



Birds, Bikes, & Brews 2022

Presented by Madison Audubon at Capital Brewery

Madison Audubon seeks corporate, institutional, and foundation support for Birds, Bikes, & Brews—an event on May 22, 2022 that celebrates local birds and landscapes, outdoor exercise, and time spent with friends and family.

Birds, Bikes, & Brews offers your company excellent opportunities for recognition and visibility while demonstrating your commitment to bird conservation and the benefits of bicycling. We offer a range of sponsor levels and benefits.

Your sponsorship helps ensure that Birds, Bikes, & Brews registration costs stay low and EVERYONE can participate and supports Madison Audubon's local bird and habitat conservation, education, and outreach work.

Contact Becky Abel, Madison Audubon Director of Philanthropy, at babel@madisonaudubon.org or 608-255-2473 x5 to learn more about recognition opportunities and to secure sponsorship. Thank you for your support!

About Birds, Bikes, & Brews 2022

Birds, Bikes, & Brews is back, and better than ever! This fun, slow-paced event combines three great things in one stellar afternoon. Join us to **BIKE** (or walk, or adventure in your own way) to some wonderful Middleton natural areas, **BIRD** as you go (we'll provide guidance), and enjoy a cold **BREW** (or cider, water, or soda) and trivia after your ride at the local microbrew, Capital Brewery. Kids activities will be provided.

Plus, it's all for a great cause: proceeds from registrations go to bird conservation, education, citizen science, and other programs!



Jeff Galligan



Caitlyn Schuchhardt



Caitlyn Schuchhardt

SPONSORSHIP LEVELS

Birds Bikes & Brews 2022

May 22, 2022 | Madison Audubon



\$5,000 LEAD SPONSOR- (LIMIT 1)

- Lead Sponsor tabling opportunity and company sign display or pop-up banner at registration station
- Recognized as Lead Sponsor with company logo and hyperlink displayed prominently on Birds, Bikes, & Brews registration web pages
- Prominent company logo on Birds, Bikes, & Brews t-shirts, day of event signage, bird checklists, and ~150 event posters distributed in and around Madison
- Recognition, logo and tagged as Lead Sponsor in all Birds, Bikes, & Brews social media posts*, direct emails, press releases, and newsletter articles**
- Option to distribute company swag in event kits (sustainable items please!)
- Four complimentary t-shirts and Birds, Bikes, & Brews registration tickets

\$2,500 AND UP

- Sponsor recognition with company logo and hyperlink displayed prominently on Birds, Bikes, & Brews registration web pages
- Prominent company logo on Birds, Bikes, & Brews t-shirts, day of event signage, bird checklists, and ~150 event posters distributed in and around Madison
- Recognition, logo and tagged in all Birds, Bikes, & Brews social media posts,* direct email, and newsletter articles**
- Option to distribute company swag in participant kits (sustainable items please!)
- Four complimentary t-shirts and Birds, Bikes, & Brews registration tickets

\$1,000 AND UP

- Sponsor recognition with company logo and hyperlink on Birds, Bikes, & Brews registration web pages
- Company logo on Birds, Bikes, & Brews t-shirts, day of event signage, bird checklists, and ~150 event posters distributed in and around Madison
- Recognition, logo and tagged in select social media posts,* direct email, and newsletter articles**
- Two complimentary t-shirts and Birds, Bikes, & Brews registration tickets

\$500 AND UP

- Sponsor recognition with company logo on Birds, Bikes, & Brews registration web pages
- Company logo on Birds, Bikes, & Brews t-shirts, day-of-event signage, bird checklists, and ~150 event posters distributed in and around Madison
- One complimentary Birds, Bikes, & Brews registration ticket and t-shirt

\$250 AND UP

- Sponsor recognition and small company logo on Birds, Bikes, & Brews registration web pages
- Small company logo on Birds, Bikes, & Brews t-shirts, day-of-event signage, bird checklists, and ~150 event posters distributed in and around Madison

*(Social media: 11,500+ FOLLOWERS)

** (Newsletter: 3,200+ RECIPIENTS)

BBB 2022 SPONSORSHIP FORM

Yes! Our company will support bird conservation and community through a sponsorship of BBB 2022!

\$5,000 Lead Sponsor

\$2,500

\$1,000

\$500

\$250

Company Name:

Contact Name:

Address:

City:

State:

Zip:

Website:

To ensure recognition on all event materials, please notify us of your intent to sponsor by 12pm on Monday, April 18, 2022. Email this form to babel@madisonaudubon.org with questions or to confirm your sponsorship. Madison Audubon will email or mail an invoice to you at the address provided.

Official acknowledgment of your gift will be mailed after receipt of your contribution. Madison Audubon is a registered 501 (c)(3) nonprofit organization. EIN 39-1393389

Thank you for your support and participation!

