

Invitation to Sponsor
Bay Nature's 2021 Local Hero Awards
A virtual celebration



Sunday, April 11th, 2021 5:00 – 6:15 pm
and
Tuesday, April 13th, 2021, 4:00 – 5:00 pm

Every year, the Bay Area nature and conservation community comes together to celebrate a handful of 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 two joyful virtual gatherings this spring.** This two-event digital format provides a wonderful opportunity to hear in more depth from our inspirational Local Heroes and learn about the unique role Bay Nature plays in our community.

With your presence as a sponsor, you'll join many other Bay Area organizations in showing support for the 2021 Local Heroes. **You'll be appreciated by the 500+ Bay Area individuals in attendance—conservation professionals, policymakers, educators, nature advocates, and outdoor enthusiasts—who care deeply about nature and conservation.** You'll also show your belief in the importance of independent nonprofit journalism about Bay Area nature and local environmental issues. All sponsorships include subscriptions to *Bay Nature* and promotional exposure. (See the next page for sponsorship level details.)

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 its high-quality environmental journalism. **We believe that the more people learn about and are inspired by nature, the more they see themselves as its stewards.** The year 2021 celebrates the 11th year of the Bay Nature Local Hero Awards and the 21st year of publishing *Bay Nature*.

Raise your visibility with Bay Nature's dedicated following

83,000



Baynature.org
monthly visitors

34,000



Social media
followers

16,000



Bay Nature
magazine readers

16,000



E-newsletter
subscribers

500+



Local Hero
Awards guests

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
	Lead sponsor	Lead sponsor	Lead sponsor	Lead sponsor	
Recognition on Local Hero Awards webpages and at virtual events	Logo	Logo	Logo	Logo	Listing
1-year subscription to Bay Nature magazine to share	15 subscriptions	10 subscriptions	5 subscriptions	2 subscriptions	1 subscription
Recognition live at virtual events					
Listing as lead sponsor in event slide shows and email communications					
Advertisement or promotion in Bay Nature's email newsletter					
Ad in Bay Nature magazine	½ page ad	¼ page ad			
Chaperoned post on Bay Nature's Facebook or Instagram account					

Don't see a sponsorship level that works for you? Please contact Regina Starr Ridley at regina@baynature.org to discuss custom sponsorship packages.