Presenting Sponsorship

What is UEC in My Backyard?
The COVID 19 pandemic has drastically reshaped everyday life. For the Urban Ecology Center this meant transforming the way we approach connecting people in cities to nature. Luckily, nature can be found everywhere you look!

The Urban Ecology Center has launched a new virtual platform to share nature-based resources that help people explore and learn outdoors.

The three focus areas of the site include:

- Backyard Classroom
- Backyard Adventures
- Backyard Research

Each section is full of engaging content such as videos, hands-on lessons, and ideas for outdoor adventures.

Your one month sponsorship will help make this content possible and give children and adults the opportunity to learn new ways to connect with the natural world all around them.

One Month Presenting Sponsorship - $5,000

When sponsoring UEC in My Backyard you will receive the following recognition benefits:

- Company name and/or logo featured with prominence on the header graphic of each UEC in My Backyard web page.
- Company name mentioned on Facebook and tagged in post about UEC in My Backyard (minimum of 5 mentions per month).
- Company name/ logo featured in the Urban Ecology Center’s Weekly Guide email (minimum of 2 mentions per month).
- An opportunity to share your story with the UEC audience via our blog.
- Company recognized in the Urban Ecology Center’s donor list (online and Annual Report)

SPONSORSHIP PRICING

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<thead>
<tr>
<th></th>
<th>One Month</th>
<th>Two Months</th>
<th>Three Months</th>
<th>Full Year</th>
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<tbody>
<tr>
<td>One Month</td>
<td>$2,500</td>
<td>$4,000</td>
<td>$5,000</td>
<td>$20,000</td>
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UEC Communications Reach

Since launching April 1st, UEC in My Backyard has averaged:
- UEC homepage views per month: 5,000
- Website page views per month: 3,000
- Facebook, Twitter, and Instagram:
  - 664,728 Impressions (+37.6% since April 1st)
  - 32,338 Engagements (+28.8% since April 1st)
- Weekly Email: over 14,000 subscribers

For more information contact Meenal Atre, Corporate and Foundation Relations Manager matre@urbanecologycenter.org