

# Corporate Sponsorship



NEW JERSEY  
AUDUBON  
[www.njaudubon.org](http://www.njaudubon.org)



**E**very organization has an image and wants that image to be a memorable (and positive) one. Hopefully, one of environmental importance.

Sponsorship in the World Series of Birding can help with that image. Because being a part of the World Series of Birding demonstrates that you sponsor a team in one of North America's most celebrated events but that you are also concerned about preserving habitat and saving the environment. When you consider that the American birding market is over 81 million individuals – the message is simple – being part of the World Series of Birding elevates your environmental image and puts you in partnership with some of the world's most respected conservation organizations, not just for the day of the event, but all year long.

For twenty-six years, teams of birders from all over the world, sponsored by some of the planet's most respected names in business and conservation, have participated in this 24-hour treasure hunt within the state of New Jersey. It draws attention to the habitat needs of migrating birds. It gives birders a chance to put their birding skills on the line for a good cause. Since this event began in 1984, it has generated over \$8,000,000 for worldwide conservation projects.

*We're inviting you  
to get in on the game*

Be a major player at the Corporate Level and sponsor a team – a team that will proudly display your logo. You can sponsor at many different levels: Level I teams compete at the highest level, within several categories, and for the most awards. Level III teams are comprised of youth teams representing their grade divisions, from 1<sup>st</sup> Grade through 12<sup>th</sup> Grade. Level IV teams represent the Senior Division and are all 60 and older.

## Levels of Sponsorship

There are three levels of competition in the World Series of Birding - Level I – Competing Teams, Level III – Youth Teams, and Level IV – Senior Teams. You can sponsor more than one team, or a team in different levels. We can match you with a team that has been in the running for many years, or maybe you already know of a group of individuals that would be interested in putting a team together – perhaps even some of your own employees. Whatever level you decide to sponsor, all Corporate Sponsorship Team Registration fees are paid directly to New Jersey Audubon.

Many Corporate Sponsors assume other expenses for their team; all of which is totally up to the Corporate Sponsor and the team to decide. At the very least, you'll want your team to be wearing a shirt with your company name or logo; optics companies outfit their team with their equipment. Other expenses may include a rental vehicle with the sponsor's name or logo; team travel or lodging expenses.

## Fees

All registration fees are payable directly to New Jersey Audubon's World Series of Birding. All fees, including Corporate Sponsor fees, are due by May 5.

## Corporate Sponsor Entry Fee

Corporate sponsorship for any team requires a \$1,500 team entry fee plus \$115 per team member (except for designated drivers) which includes materials, Finish Line festivities, Awards Brunch, and an official WSB shirt for each team member (except designated drivers), and two Corporate Sponsors.

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# Corporate Sponsorship

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## Level III: Youth Challenge

Level III Youth Challenge is open to all youth groups within Grades 1 through 12. There are three divisions:

Elementary School – Grades 1-5;

Middle School – Grades 6-8; and

High School – Grades 9-12.

Teams may be comprised of mixed ages, grades, and schools.

Registered teams are eligible for the Youth Birding Award for the highest total species in each division.

## Level I: Competing Teams

There are several categories of competition within Level I.

The entire state – teams cover the state from High Point to Cape May Point and anywhere in between. Teams with the highest total number of species are eligible for the 1st Place **Urner Stone Cup**, the 2nd place **Stone Award**, and the 3rd place **Stearns Award**.

A single county – teams pick a single county and compete for the Limited Geographic Area. These teams are eligible for the **LGA Award** for the highest total species based on a par for a single county.

Cape May County Only – teams stay within the boundaries of Cape May County. These teams are eligible for the **Cape May County Award** for highest total species.

Cape Island – teams bird only the area south of the Cape May canal and are eligible for the **Cape Island Cup** for highest total species.

Teams pick a spot (17-foot diameter) and do a “Big Stay” to claim the **Big Stay Award** for highest total species identified. The North American record was broken in 2007 with 139 species from a spot in Cape May.

Teams go green and do their entire day exclusively under their own power on foot, by bike, in a row boat, kayak, canoe or a combination of all three to vie for the **Swarovski Carbon Footprint Cup**.

## Level III Entry Fees

Corporate sponsored Youth Teams are required to pay the Corporate Sponsor entry fee as noted above. Any Corporate Sponsors supporting two or more Youth teams, in any division, are required to pay an additional \$500 team entry fee plus \$115 per team member for any additional teams. Adults/designated drivers must register but there is no entry fee and does not include shirt or brunch. Official WSB shirts (\$20) are available for purchase at the Finish Line and the Awards Brunch. Reservations and payment (\$25 per person) for Awards Brunch must be made in advance, no later than May 5.

