakeholders.

AUDUBON ROCKIES PROGRAMS AND SPONSORSHIP OPPORTUNITIES

EDUCATION & COMMUNITY NATURALISTS OUTREACH

Audubon's Environmental Education is developed on the model of reaching out to rural communities to provide place-based, standard-aligned, outdoor conservation education focused on the Rocky Mountains' diverse birds and wildlife. Our approach emphasizes vital connections between people and the natural world within their communities, to encourage our young people to get to know and care for the place in which they live.

Through hands-on educational activities, both in the classroom and outdoors, this program creates opportunities for children and their families to enjoy learning about local wildlife and habitats. Audubon's educators promote conservation and healthy minds and bodies through wildlife and bird-watching, exploring different habitats and landscapes, identifying and studying the creatures they find, and learning about the interconnectedness of natural systems. Classroom programs incorporate our Traveling Trunk and engage students with fun, hands-on, standards-based activities that introduce important science concepts and vocabulary.

Our Community Naturalists travel throughout Colorado and Wyoming to bring these exceptional programs to schools and communities. Additionally, our Four Mile Ranch Environmental Education program in Pagosa Springs, Colorado brings nature into the classroom, and children into nature. Field trips to Four Mile Ranch and its rivers, ponds, meadows, and forests help students combine science education with outdoor discovery and exploration.

AUDUBON ROCKIES ANNUAL BIOBLITZ

Audubon's Annual BioBlitz is a 24-hour event in which teams of scientists, teachers, volunteers, environmental educators, and community members join forces to find, identify, and learn about as many local plant, insect, and animal species as possible. This program enables K-12 teachers to participate in hands-on research in a variety of ecosystems, while working closely with scientists and researchers who are at the top of their respective fields. Audubon feels this can be used as a pathway to improving science education through teachers' experiences in scientific inquiry. The data collected is interpreted by our Community Naturalists during a forum on the last day which helps teachers bring the collected information into the classroom and share it with their students. We believe this project represents the leading edge of scientific inquiry and investigation, and we are excited to include K-12 teachers as integral members of the science team.

SPONSORSHIP OPPORTUNITIES

EDUCATION & COMMUNITY NATURALISTS OUTREACH

The natural beauty of Colorado and Wyoming are our classrooms, as we reach out to school children and adults with engaging and exciting nature programs. Community Naturalists inspire and instill an appreciation and understanding of nature in people of all ages. As bird lovers, plant buffs, and all-around skilled naturalists, our education staff are champions of the outdoors. This unique program, *“Classrooms Without Walls”* was developed for the purpose of reaching out to rural communities that do not have access to a nature center or regular exposure to science curricula in the classroom. Program materials are peer-reviewed, meet state and national educational standards and help increase student critical thinking and problem-solving while promoting healthy minds and bodies by enjoying the outdoors through wildlife and bird-watching, exploring, and studying the creatures that live in the local natural world. This is achieved through summer camps, classroom lessons, teacher trainings, bird banding stations, field trips, community workshops, and educational “Traveling Trunks”. Audubon’s Traveling Trunks include books, posters, activity materials, animal pelts and supplies.

\$10,000+ GOLD SPONSORSHIP

-  Company name and logo on all Audubon Rockies marketing materials
-  Educational presentation to company employees/Board by Audubon Staff
-  Habitat Hero “Garden in a Box” and assistance in planting a Habitat Hero garden on site
-  One year subscription to Audubon Magazine
-  Company name, logo and link on Audubon Rockies website
-  Company name and logo in Audubon Rockies E-Newsletter

\$5,000 SILVER SPONSORSHIP

-  Company name and logo on all Audubon Rockies marketing materials
-  One year subscription to Audubon Magazine
-  Company name, logo and link on Audubon Rockies website
-  Recognition in Audubon Rockies E-Newsletter

\$2,500 TRAVELING TRUNK SPONSORSHIP

-  Company name and logo on one Audubon Rockies Traveling Trunk
-  One year subscription to Audubon Magazine
-  Company name, logo and link on Audubon Rockies website
-  Recognition in Audubon Rockies E-Newsletter



Traveling Trunk © Downey



Bioblitz 2014 © Timothy Rockhold



Education © Downey



Bird Watchers © Downey

SPONSORSHIP OPPORTUNITIES

AUDUBON ROCKIES ANNUAL BIOBLITZ

LOCATION TBD

JUNE 2018

SPONSORSHIP DEADLINE: MAY 1, 2018

Audubon’s annual “BioBlitz” includes scientists, educators, volunteers, and community members joining forces to identify insect, bird, fish, wildlife and plant species in a select area, within a 24-hour time-frame. This science-centric event is a collaborative effort of interested organizations and public agencies. The public is invited to observe, interact with, and participate in the hands-on sampling activities. BioBlitz establishes important biodiversity baseline information and provides adults, children, and teens with field-based science experience. Everyone participates in *bona fide* research expeditions and learns from experts about inventorying species and the importance of biodiversity. Partners include The Nature Conservancy, University of Wyoming Biodiversity Institute, Wyoming Natural Diversity Database and Wyoming Game and Fish.

