

# MONTEREY BAY FESTIVAL OF BIRDS SPONSORSHIP KIT



## OCTOBER 13- 15, 2023

The Monterey Bay Festival of Birds celebrates birds, nature, and conservation. The past organizers ran the festival for fifteen years and brought in crowds from all over California and the United States to visit Monterey Bay. Bird School Project is bringing the festival back to life with field trips, workshops, presentations, and community events, celebrating Monterey Bay's essential ecosystem on the Pacific Flyway. Check out page 3 for more details on what to expect at the Monterey Bay Festival of Birds.



### CONNECTION WITH NATURE



We all need a connection with nature. Nature connections have been linked to many health benefits, including improved attention, lower stress, better mood, improved heart rate, and so much more.

### BIRDS ARE EVERYWHERE



...and so are birders. Birding is a fast-growing hobby in many communities. Just as there are many types of birds, there are many types of birders and many ways to enjoy the wonder of birds. Our festival aims to support them all!

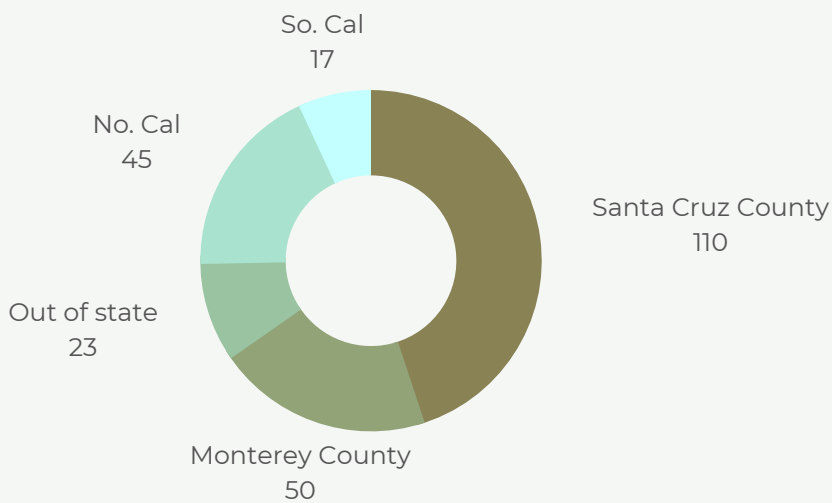
### GATHER IN COMMUNITY



Together we can build community by creating a space where people feel a sense of belonging and excitement while birding and interacting with each other.



## 2022 FESTIVAL ATTENDEES



## 2022 ATTENDANCE

- Participants for field trips & workshops (tickets sold): **245**
- Nature Extravaganza Attendees: **150 - 200**

## BENEFITS OF SPONSORING

- Support local community gatherings and connect with a wider audience in the Monterey Bay Region
- Increase visibility for your company and brand and generate dynamic content for your newsletter and social media.
- Connect directly with people who have an interest in nature and going outside.
- Demonstrate your company's leadership in advocating for environmental connection and stewardship.



## WHO IS THE BIRD SCHOOL PROJECT?

The Bird School Project is the host organization of the Monterey Bay Festival of Birds. In addition to the festival, Bird School offers schoolyard visits to 5th - 12th grade classrooms in the Monterey Bay area, allowing students to foster awareness, knowledge, and love for local natural places through bird watching just outside their classroom door.

20 SCHOOLS VISITED IN MONTEREY BAY ('22-'23)

OVER 9,000 STUDENT PARTICIPANTS SINCE 2014

Linktree\*





**Keynote Speaker**  
**October 13th**  
**Santa Cruz, CA**

### **Shawn Hayes**

An internationally renowned expert on falconry, Shawn Hayes presents talks to groups all over the world—Japan, Europe, Africa, and the Middle East—sharing the training techniques he’s developed and polished in his decades as a falconer. Consider becoming a contributing sponsor to this event as a **Cormorant-level** sponsor.



**Field Trips,**  
**Workshop &**  
**Presentations**

**October 13 -15**  
**Monterey Bay**  
**Region**

### **Field trips:**

Big Sur, Pinnacles NP  
Point Lobos, Point Pinos, Moss Landing, Elkhorn Slough, Watsonville Sloughs, Natural Bridges, UCSC Arboretum, and so much more!

### **Workshops:**

Sketching shore birds with John Muir Laws, Wooden bird carving, Bird Photography, Poetry, Nature Journaling, and so much more!



