



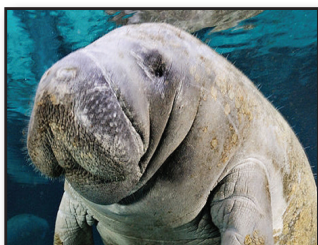
# 25<sup>th</sup> Annual Space Coast Birding and Wildlife Festival

## Sponsorship Guide

### February 2-6, 2022

#### **ADVANTAGES OF SPONSORSHIP INCLUDE:**

- Average estimated Festival participation: 1,650+ (includes walk-ins who only visited the exhibit areas)
- In 2020 – 950 preregistered attendees participated in 215 activities during four days of the Festival with 1782 session seats filled
- Exposure to 50,000+ Birding & Wildlife Watchers and others via Festival Facebook page, Festival website, and Marketing through VISITFLORIDA, Florida Division of Cultural Affairs (Culture Builds Florida Grant), Cocoa Beach Regional Chamber 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 – *Birding* (American Birding Association), *Bird Watchers Digest*, *Birdwatching Magazine* – thousands of page views before, during and after the Festival
- 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)
- Additional marketing for the Festival includes Newspapers, Facebook, YouTube, Instagram; Southeast Tourism Society; Authentic Florida website and blog (over 21,000 followers)



#### **MANATEE: \$10,000+**

- Your Company Logo Dominantly featured as a Festival Sponsor on the Festival Facebook page and Festival Website
- Three Prominent Exhibitor spaces in the Expo Center
- Eight Festival registrations
- Opportunity to do a “Spotlight” Presentation (One hour)
- Sponsor of one Evening Keynote Presentation: opportunity to talk about your product prior to the presentation
- Company Logo used wherever possible
- Your Logo displayed in the Expo Center and the Registration Area during the Festival
- Company Logo displayed on Festival website with link to your Company Website
- Opportunity to distribute promotional items or printed materials
- Designation as a Sponsor on the Expo list on the Festival Website
- Company Name & Logo listed on all applicable Festival handouts
- Logo sizes commensurate with Festival Sponsorship

#### **EAGLE: \$7,500+**

- Your Company Logo Dominantly featured as a Festival Sponsor on the Festival Facebook page and Festival Website
- Two Prominent Exhibitor spaces in the Expo Center
- Six Festival registrations
- Potential Sponsorship of one Evening Keynote Presentation: opportunity to talk about your product prior to the presentation
- Company Logo used wherever possible
- Your Logo displayed in the Expo Center and the Registration Area during the Festival
- Company Logo displayed on Festival website with link to your Company Website
- Opportunity to distribute promotional items or printed materials
- Designation as a Sponsor on the Expo list on the Festival Website
- Company Name & Logo listed on all applicable Festival handouts
- Logo sizes commensurate with Festival Sponsorship





**PANTHER: \$5,000+**

- Your Company Logo Dominantly featured as a Festival Sponsor on the Festival Facebook page and Festival Website
- One Exhibitor space in the Expo Center
- Four Festival registrations
- Sponsor of one Spotlight Presentation: opportunity to talk about your product prior to the presentation
- Company Logo used wherever possible
- Your Logo displayed in the Expo Center and the Registration Area during the Festival
  - Company Logo displayed on Festival website with link to your Company Website
- Opportunity to distribute promotional items or printed materials
- Designation as a Sponsor on the Exhibitor list on the Festival Website
- Company Name & Logo listed on all applicable Festival handouts
- Logo sizes commensurate with Festival Sponsorship

**SCRUB JAY: \$2,500+**



- One Exhibitor space in the Expo Center
- Two Festival registrations
- Company Logo used wherever possible
- Your Logo displayed in the Expo Center and the Registration Area during the Festival
- Company Logo displayed on Festival website with link to your Company Website
  - Designation as a Sponsor on the Exhibitor list on the Festival Website
- Company Name & Logo listed on all applicable Festival handouts
- Logo sizes commensurate with Festival Sponsorship

**PELICAN: \$1,000+**



- Two Festival registrations
- Company Logo used wherever possible
- Your Logo displayed in the Expo Center and the Registration Area during the Festival
- Company Logo displayed on Festival website with link to your Company Website
- Designation as a Sponsor on the Exhibitor list on the Festival Website
- Company Name & Logo listed on all applicable Festival handouts
- Logo sizes commensurate with Festival Sponsorship

**PILEATED WOODPECKER: \$500+**



- Company Logo used wherever possible
- Your Logo displayed in the Expo Center and the Registration Area during the Festival
- Company Logo displayed on Festival website with link to your Company Website
- Designation as a Sponsor on the Exhibitor list on the Festival Website
- Company Name & Logo listed on all applicable Festival handouts
- Logo sizes commensurate with Festival Sponsorship

**PLEASE CONTACT**

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2019 Economic Impact Report (EIR) and Statistical & Summary Reports are available on the 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.