

# Invitation to Sponsor

## Bay Nature's 2022 Local Hero Awards



**Spring 2022**  
*An in-person celebration\**

*\*We look forward to celebrating with you in-person next Spring! Please note we have the flexibility to switch to a virtual celebration in the event of a change in public health conditions.*

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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. Due to public health and safety measures, [the past two events](#) have been virtual. Assuming all goes well, we look forward to celebrating with you in person next Spring.

In anticipation for our return to in-person events, Bay Nature invites you to be a part of this celebration by becoming an organizational sponsor. At this year's local hero awards, guests will enjoy a presentation by each of the heroes followed by a lively reception with drinks and hors d'oeuvres. With your presence as a sponsor, you'll join many other notable Bay Area organizations in showing support for the 2021 Local Heroes.

You'll be appreciated by the 200 Bay Area individuals in attendance—conservation professionals, policymakers, educators, nature advocates, and outdoor enthusiasts—who care deeply about nature and conservation. All sponsorships include subscriptions to *Bay Nature* and promotional exposure. (See the next page for sponsorship level details. Commit now for maximum exposure!)

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 2022 celebrates the 12th year of the Bay Nature Local Hero Awards and the 22<sup>nd</sup> year of publishing Bay Nature.



# Raise your visibility with Bay Nature's dedicated following

90,000



Monthly visitors to baynature.org

36,000+



Followers across all social media channels

17,000+



Quarterly *Bay Nature* magazine readers

17,000



E-newsletter subscribers

200



Local Hero Awards attendees

## 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>	
Complimentary event tickets	12 tickets	10 tickets	6 tickets	4 tickets	2 tickets
Recognition on Local Hero Awards webpages, on event signage, and in invitation & program book	Logo	Logo	Logo	Logo	Listing
1-year subscription of <i>Bay Nature</i> magazine to share	15 subscriptions	10 subscriptions	5 subscriptions	2 subscriptions	1 subscription
Listing as lead sponsor in event slideshow and email communications					
Advertisement or promotion in Bay Nature's email newsletter					
Print ad in <i>Bay Nature</i> magazine or digital ad on www.baynature.org	1/2 page ad or digital ad	1/4 page ad or digital ad			
Chaperoned post on Bay Nature's Facebook or Instagram account					

Don't see a sponsorship level that works for you? Please contact Taylor Crisologo at [taylor@baynature.org](mailto:taylor@baynature.org) to discuss custom sponsorship packages.