



*Help support bird conservation in  
Nevada!*



**Sponsorship Packet**

## About the Bird-a-thon

Great Basin Bird Observatory, with the support of partners and friends, is hosting the annual Nevada Bird-a-thon. Bird-a-thon events are used across the country to fundraise for bird conservation and community science. The concept of the bird-a-thon is like a typical walk-a-thon fundraiser, where teams or individuals collect pledges for either a lump sum or a “per bird” donation.

Participants compete in multiple categories, Big Day, Back Yard, and Carbon-Conscious. In each category, prizes will be awarded for Most Funds Raised and Most Species Counted in a 24-hour period. 100% of funds raised through the bird-a-thon go toward projects that further engage the community and benefit bird conservation in Nevada.

Our specific goal for 2024 is to raise \$10,000 to support the development of our Desert Thrasher conservation science and education program. Sponsorship donations are fully tax deductible.

To learn more about Nevada’s bird-a-thon: <https://www.gbbo.org/birdathon2023>

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## Impacts of Sponsorship

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### *Your sponsorship will help to:*

- Engage the residents and visitors of Nevada in conservation issues through community science.
- Fund science and research benefiting Nevada’s birds in most urgent need.
- Foster a lively and engaged birding community in Nevada.



### ***Our 2024 fundraising campaign is for Desert Thrashers:***

There are two species of Desert Thrasher that need our help! LeConte's and Bendire's Thrasher are two of the most poorly understood bird species in the Mojave Desert. Funds raised from the Bird-a-thon can help support research to address major knowledge gaps. The goal of our fundraising campaign is to engage our community in protecting these iconic species of the desert southwest. **Our specific goal for 2024 is to raise \$10,000 to support conservation science and education.**

## Benefits of Sponsorship



Sponsoring Great Basin Bird Observatory's bird-a-thon is a great way for businesses to increase their reach and support environmental protection in Nevada while connecting with communities across the state.

### Increased Exposure

Sponsors can enjoy enhanced exposure through GBBO's communication channels, including:

- Print and digital publications.
- Website, blog, and social media.
- Event Specific press and promotional materials.

## Become a Sponsor

If you would like to become a Nevada bird-a-thon sponsor visit: <https://www.gbbo.org/sponsor-birdathon>

Please email [outreach@gbbo.org](mailto:outreach@gbbo.org) with any questions.

Sponsorship Levels	Pinyon Jay ≥\$5,000	Mountain Bluebird ≥\$1,000	Chickadee ≥\$500
<b>Bird-a-thon Website</b>			
Logo and link on company website	✓	✓	
Name and link on company website			✓
<b>Social Media</b>			
Recognition on GBBO's Facebook Page	✓		
Recognition on GBBO's Instagram	✓		
Recognition on GBBO's Twitter	✓	✓	
Name on event blog posts	✓	✓	
<b>Email</b>			
Recognition in GBBO's July Newsletter (thanking sponsors!)	✓	✓	✓
Logo featured in event emails	✓		
Name featured in event emails		✓	✓
<b>Additional Recognition</b>			
Listed as sponsor for GBBO's Pinyon Jay community science project!	✓	✓	✓

Thank you for your interest in sponsoring the Nevada Bird-a-thon!