

Sponsorship of the NC Birding Trail

Sponsors are businesses, individuals or others that provide cash financial support to the NC Birding Trail (NCBT) either through a direct donation or a grant. By supporting the NCBT, sponsors can:

- Show their commitment to supporting bird and habitat conservation
- Advertise their products and services to birders, who number more than 46 million nationwide and spend \$32 billion/year on bird watching related expenditures
- Gain recognition for their generosity and support
- Consider such donations as tax deductible

Sponsorships are currently being used primarily to support printed NCBT materials (e.g., regional trail guide series).

All sponsorships include recognition on the NCBT website, at public speaking events, and use of the NCBT logo in sponsor advertising. In addition, sponsors who give at the following levels will receive benefits as detailed below¹:



Painted Bunting - \$3,000 - \$9,999

- Logo recognition on website, with link to sponsor
- Name recognition on NCBT products that utilize sponsor contributions
- Press release recognition



Peregrine Falcon - \$10,000 - \$14,999

- Logo recognition on website, with link to sponsor
- Logo recognition on NCBT products that utilize sponsor contributions
- Press release recognition
- Up to 10 copies of NCBT Trail Guides for sponsor distribution



Red-cockaded Woodpecker - \$15,000 or greater

- Logo recognition on website, with link to sponsor
- Prominent logo recognition on NCBT products that utilize sponsor contributions
- Press release recognition
- Up to 25 copies of NCBT Trail Guides for sponsor distribution
- Logo feature on the NCBT festival exhibit

To make a sponsorship donation to the NC Birding Trail, please contact:

Claudette Weston, Chair
Cardinal Foundation, c/o Weston and Associates
110 Thomas Street
Winston-Salem, NC 27101
(336) 725-1147

Please make contributions payable to **The Cardinal Foundation** and write "NC Birding Trail" in the memo line to ensure the funds are appropriated accordingly.

For information on the Birding Trail, visit www.ncbirdingtrail.org, or write info@ncbirdingtrail.org.

¹ Recognition in printed materials is subject to the production schedule of those materials.