\$3,000+ EVENT SPONSORSHIP

-  Corporate name and logo on BioBlitz materials as event sponsor
-  Prominent corporate signage at the event
-  Opportunity to distribute corporate information
-  Company name, logo and link on Audubon Rockies website
-  Company name and logo in Audubon Rockies E-Newsletter

\$1,500 SPONSORSHIP

-  Corporate name on BioBlitz materials as Corporate Sponsor
-  Prominent corporate signage at event
-  Company name on Audubon Rockies website
-  Recognition in Audubon Rockies E-Newsletter

Our Partners



Bioblitz 2014 © Sheila Kloster-Prew



Bioblitz 2014 © Sheila Kloster-Prew



Bioblitz 2014 © Sheila Kloster-Prew

HABITAT PROTECTION, CONSERVATION AND RESTORATION

HABITAT HERO PROJECT

To combat the loss of open spaces, Habitat Heroes contribute a positive impact to the community by increasing natural areas, providing homes and food for wildlife, and connecting to larger green spaces. This helps to restore a fragmented ecosystem, and offers a welcome place for birds and wildlife through the implementation of wildscaping principles, a form of landscape stewardship. Wildscaping is landscaping designed to minimize water consumption and provide habitat for birds, bee and wildlife, large and small. Habitat Heroes are individuals, businesses, agencies and communities who choose to use wildscaping design. Whether the landscape is a home yard, a few pots on a balcony, a public park, schoolyard garden, orchard or farm, Habitat Heroes believe in growing a healthy community. This program is designed to make a positive difference for birds, pollinators and other wildlife right at home.

WESTERN RIVERS INITIATIVE

In the arid West we are all connected by rivers; they are the lifeblood of our land, our economy, our way of life. Western rivers, like the Colorado River and its tributaries, provide water for tens of millions of people, including twenty-two Native American tribes and the major cities of Denver, Phoenix, Albuquerque and Tucson. Unfortunately, the health of these rivers and the livelihood of the people and the wildlife that depend on them are in jeopardy. A combination of drought, invasive species, over-allocation and unsustainable management are running our rivers dry. Many of the birds that depend on them are in decline and the future of the communities and economies surrounding these rivers is uncertain. Over 100 bird species spend some portion of their life cycle in riparian areas and many of these species are now threatened or endangered as demands increase but water supplies dwindle. Audubon, partner organizations and an activist network of over 37,000 members are advocating for conservation actions that increase river flow, enhance the health of our environment and restore valuable riparian areas, wetlands and forests. Audubon is employing multiple strategies, including working with water resource agencies, cities, farmers, and ranchers to put water back in rivers, adopt bird-friendly agricultural practices, and optimize water management for the basin's urban, agricultural, and ecological needs.

SAGEBRUSH ECOSYSTEM INITIATIVE

In Wyoming, Colorado and across the Intermountain West, Audubon's Sagebrush Ecosystem Initiative has collaboratively protected 15 million acres of Greater Sage-grouse core habitat with more on the horizon. The sagebrush landscape has long epitomized the American West. But this unique habitat, home to scores of plants and animals, including the Greater Sage-grouse, is rapidly disappearing. Already heavily impacted by oil and gas development, its high plains and sweeping vistas are also an important potential source of wind energy. The framework of our plan is science-based conservation planning, identification and mitigation of threats to the sagebrush ecosystem and sage-grouse populations, coupled with outreach and education. Audubon's Sagebrush Ecosystem Initiative engages industry, government and community leaders, scientists, ranchers, conservationists, and other stakeholders to protect this remarkable ecosystem - while also promoting renewable energy development that is essential to combat global warming. Increasing our use of green, renewable energy instead of emission-producing fossil fuels is an essential step to combat global warming. However, with every type of energy development, including wind energy, come influences on the landscape; for every action there is a reaction. Impacts of wind energy on birds and wildlife are just now coming to light. Audubon is using our Sagebrush Ecosystem Initiative's baseline science and habitat research to start filling in the information gaps and shedding new light on wind turbine and transmission decisions. Together, we are finding - and implementing - balanced solutions that enable our nation to meet its energy needs while also ensuring that wildlife and wild places can still thrive.

SPONSORSHIP OPPORTUNITIES

HABITAT HERO PROJECT

As it turns out, what’s good for birds, butterflies and other wildlife tends to be good for people, too. Transforming our yards from highly managed lawns to wilder landscapes decreases water consumption as well as maintenance time and costs, while creating opportunities for our families and friends to enjoy and learn about nature. Residential lawns cover more than 20 million acres in the U.S. If all those lawns were transformed into small habitat patches, the additional wildlife habitat would be comparable to increasing the area of the National Wildlife Refuge system by 20%. The wildlife benefits would be enormous, and we’d all experience the joy of doing something positive for nature and the environment. That’s where “wildscaping” or landscaping designed to provide habitat for all wildlife comes in and you can help. Whether the landscape is a home yard, public park, community open space, schoolyard garden, or a business green space, Habitat Heroes believe in growing a healthy community one natural area at a time.

