Audubon Baltimore Birding Weekend

Join Our Flock: Become a Sponsor!

May 12-14, 2023 | Sponsorship Overview

Baltimore During Migration

Audubon is seeking sponsors for our 7th annual Baltimore Birding Weekend! Over the weekend of **May 12-14, 2023,** we invite people from near and far to join us as we explore some of the city's iconic green spaces and look for birds on their spring migration. Each tour will be guided by bird experts.

Audubon's award-winning urban birding festival consists of an exciting itinerary of bird watching tours in places such as Patterson Park, Fort McHenry, and Green Mount Cemetery as well as boat trips to Hart-Miller Island and a kayak tour of the Patapsco River's Middle Branch. Participants gather on Saturday evening at Tally Rally to share the excitement of birds and other wildlife seen on the excursions.

Baltimore for Birds and People

Baltimore is a significant migratory flyway for millions of birds each spring. Audubon works to increase the capacity for birds and people to coexist and thrive. This includes efforts to create and restore bird-friendly habitats, reduce the number of bird collisions with built structures, and educate and advocate for policies and practices to mitigate the impact of climate change and habitat loss on birds and communities.

Patterson Park Audubon Center leads Audubon's community conservation and education programs in Baltimore. The purpose of Audubon's Baltimore Birding Weekend is to showcase our city and surrounding landscapes as a critical habitat for birds, particularly during migration, and to share the joy of birds with new audiences. We provide guided, unique experiences that connect people to local spaces critical for supporting wildlife diversity. Spring is the ideal season to catch a glimpse of migratory birds on their international journeys, stopping by Baltimore's green spaces on their return from warmer wintering grounds.

Sponsorships and ticket sales for the Baltimore Birding Weekend will support Audubon's work in Baltimore, including community-centered conservation projects and environmental education programs.

Join the Audubon Flock

Nationwide, 86 million Americans spend nearly $76 billion annually on travel and equipment-related expenditures associated with birdwatching. 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.

Sponsoring Audubon's Baltimore Birding Weekend places your organization directly in view of a highly engaged audience who are educated, affluent, community and culturally minded. Your company's name will reach an audience in Baltimore and beyond, through e-newsletters, social media, and our website.

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

Inquire about Sponsoring Audubon's Baltimore Birding Weekend! Contact us: Baltimore@audubon.org

Event website: baltimorebirding.com | Our full Baltimore program: patterson.audubon.org

Audubon Baltimore Birding Weekend

Sponsorship Levels & Benefits

$10,000 BALD EAGLE (one cash sponsorship available)

- Exclusive field trip naming opportunity
- Custom integration with selected Baltimore Birding Weekend events (signage, giveaways, etc.)
- Recognition on media outreach (may include radio, print, and social media)
- Company logo and link on event landing page
- Company logo on event e-newsletters, distributed to 79,000 Audubon subscribers
- Company engagement opportunity with our Regional or Center Director (to be scheduled after the event)
- 6 tickets for your constituents to attend selected weekend events
- 6 tickets for community members to attend free (Audubon will select recipients)

$5,000 YELLOW-CROWNED NIGHT HERON (two cash sponsorships available)

- Exclusive field trip naming opportunity
- Custom integration with selected Baltimore Birding Weekend events (signage, giveaways, etc.)
- Recognition on media outreach (may include radio, print, and social media)
- Company logo and link on event landing page
- Your large company logo on all event e-newsletters, distributed to 79,000 Audubon subscribers
- 4 tickets for your constituents to attend selected weekend events
- 4 tickets for community members to attend free (Audubon will select recipients)

$2,500 BALTIMORE ORIOLE (five cash sponsorships available)

- Recognition on media outreach (may include print and social media)
- Company logo and link on event landing page
- Company logo on all event e-newsletters, distributed to 79,000 Audubon subscribers
- Company “swag” showcased in participant giveaways
- 2 tickets for your constituents to attend selected weekend events
- 4 tickets for community members to attend free (Audubon will select recipients)

$1,000 CHIMNEY SWIFT (ten cash sponsorships available)

- Company logo and link on Baltimore Birding Weekend landing page
- Company logo on all event e-newsletters, distributed to 79,000 Audubon subscribers
- Company “swag” showcased in participant giveaways
- 2 tickets for your constituents to attend selected weekend events
- 2 tickets for community members to attend free (Audubon will select recipients)

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