



# Philadelphia Bird Race



## Proposal Abstract

DVOC • Academy of Natural Sciences • 1900 Benjamin Franklin Parkway • Philadelphia, PA 19103 • [www.philadelphiabirdrace.org](http://www.philadelphiabirdrace.org) • [www.birdphilly.org](http://www.birdphilly.org)

## Birding Outside Having Fun Learning

### The Philadelphia Bird Race

The **PBR** will run May 9-17, 2015. This is an event designed to generate enthusiasm in birding in the Greater Philadelphia Area while raising funds for important conservation and outreach causes. Participation is possible in a variety of ways, allowing people with different interest levels to participate. The aim is to reach as broad a sweep of outdoor enthusiasts as possible.

### Matching Your Brand with the Philadelphia Bird Race

A variety of sponsorship opportunities are available. In addition to tax-deductible charitable donations, BirdPhilly is seeking sponsors to provide food and beverages at social gatherings, a venue for the awards ceremony, and prizes for the 8-10 award winners. All of these represent opportunities for a brand to support this unique event.

Birding is among the fastest-growing outdoor activities in the country. Films like Jack Black's *The Big Year* and HBO's *Birders: The Central Park Effect* demonstrate the popularity of this pastime, and there is a lot to like about it. Birders are active and their sense of wonder and passion for discovery keeps them walking, hiking, biking, surfing, rock-climbing, and photographing. Birding keeps people healthy, moving around outside, and happy by providing beautiful, stunning, and wondrous discoveries. Birds are modern day dinosaurs. What is cooler than that?

### Sponsorship

Sponsors of the **PBR** are provided the opportunity to connect with one of the most passionate, organized and dedicated outdoor recreation communities in the country. Philadelphia boasts one of the largest inner city parks in the world in Fairmount Park, and recent waterfront development (Spruce Street Harbor Park, Delaware River Trail, and Schuylkill River Trail) cement the city's advocacy and popularity for outdoor recreation. Philadelphia is the perfect hub for regional birding. Heinz National Wildlife Refuge is an internationally famous birding hotspot, and southeastern Pennsylvania boasts a variety of amazing outdoor attractions. Sponsorship at the **PBR** will promote brand awareness and show the brand's support of the valuable, healthy and respected outdoor pastime of birding.

### Join Us

BirdPhilly is an initiative of the Delaware Valley Ornithological Club (DVOC). Based at the Academy of Natural Sciences of Drexel University, the DVOC is one of the world's oldest bird clubs. BirdPhilly is leading the way in outdoor recreation as it relates to birding and bird-watching in the Philadelphia area, and wishes to do so with the assistance of passionate regional leaders and business pioneers. Join us in creating a unique event that will bring people together in a fun, healthy and educational way.



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## Sponsorship Levels

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**\$3,500**

### **Sponsor**

- Your logo displayed on our website
- Acknowledgement on all BirdPhilly social media platforms
- Invitations to all **PBR** special events
- Guest seat at DVOC Annual Banquet
- Display at **PBR** Events
- Logo on **PBR** Event T-Shirt

**\$1,000**

### **Supporter**

- Your logo displayed on our website
- Acknowledgement on all BirdPhilly social media platforms
- Invitations to all **PBR** special events
- Guest seat at DVOC Annual Banquet
- Display at **PBR** Events

**\$500**

### **Patron**

- Your logo displayed on our website
- Acknowledgement on all BirdPhilly social media platforms
- Invitations to **PBR** special events

**\$250**

### **Friend**

- Your logo displayed on our website
- Acknowledgement on all BirdPhilly social media platforms



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## Sponsorship Form

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Please fill out the following form to confirm your chosen level of sponsorship. Feel free to contact us with any questions.

Completed forms can be returned to:

George L. Armistead  
info@birdphilly.org  
BirdPhilly / DVOC  
Academy of Natural Sciences  
of Drexel University  
1900 Benjamin Franklin Prkwy  
Philadelphia, PA 19103

### Contact Information

Company Name

Phone Number

Email Address

Contact Person

Address

City / State / Zip Code

### Sponsorship Levels

- \_\_\_\_\_ Sponsor      \$3,500
- \_\_\_\_\_ Supporter      \$1,000
- \_\_\_\_\_ Patron      \$500
- \_\_\_\_\_ Friend      \$250

### Payment Information

\_\_\_\_\_ Send me an invoice.

Credit card type \_\_\_\_\_

\_\_\_\_\_ I have enclosed a check.

\_\_\_\_\_ Credit Card Number

\_\_\_\_\_ Please charge my credit card.

\_\_\_\_\_ Expiration Date      \_\_\_\_\_ Security Code

### Thank you for your support!

Once we receive your completed form, we will contact you to discuss sponsorship benefits and recognition.

Please send high resolution color and black and white logos (.EPS or vector preferred) to [info@birdphilly.org](mailto:info@birdphilly.org)

\$ \_\_\_\_\_  
Sponsorship Amount      Signature      Date