



## Join Our Flock: Become a Sponsor!

### Nature in the City

Patterson Park Audubon Center is seeking sponsors for our 2018 Baltimore Birding Weekends. New this year, a Winter Baltimore Birding Weekend will be held February 10-11, and the 2nd annual Spring Baltimore Birding Weekend is slated for May 18-20.

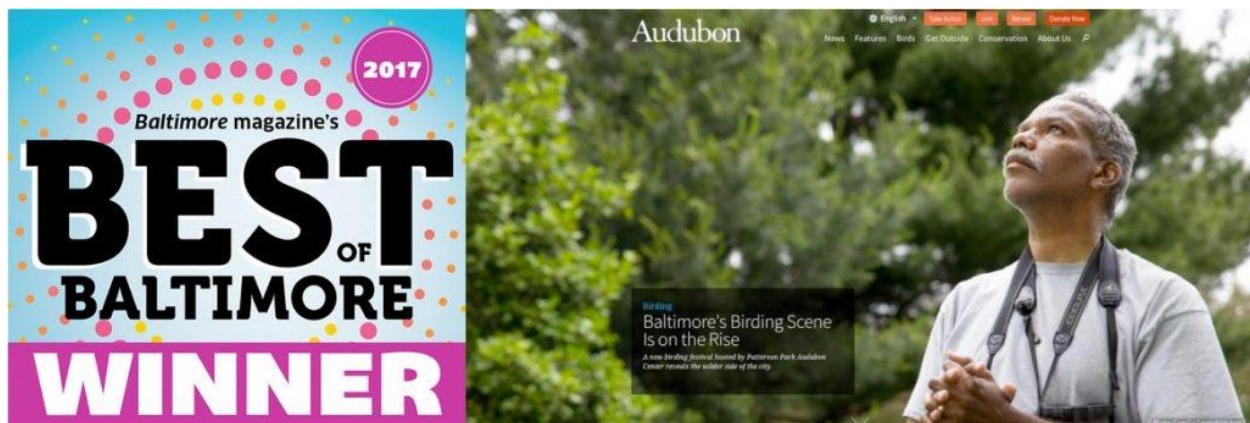
The inaugural Baltimore Birding Weekend was hosted May 19-21, 2017. It was an amazing time birdwatching with guests, who were eager to see the city through a birdwatcher's lens, and together we tallied 107 species in Baltimore parks and green spaces. Birdwatchers have the option to explore through guided walks, a paddle on the Patapsco, or a boat ride in the harbor.

*Baltimore* magazine bestowed a Best of Baltimore award on the event, and National Audubon Society featured a story, "Baltimore's Birding Scene Is on the Rise," on its website's front page.

### Baltimore for Birds and People

Patterson Park Audubon Center is a Baltimore leader in urban bird conservation, nature education, and community revitalization. Though we are headquartered in southeast Baltimore, our wingspan reaches much further. Patterson Park Audubon Center's mission is to conserve and restore natural ecosystems, focusing on birds, other wildlife, and their habitats for the benefit of Baltimore communities and the Earth's biological diversity.

We collaborate with communities to transform blighted city spaces into colorful wildflower gardens that invite birds and butterflies (as well as people) to enjoy them. We partner with schools to plant bird-friendly gardens and explore nature in the city through interactive programs while meeting teachers' curriculum goals.



The city's green spaces are vital to northern nesters who spend their winters with us, and to exhausted and hungry songbirds and shorebirds looking to rest and refuel during migration. That makes winter and spring the ideal seasons to catch a glimpse of these international travelers as they stop by Baltimore's green spaces for an extended stay or a brief visit on their way to summer homes in the north!



The purpose of Audubon's Baltimore Birding Weekends is to provide guided experiences that connect people to the city's green spaces, and to highlight the incredible wildlife diversity that can be discovered in our urban parks and along the waterfront.

Fees collected for Baltimore Birding Weekend field trips will support Audubon's neighborhood greening and family education programs such as

- Bird Explorers teen birdwatching
- Wildlife Gardening Workshops for home gardeners
- Tiny Tots and its Spanish counterpart, *Amigos Pequeñitos*.



### **Spread Your Wings with Patterson Park Audubon Center**

Sponsoring the Baltimore Birding Weekends places your business or organization directly in view of our birders, who will spend money on lodging, meals, transportation, and outdoor fun while they're attending the event. Sponsors' names will reach an audience in Baltimore and beyond, through e-news, social media, and web hits. Audubon has 10,000 local subscribers and will promote the event to a broad geography through public advertising that applauds your company or organization as our partner in promoting bird-friendly Baltimore.

Nationwide, 86 million Americans spend nearly \$76 billion annually on travel and equipment-related expenditures associated with birdwatching; revenue grew 20% between 2011 and 2016. This is an emerging market in urban centers like Baltimore, where the city's green spaces are "hotspots" for observing rare species that rely on these habitats for food and shelter year-round.

Sponsorship levels are tailored to suit any business budget. Join the Audubon flock and promote your business to one of the largest growing sectors of the outdoor travel industry!

For more information, please contact:

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