

22nd Annual Space Coast Birding and Wildlife Festival

Sponsorship Guide

January 23-28, 2019

Advantages of Sponsorship include:

- Average estimated Festival participation: 1,200+ (includes walk-ins who only visited the exhibit areas)
- In 2018 - 966 preregistered attendees participated in 223 activities during the six days of the Festival
- Exposure to 50,000+ birding & wildlife watchers and others via Festival Facebook page, Festival website, Festival Guide and marketing through VISIT FLORIDA, the Space Coast Office of Tourism Media Marketing Plan, Cocoa Beach and Titusville Chambers of Commerce, Space Coast Audubon Society, American Birding Association, and promotion at other birding events nationwide
- Targeted marketing to birding & wildlife watchers and other interested visitors via advertising in nationally acclaimed birding publications in print and digital – thousands of page views before, during and after the Festival
- Additional marketing for the Festival includes newspapers, Facebook, YouTube, Instagram; Southeast Tourism Society; Authentic Florida website and blog (over 21,000 followers), and billboards for drive markets on Florida's I-4, I-75, I-95 and Inner-Orlando tourism corridors
- Sponsor logo with link to your business site remains active until the next Festival information is placed on the Festival web site (approximately 6-9 months)



Manatee: \$10,000+

- Your company featured as a Festival Presenter on the front cover of the Festival Guide, Festival Facebook, Festival web site and all Festival advertising
 - Opportunity to provide Festival Guide cover photo
 - Banner ad on home page of Festival web site
 - Sponsor of one evening keynote presentation: opportunity to talk about your product prior to the presentation
 - Opportunity to do a "Spotlight" Presentation (One hour)
 - Company logo used wherever possible
 - Full-page advertisement in the Festival attendee's guide (inside cover)
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- Your banners displayed in the Exhibit Center and the Registration Area during the Festival (banners supplied by Sponsor)
 - Roaming web site ad with link to your company web site
 - Three prominent exhibitor spaces in the Exhibit Center
 - Eight Festival registrations
 - Opportunity to distribute promotional items or printed materials
 - Your logo (live link) and a 250-word description of your company on the Sponsor page on Festival web site
 - Designation as a Sponsor in the exhibitor listing on the Festival web site and the Festival Guide if you are an exhibitor
 - Large-sized company logo (live link to your web site) on Festival web site
 - Company name listed with Sponsors in the Festival Guide
 - Company name listed on Sponsor posters in the Registration Area and Exhibit Center



Eagle: \$7,500+

- Sponsor of one evening keynote presentation: opportunity to talk about your product prior to the presentation
 - Company logo used wherever possible
 - Half-page advertisement in the Festival Guide
 - Your banner displayed in the Exhibit Center during the Festival (banner supplied by Sponsor)
 - Roaming web site ad with link to your company web site
 - Two prominent exhibitor spaces in the Exhibit Center
 - Six Festival registrations
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- Opportunity to distribute promotional items or printed materials
 - Your logo (live link) and a 200-word description of your company on the Sponsor page on Festival web site
 - Designation as a Sponsor in the exhibitor listing on the Festival web site and the Festival Guide if you are an exhibitor
 - Large-sized company logo (live link to your web site) on Festival web site
 - Company name listed with Sponsors in the Festival Guide
 - Company name listed on Sponsor posters in the Registration Area and Exhibit Center



Panther: \$5,000+

- Quarter-page advertisement in the Festival Guide
 - Your banner displayed in the Exhibit Center during the Festival (banner supplied by sponsor)
 - One exhibitor space in the Exhibit Center
 - Four Festival registrations
 - Opportunity to distribute promotional items or printed materials
 - Your logo (live link) and a 150-word description of your company on the Sponsor page on the Festival web site
 - Designation as a Sponsor in the exhibitor listing on the Festival web site and the Festival Guide if you are an exhibitor
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- Medium-sized company logo (live link to your web site) on Festival web site
 - Company name listed with Sponsors in the Festival Guide
 - Company name listed on Sponsor posters in the Registration Area and Exhibit Center



Scrub Jay: \$2,500+

- One exhibitor space in the Exhibit Center
- Two Festival registrations
- Your logo (live link) and a 100-word description of your company on the Sponsor page on the Festival web site
- Designation as a Sponsor in the exhibitor listing on the Festival web site and the Festival Guide if you are an exhibitor
- Small-sized company logo (live link to your web site) on Festival web site
- Company name listed with Sponsors in the Festival Guide
- Company name listed on Sponsor posters in the Registration Area and Exhibit Center



Pelican: \$1,000+

- Your logo (live link) and a 50-word description of your company on the Sponsor page on the Festival web site
- Designation as a Sponsor in the exhibitor listing on the Festival web site and the Festival Guide if you are an exhibitor
- Small-sized company logo (live link to your web site) on Festival home page
- Company name listed with Sponsors in the Festival Guide
- Company name listed on Sponsor posters in the Registration Area and Exhibit Center



Pileated Woodpecker: \$500+

- Small-sized company logo on Festival home page
- Company name listed with Sponsors in the Festival Guide
- Company name listed on Sponsor posters in the Registration Area and Exhibit Center

Please contact: Barb Eager, Executive Director
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or

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www.scbwf.org 321-268-5224



A copy of promotional specifications will be sent upon commitment of a sponsorship. Economic Impact Report (EIR) and Statistical & Summary Reports are available on the [scbwf.org](http://www.scbwf.org) website.

A copy of the official Registration and financial information may be obtained from the Division of Consumer Services by calling toll-free (800-435-7352) within the State. Registration does not imply endorsement, approval or recommendation by the State. Registration #: CH19903 Florida Solicitation of Contribution Act.