



# Sponsorship Opportunities

*Habitat Hero*

 **Audubon** | ROCKIES

[rockies.audubon.org/habitat-hero](https://rockies.audubon.org/habitat-hero)



## ABOUT AUDUBON ROCKIES

*Where birds thrive, people prosper.*

A nonprofit conservation organization since 1905, the National Audubon Society believes in a world in which people and wildlife thrive. Audubon Rockies is the regional office of the National Audubon Society for Colorado, Wyoming, and Utah. Using science, outreach, and policy, we holistically address the core threats facing birds in our region. We are an inclusive, nonpartisan bird conservation organization that collaborates with diverse stakeholders in order to find solutions that better birds and communities.

## OUR AUDIENCE

Audubon Rockies reaches a large following of Coloradans, Wyomingites, and Utahns passionate about birds, gardening, and the environment. Habitat Hero is a particularly popular program of ours. The audience is predominantly women aged 50-60 who are passionate about birds, plants, and gardening. They are actively looking for products and services to make their gardens and households more environmentally friendly.



## MEDIA REACH AND EXPOSURE

Email: 40,800 subscribers

Social media: 11,300 followers

Web traffic: 132,500 annual pageviews

## WHY BIRD-FRIENDLY GARDENS ARE CRITICAL

*Planting a better world for birds and people.*

As our communities grow, the native plants that birds, pollinators, and other wildlife depend on are vanishing. Fortunately, we can do something about it.

Planting native plants in residential gardens and public spaces is a simple but powerful way to help our diminishing bird populations come back to life. Native gardens not only provide food and shelter for birds and other wildlife, they also conserve water and eliminate chemical fertilizers and pesticides. Vibrant and full of life, they make our communities healthier and more beautiful.

Audubon Rockies's Habitat Hero program provides people, businesses, and cities with the resources to create bird habitat in their own communities. With your support, we will help more people in Colorado, Wyoming, and Utah how become bird-friendly gardeners. We'll expand our network of trained outreach volunteers. We'll pioneer large-scale gardens incorporated into solar farms and neighborhoods. Together, we can weave together a landscape for wildlife.

# SPONSORSHIP OPPORTUNITIES AND BENEFITS

*Investing in the future of our birds and communities*

All benefits refer to a one-year timeframe.



## QUEEN BEE: \$7,500

- Company name, logo, and hyperlink displayed Habitat Hero landing page
- Company name and logo on Habitat Hero program fact sheet (more than 3,000 distributed annually, plus downloaded from website)
- Company feature on Habitat Hero resources webpage (if deemed appropriate by Audubon)
- Biannual acknowledgement and hyperlink in Audubon Rockies newsletters (38,000 subscribers)
- Biannual acknowledgment and link to company website on Audubon Rockies' Facebook, Instagram, and Twitter
- Opportunity for employees to volunteer at community planting project
- Acknowledgment and logo in credits of all new Habitat Hero videos
- Opportunity to table at a Habitat Hero event
- Company name and hyperlink displayed on Audubon Rockies' supporter page.



## HUMMINGBIRD: \$5,000

- Company name, logo, and hyperlink displayed Habitat Hero landing page
- Company name and logo on Habitat Hero program fact sheet (over 3,000 distributed annually, plus downloaded from website)
- Company feature on Habitat Hero resources webpage (if deemed appropriate by Audubon)
- Acknowledgement and hyperlink in one Audubon Rockies' newsletter (38,000 subscribers)
- Biannual acknowledgment and link to company website on Audubon Rockies' Facebook, Instagram, and Twitter
- Company name and hyperlink displayed on Audubon Rockies' supporter page.



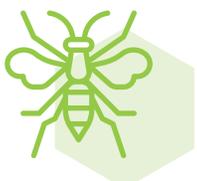
## BUTTERFLY: \$2,500

- Company name, logo, and hyperlink displayed Habitat Hero landing page
- Acknowledgement and hyperlink in one Audubon Rockies' newsletter (38,000 subscribers)
- Biannual acknowledgment and link to company website on Audubon Rockies' Facebook, Instagram, and Twitter
- Company name and hyperlink displayed on Audubon Rockies' supporter page.



## MOTH: \$1,500

- Acknowledgement and hyperlink in one Audubon Rockies' newsletter (38,000 subscribers)
- One acknowledgment and link to company website on Audubon Rockies' Facebook, Instagram, and Twitter
- Company name and hyperlink displayed on Audubon Rockies' supporter page.



## WORKER BEE: \$500

- One acknowledgment and link to company website on Audubon Rockies' Facebook, Instagram, and Twitter
- Company name and hyperlink displayed on Audubon Rockies' supporter page.



Mail completed application to: Audubon Rockies, 215 W Oak St, 2C, Fort Collins, CO 80521

## SPONSORSHIP APPLICATION

Business Name:

Contact Name:

Phone Number:

Email:

Website:

Tell us a little bit about your business/organization:

Please send your company logo to [evan.barrientos@audubon.org](mailto:evan.barrientos@audubon.org)

## SPONSORSHIP LEVEL SELECTION

Contributions are tax deductible. Consult your tax professional for additional information.



Queen Bee \$7,500



Hummingbird \$5,000



Butterfly \$2,500



Moth \$1,500



Worker Bee \$500



### PAY BY CHECK

Make checks payable to:  
Audubon Rockies  
215 W Oak St, 2C, Fort Collins, CO 80521

### PAY BY CREDIT CARD

To pay by credit card, please call  
Julie Dillon at (970) 416-6931.