



Nevada Bird-a-thon 2022

Help support bird conservation in Nevada!



Sponsorship Packet

About the Bird-a-thon

Great Basin Bird Observatory, with the support of our partners and friends, is hosting our 3rd annual Nevada bird-a-thon. Bird-a-thons are used across the country to fundraise for bird conservation and community science. In previous years, due to Covid-19, we had to reimagine the bird-a-thon to make it a safe event for everyone. Our community still rallied to make the event a success!

The concept of the bird-a-thon is like a typical walk-a-thon fundraiser, where teams or individuals collect pledges for either a lump sum or a “per bird” donation. Participants then spend up to 24 hours to record as many bird species as possible. Alternatively, participants can choose to bird from home and create a yard bird list for the duration of the event. Prizes will be awarded for *Most Funds Raised* and *Most Species Counted*.

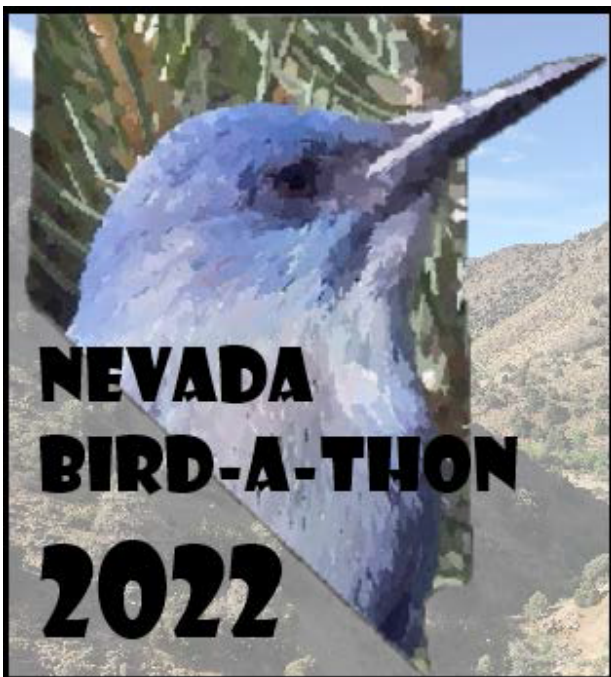
All funds raised through the bird-a-thon will go 100% toward projects that further engage the community and benefit bird conservation in Nevada. Our specific goal for 2022 is to raise \$10,000 toward support of Pinyon Jay conservation science and education. Sponsorship can take the form of cash or prizes that will be awarded to participants. All donations are fully tax deductible.

To learn more about Nevada’s bird-a-thon: <https://www.gbbo.org/birdathon2022>

Impacts of Sponsorship

Your sponsorship will help to:

- Engage the residents and visitors of Nevada in conservation issues through community science.
- Fund community science projects and research benefiting Nevada’s birds in most urgent need.
- Foster a lively and engaged birding community in Nevada.



Our 2022 fundraising campaign is for Pinyon Jays:

Pinyon Jay populations have declined by over 80% in the past 50 years, and Nevada is still a stronghold for the species. The goal of our fundraising campaign is to engage our community in protecting an iconic Great Basin Species- the Pinyon Jay. **Our specific goal for 2022 is to raise \$10,000 toward support conservation science and education.**

Most Pinyon Jays live in the rural parts of the state, and funds raised from the bird-a-thon will allow GBBO to support community scientists that live and travel through these rural areas.

Benefits of Sponsorship



Sponsoring Great Basin Bird Observatory's bird-a-thon is a great way for businesses to support environmental protection in Nevada while connecting with communities across the state.

Increased Exposure

Sponsors can enjoy enhanced exposure through multiple GBBO's communication channels, including:

- Print and digital publications.
- Website, blog, and social media.
- Event Specific press and promotional materials.

Become a Sponsor

If you would like to become a Nevada bird-a-thon sponsor visit: <https://www.gbbo.org/sponsor-birdathon>

Please email outreach@gbbo.org with any questions.

Sponsorship Levels	Pinyon Jay ≥\$5,000	Mountain Bluebird ≥\$1,000	Chickadee ≥\$500
Bird-a-thon Website			
Logo and link on company website	✓	✓	
Name and link on company website			✓
Social Media			
Recognition on GBBO's Facebook Page	✓		
Recognition on GBBO's Instagram	✓		
Recognition on GBBO's Twitter	✓	✓	
Name on event blog posts	✓	✓	
Email			
Recognition in GBBO's July Newsletter (thanking sponsors!)	✓	✓	✓
Logo featured in event emails	✓		
Name featured in event emails		✓	✓
Additional Recognition			
Listed as sponsor for GBBO's Pinyon Jay community science project!	✓		

Thank you for your interest in sponsoring the 2022 Nevada Bird-a-thon!