**Nature**  
**Extravaganza**

**October 14**  
**12- 4 pm**  
**Romo Park**  
**Watsonville, CA**

### **Community Day**

A day of free and fun activities, vendor booths, non-profit organizations, dance and music performances, and a live raptor presentation. Become a **Condor-level** sponsor and get presenting rights to the event. As a Condor sponsor you will have your logo at the main stage of the event and get verbal recognition.



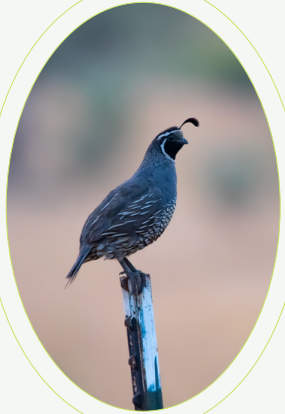
**Festival**  
**Headquarters**

**October 13-15**  
**Watsonville, CA**

A three-day headquarter for the festival. All festival attendees will check in here for their workshop or presentation or meet here to carpool for a field trip. This is an excellent place to promote your business to attendees as an **Egret** level sponsor.

# SPONSOR PACKAGES

## Quail



- Small logo will be listed on the Friends of the Festival webpage
- Small logo and sponsorship category will appear in all upcoming newsletters promoting the Festival of Birds

**\$250**

## Cormorant



- Company name & large logo will be listed on the Friends of the Festival webpage.
- Large logo added to all event promos August - October (e-newsletters, flyers, social media posts).
- Small logo added to ticketing webpage and each participant's ticket.

**\$500**

## Egret



- All of the above, plus 3 features on Instagram highlights and 1 featured post.
- Logo on a banner placed front and center at the festival headquarters
- Company booth at Nature Extravaganza (Table can be manned by a festival representative)

**\$1000**

## Condor



- All of the above, plus presenting right's and verbal recognition of your company's support at Nature Extravaganza
- Your company logo displayed at all community events including Keynote Speaker and other evening convenings.

**\$2500**

# SPONSOR PACKAGES

	Quail	Cormorant	Egret	Condor
Company logo and sponsorship category will appear on monthly e-newsletter	✓	✓	✓	✓
Company logo will be listed on the Friends of the Festival webpage	✓	✓	✓	✓
Company logo added to all future event promos (Newsletters, Flyers, Social Media Posts)		✓	✓	✓
2 Festival of Birds passes for field trips, workshops, or presentations		✓	✓	✓
Company logo on a banner placed front and center at the festival headquarters			✓	✓
Company booth at Nature Extravaganza			✓	✓
Presenting rights of Nature Extravaganza				✓
Verbal recognition of your company at Nature Extravaganza				✓

**Are you interested in becoming a sponsor but don't see a package that suits your needs?**

Please contact

Jessica Correa ([jess@birdschoolproject.org](mailto:jess@birdschoolproject.org)) or Natalie Shuman ([natalie@birdschoolproject.org](mailto:natalie@birdschoolproject.org))

# ADDITIONAL OPPORTUNITIES

## BECOME A VENDOR AT THE FESTIVAL'S NATURE EXTRAVAGANZA

Nature Extravaganza will take place on Saturday, October 14th from 12:00 pm - 4:00 pm. This event will bring communities of the Monterey Bay region together to celebrate nature, birds, and conservation. We'll have dance and music performances and a highly anticipated live raptor presentation! We'll also have interactive booths, local vendors, and more. We plan to spotlight local businesses by providing a space for you to sell services and goods.

**Pricing for a 10' x 10' booth:  
\$50**

\*Outdoor booths only. A limited number of discounted booth space is available. Please contact us directly to discuss.

## OFFER A VOUCHER OR SPECIAL DEAL AT YOUR BUSINESS TO ALL FESTIVAL OF BIRDS ATTENDEES!

Connect directly to each ticket holder! Promote your business by offering discounts, coupons, or vouchers that will be sent as offers to each person who buys a ticket to attend a field trip, workshop, or presentation.

- Build brand discovery
- Direct outreach to festival patrons
- Stay top-of-mind

**Pricing: \$100**

\*Discounted pricing available for local businesses and vendors with a booth at Nature Extravaganza.

Please contact us directly to discuss.

**Submit Offer Here:**

<https://forms.gle/i7G5pBs4UKkYWfbH7>

**Interested in becoming a vendor?**

**Fill out this interest form:**

**<https://forms.gle/hnP95nwUedNxNdvt8>**