## Corporate Sponsored Youth Team and Level I Team

Corporate sponsored Youth Teams that also have a Level I registered team are required to pay the Corporate Sponsor fees as required for a Level I team, and a Corporate Mentor Entry Fee of \$500 plus \$30 per team member for each Youth Team which includes materials, Finish Line Festivities, medal, and official WSB shirt for each team member (except adults/designated drivers). **Brunch is not included.** Adults/designated drivers must register but there is no entry fee. Reservations and payment (\$25 per person) for Awards Brunch must be made in advance, no later than May 5.

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## Level I Entry Fees

Corporate sponsored Level I teams are required to pay the Corporate Sponsor entry fee as noted above. Any Corporate Sponsors supporting two or more Level I teams, in any Level I category, are required to pay an additional \$500 team entry fee plus \$115 per team member for any additional teams.



# Corporate Sponsorship

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## Level IV: Senior Challenge

Level IV Senior Challenge is open to anyone age 60 and older birding in New Jersey. All participating members must be at least 60 except for the designated driver who can be under 60 but over 21. Teams are eligible for the Floyd P. Wolfarth Award for highest total species by a Senior Team.

### Level IV Entry Fees

Corporate sponsored Senior Teams are required to pay the Corporate Sponsor entry fee as noted above. Any Corporate Sponsors supporting two or more Senior teams are required to pay an additional \$500 team entry fee plus \$115 per team member for any additional teams. Designated drivers must register but there is no entry fee.

### Corporate Sponsored Senior and Level I Team

Corporate sponsored Senior Teams that also have a Level I registered team are required to pay the Corporate Sponsor fees as required for a Level I team, and a Corporate Support Entry Fee of \$500 plus \$30 per team member for each Senior Team which includes materials, Finish Line Festivities, and official WSB shirt for each team member (except designated drivers). **Brunch is not included.** Designated drivers must register but there is no entry fee. Official WSB shirts (\$20) are available for purchase at the Finish Line and the Awards Brunch. Reservations and payment (\$25 per person) for Awards Brunch must be made in advance, no later than May 5.

## Corporate Sponsor Benefits

At the very least, you will gain the recognition and publicity of being a major player in this event. The media loves this event! Just take a look at the list of media outlets that have featured the World Series of Birding – including 20/20, The Martha Stewart Show, The Daily Show, National Geographic Magazine and National Geographic Explorer, Animal Planet, the Wall Street Journal, and the documentary, *Opposable Chums – The Guts and Glory of the World Series of Birding* which has been an official selection for several North American film festivals, and has won several independent film maker awards.



### A Corporate Sponsor:

- ✓ is invited to special Corporate Sponsor activities during the weekend
- ✓ is invited to welcome your team at the Finish Line
- ✓ is invited to the Awards Brunch with your team
- ✓ will have special recognition at the Awards Brunch and in the official program
- ✓ will be listed on the official World Series of Birding shirt
- ✓ will be listed on the World Series of Birding website with a link to your business
- ✓ has the use of the official World Series of Birding Corporate Logo for the year of sponsorship
- ✓ will be listed in the NJ Audubon and Cape May Bird Observatory Magazines
- ✓ will be listed in the NJ Audubon Annual Report
- ✓ your official team will wear your colors proudly all year long.

There are many benefits in being part of this event, but most importantly, you will have the satisfaction of knowing that you have done something positive for the environment. And all the money raised from your team's effort benefits the conservation cause you champion. All of it. The only money that goes to NJ Audubon is the registration fee. The fun and challenge of the day will be yours for as long as memory lasts.

As a fund raiser and as a publicity engine, this event is without peer. A lot of time and effort goes into any successful fund raising effort. And the World Series of Birding is catalytic and cost effective. You can see this in the success of the World Series of Birding and we'd enjoy the opportunity to prove this – by helping you get a team in North America's premier birding event.

We can help you with publicity. The fact is no one understands this market better than the staff of New Jersey Audubon. There's a whole support force to answer your questions and help you with your effort.

Contact Sheila Lego or Marleen Murgitroyde, the managers and organizers of this event, at 609.884.2736. They'll be glad to help with all your questions.

We look forward to seeing you at the festivities and seeing your name in a place of honor for the World Series of Birding. ■