

Bay Nature's 2020 Local Hero Awards

Sunday, March 22nd, 2020

5:00 – 8:00 pm

Berkeley City Club



Once a year, the Bay Area nature and conservation community comes together to celebrate four amazing individuals—activists who, through their passion for the natural world, are making a difference in our precious Bay Area environment. Bay Nature invites you to be a part of this celebration by becoming an organizational sponsor and attending a joyful evening of camaraderie and good cheer as we celebrate these heroes and *Bay Nature* magazine.

With your presence as a sponsor, you'll join many other Bay Area organizations in showing support for the 2020 Local Heroes. You'll be noticed and appreciated by the 250 Bay Area individuals in attendance—conservation professionals, policymakers, educators, nature advocates, and outdoor enthusiasts—who care deeply about nature and conservation. You will have ample time to mingle and meet, and all sponsorship levels include tickets to the elegant sit-down dinner, subscriptions to *Bay Nature*, and promotional exposure. (See the next page for sponsorship level details—commit now for maximum exposure in promotion.)

Bay Nature's mission is to connect the people of the San Francisco Bay Area to our natural world and motivate people to solve problems with nature in mind. A Berkeley-based nonprofit, Bay Nature publishes the award-winning Bay Nature magazine and baynature.org and is known for the quality of its environmental journalism. We believe that the more people learn about and are inspired by nature, the more they see themselves as stewards of it. The year 2020 celebrates the 10th year of the Bay Nature Local Hero Awards and Bay Nature's 20th year of publishing.

Berkeley City Club was designed by renowned local architect Julia Morgan. Located at 2315 Durant Avenue in Berkeley, the beautiful building is listed on the National Register of Historic Places.

Raise your visibility with Bay Nature's dedicated following

55,000



Monthly visitors to baynature.org

10,500



Facebook followers

24,000



Quarterly *Bay Nature* magazine readers

15,200



E-newsletter subscribers

1,000



Print invitation recipients

250



Local Hero Awards guests

Bay Nature's 2020 Local Hero Awards

Organizational Sponsorship Benefits

BENEFITS	Valley Oak	Anna's Hummingbird	Green Hairstreak	Mariposa Lily	Coho Salmon
Sponsorship Level	\$15,000+	\$10,000	\$5,000	\$2,500	\$1,000
	<i>Lead Sponsor</i>	<i>Lead Sponsor</i>	<i>Lead Sponsor</i>	<i>Lead Sponsor</i>	
Event Tickets	20 tickets	15 tickets	<i>Table:</i> 10 tickets	5 tickets	2 tickets
Recognition on Local Hero Awards webpages, in program book, and on event signage	Logo	Logo	Logo	Logo	Listing
1-year subscription to <i>Bay Nature</i> magazine to share	10 subscriptions	5 subscriptions	5 subscriptions	5 subscriptions	2 subscriptions
Listing in event invitation					
Opportunity to display materials at sponsor table the night of the event					
Recognition as lead sponsor in event slide show and email communications					
Chaperoned post on Bay Nature's Facebook or Instagram channel					
Banner ad in Bay Nature e-newsletter					
Complimentary champagne for your table					
Ad in <i>Bay Nature</i> magazine	$\frac{1}{2}$ page ad	$\frac{1}{4}$ page ad			
Stand-alone slide in event slide show					

Don't see a sponsorship level that works for you? Please contact Margie Ryan at margie@baynature.org or (510) 528-8550 x105 to discuss custom sponsorship packages.

For federal income tax purposes, you can deduct as a charitable contribution the price of your sponsorship less the fair market value (\$100) of each ticket used.