

Organizational Sponsor Invitation

Bay Nature's 2024 Local Hero Awards



Sunday, April 7, 2024
David Brower Center, Berkeley, CA

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.

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.

Bay Nature invites you to be a part of this celebration by becoming an organizational sponsor. With your presence as a sponsor, you'll join other notable Bay Area organizations in showing support for the 2024 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* magazine 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 2024 celebrates the 14th year of the Bay Nature Local Hero Awards and the 24th year of publishing *Bay Nature*.

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



Raise your visibility with Bay Nature's dedicated following:

90,000+



Average monthly visitors to baynature.org

38,000+



Followers across all social media channels

13,000+



Quarterly *Bay Nature* magazine readers

19,000+



E-newsletter subscribers

200+



In-person Local Hero Award attendees

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>	
Complimentary event tickets	<i>12 tickets</i>	<i>10 tickets</i>	<i>6 tickets</i>	<i>4 tickets</i>	<i>2 tickets</i>
Recognition on Local Hero Awards webpages, on event signage, and in invitation and program book	<i>Logo</i>	<i>Logo</i>	<i>Logo</i>	<i>Logo</i>	<i>Listing</i>
1-year subscription of <i>Bay Nature</i> magazine to share	<i>15 subscriptions</i>	<i>10 subscriptions</i>	<i>5 subscriptions</i>	<i>2 subscriptions</i>	<i>1 subscription</i>
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 baynature.org	<i>½ page ad or digital ad</i>	<i>¼ page ad or digital ad</i>			
E-Newsletter feature					

Don't see a sponsorship level that works for you? Please contact Barbara Butkus at barbara@baynature.org to discuss custom sponsorship packages.

For federal income tax purposes, you can deduct as a charitable contribution the price of your sponsorship less the \$25 fair market value of each ticket used.