\$5,000 GOLD SPONSORSHIP - Help cover the cost of signage for community Habitat Hero Gardens

-  Company name and logo on Habitat Hero materials as Gold Sponsor
-  Habitat Hero “Garden in a Box” and assistance in planting a Habitat Hero garden on site
-  Wildscaping presentation to company employees/Board by Audubon Staff
-  Company name & logo on plaques and signage designating community Habitat Hero Gardens along the Front Range
-  Company name, logo and link on Audubon Rockies & Habitat Hero website
-  Company name and logo in Audubon Rockies E-Newsletter

\$3,000 SILVER SPONSORSHIP - Help cover the cost for Habitat Hero Workshops

-  Company name and logo on Habitat Hero materials as a Silver Sponsor
-  Habitat Hero “Garden in a Box” and assistance in planting a Habitat Hero garden on site
-  Wildscaping presentation to company employees/Board by Audubon Staff
-  Company name, logo and link on Audubon Rockies & Habitat Hero website
-  Company name and logo in Audubon Rockies E-Newsletter

\$1,500 BRONZE SPONSORSHIP – Help cover costs for a community or schoolyard Garden In A Box

-  Company name on Habitat Hero materials as a Bronze Sponsor
-  Habitat Hero “Garden in a Box”
-  Company name on Audubon Rockies & Habitat Hero website
-  Recognition in Audubon Rockies E-Newsletter



SPONSORSHIP OPPORTUNITIES

WESTERN RIVERS INITIATIVE

Audubon's Western Rivers Initiative coupled with our Western Rivers Action Network (WRAN), advocates for common sense decisions and actions that increase river flow, enhance the health of our environment, and restore valuable riparian areas, wetlands and forests. Water management is one of the most significant challenges for western communities as well as for wildlife. With more water diverted for human use, these vital habitats, critical for feeding and breeding, disappear. WRAN is a grassroots network of Audubon members, partners and friends ensuring that the Colorado River and its tributaries as well as many other Western Rivers are protected from over-allocation, water diversion and contamination because people and wildlife depend on them for survival.

\$10,000+ GOLD SPONSORSHIP

-  Company name and logo on all Audubon Rockies marketing materials
-  Educational presentation to company employees/Board by Audubon Staff
-  Habitat Hero "Garden in a Box" and assistance in planting a Habitat Hero garden on site
-  One-year subscription to Audubon Magazine
-  Company name, logo and link on Audubon Rockies website
-  Company name and logo in Audubon Rockies E-Newsletter

\$5,000 SILVER SPONSORSHIP

-  Company name on all Audubon Rockies marketing materials
-  One-year subscription to Audubon Magazine
-  Company name, logo and link on Audubon Rockies website
-  Recognition in Audubon Rockies E-Newsletter



Yampa River, Steamboat Springs



Headwaters of the Roaring Fork



Angling on creek in Colorado

SPONSORSHIP OPPORTUNITIES

SAGEBRUSH ECOSYSTEM INITIATIVE

Audubon launched the Sagebrush Ecosystem Initiative (SEI) campaign to conserve the sagebrush ecosystem and protect critical sage-grouse habitat. Conservation efforts focus on both the Greater Sage-grouse and the Gunnison Sage-grouse as keystone species and indicators of overall ecosystem health. Sage-grouse are a landscape-scale species that depend on large intact sagebrush habitats for every aspect of their life cycle and use multiple seasonal habitats that must all be available to maintain healthy populations. Previously widespread, this species has been extirpated from approximately half of its former range due to loss and degradation of sagebrush habitat. Our nation finds itself at a pivotal crossroad, where actions to avoid the necessity of an Endangered Species listing could benefit an entire ecosystem. Audubon's Sagebrush Ecosystem Initiative has already successfully worked with industry, government, ranchers and conservationists to protect 15 million acres of Greater Sage-grouse core habitat. The goal of the Sagebrush Ecosystem Initiative is to maintain and enhance populations and distribution of sage-grouse by protecting and improving sagebrush habitats and ecosystems that sustain these populations using science-based conservation planning coupled with outreach and education.

\$10,000+ GOLD SPONSORSHIP

-  Consistent sponsor recognition and promotion at all Sagebrush Ecosystem Initiative events
-  Company name and logo on all Audubon Rockies marketing materials
-  Educational presentation to company employees/Board by Audubon Staff
-  Habitat Hero "Garden in a Box" and assistance in planting a Habitat Hero garden on site
-  One-Year subscription to Audubon Magazine
-  Company name, logo and link on Audubon Rockies website
-  Company name and logo in Audubon Rockies E-Newsletter

\$5,000 SILVER SPONSORSHIP

-  Company name on all Audubon Rockies marketing materials
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Greater Sage-grouse © Dave Showalter



Sagebrush Landscape © Dave Showalter