

Green Birding Challenge

May 13, 2017

The Urban Ecology Center's **Green Birding Challenge**, now in its 7th year, is the Research and Citizen Science program's signature event! Teams compete in one of four "green" or fossil-fuel-free birding categories designed for all levels of skill and mobility, in an effort to document the birds that migrate through our parks.

Held in May, the Green Birding Challenge celebrates International Migratory Bird Day—when people all over the world celebrate the migratory birds that transcend political boundaries and help make the world a smaller place.

Sponsors get unique and visible recognition as:

- An organization that understands the importance of and supports citizen based research
- A leader committed to environmental change in an urban community
- A community proponent of environmental education for urban youth

The Green Birding Challenge brings experts and novices across generations together to enjoy and learn about the natural wonders of birds and their migration. All pledges collected from teams and their supporters provide critical funds that allow the Center to continue engaging the community in research and monitoring projects in our neighborhoods.



TITLE SPONSOR - \$ 5,000

- Event presenting rights: Urban Ecology Center's Green Birding Challenge *presented by your company*
- Company name and/or logo included with prominence in social media posts, updates and the Center's Weekly Guide (e-newsletter) leading up to the event
- Company name and/or logo in any additional publicity or printed literature for the event
- Company name and/or logo with prominence on participant t-shirts
- Company name and/or logo with prominence on event webpage and event signage
- Company recognized in Center's donor list (bi-monthly online and Annual Report)



MAJOR SPONSOR - \$2,500

- Company name and/or logo included in social media posts, updates and Weekly Guide (e-newsletter) leading up to the event
- Company name and/or logo on participant t-shirts
- Company name and/or logo on event webpage event signage
- Company recognized in Center's donor list (bi-monthly online and Annual Report)

KEY SPONSOR - \$1,000

- Company name and/or logo on participant t-shirts
- Company name and/or logo on event webpage and event signage
- Company recognized in Center's donor list (bi-monthly online and Annual Report)

SUPPORTING SPONSOR - \$500

- Company name and/or logo on event webpage and event signage
- Company recognized in Center's donor list (bi-monthly online and Annual Report)

Visibility and reach of the Center's communications:

- 95,745 visits to our three branches and 200,000 visits to our parks
- Over 11,000 subscribers to the Weekly Guide (e-newsletter)
- Over 4,500 households and 300 organizations receive the bi-monthly paper newsletter
- Over 15,000 likes to the Center's Facebook page
- Over 9,400 Twitter followers
- Over 2,000 LinkedIn followers

as of 12/1/16

URBAN ECOLOGY CENTER Sponsorship Agreement Form

Help support the Urban Ecology Center and its mission through sponsorship!

Your business will receive great benefits too!
(Please view the corresponding information for sponsorship and benefit details.)

Company

Address

City, State, Zip

Is your company on:

Facebook? *account name*

Twitter? *account name*

LinkedIn? *account name*

Contact name

Phone

Email

I/We, as indicated above, pledge to support the Urban Ecology Center and its mission through the sponsorship contribution marked on the right.

Signature

Date

Green Birding Challenge

- Title Sponsor - \$5,000
- Major Sponsor - \$2,500
- Key Sponsor - \$1,000
- Supporting Sponsor - \$500

Agreement:

Please return a completed and signed copy of this agreement via postal mail to:

Lianna Bishop
Urban Ecology Center
1500 E. Park Pl.
Milwaukee, WI 53211

Or via email to:

lbishop@urbanecologycenter.org

Please also include in your email a high resolution file of your company's logo. (.ai, .eps files are best)

Payment:

- Please find payment enclosed.
- Please send an invoice to:

Contact name

Address

City, State, Zip

Phone

Email