

CORPORATE SPONSORSHIP OPPORTUNITIES



Make a Difference

Since our founding 50 years ago, The Wetlands Institute has been focused on research, conservation and education about the importance of marsh and coastal ecosystems. As we celebrate our 50th we'll be expanding our reach into the community with additional events, free admission days, and increased advertising and communications.

Join us in making this another impactful year in the history of the Institute. With a sponsorship you'll support our mission while reinforcing your brand image. We've divided our sponsorships into three types to help you merge your philanthropic and marketing goals. As always, we're happy to work with you to craft an approach that works best for you.

INSTITUTIONAL SPONSORSHIPS

Provides year-round brand exposure.

PREMIER EVENT SPONSORSHIPS

Reinforce your brand recognition with other businesses owners and decision makers at our most prestigious event of the year!

EVENT SPONSORSHIPS

Promote your business with targeted audiences to increase brand recognition among consumers and constituents.



Sponsorship boosts your visibility, strengthening brand recognition, and demonstrating corporate responsibility.

64% of consumers choose a brand based on its stand on societal issues.

-Edelman's 2018 Earned Brand Study

77% of people feel a stronger emotional connection to purpose-driven companies over traditional companies.

-Cone Communications, CSR Study

92% of consumers say they have a more positive image of a company when it supports a social or environmental issue.

-Cone Communications, CSR Study

INSTITUTIONAL SPONSORSHIPS

Support the crucial work of the Institute and **enhance your reputation** as an organization committed to the community and environment. Get comprehensive and **year round exposure** with a combination of face-to-face, print and digital approaches highlighting your company. **Enjoy complimentary tickets** to several festivals and special events including our Donor Recognition cocktail reception and open house.



CORE BENEFITS

All institutional sponsors receive the following benefits:

- ◆ Level specific recognition on entryway donor wall– *viewed by over 17,000 annual visitors*
- ◆ Linked Logo on Institute’s web page– *over 176,000 visits to our webpage in 2018*
- ◆ Logo in Institute’s quarterly newsletter – *Distribution: Print (4,000+), Email (1,000+), Web (6,800+)*
- ◆ Listing on event signage and printed materials – *minimum 5 events*
- ◆ Social media mention and link share – *over 13,000 combined followers on major social media platforms*
- ◆ Acknowledgement during Donor Recognition presentation.

GOLD INSTITUTIONAL SPONSOR

\$10,000 LEVEL

- ◆ Eight (8) tickets each to: Turtle Fest, Spring Shorebird and Horseshoe Crab Festival, Crabulous Crab Day, and Fall Migration Festival
- ◆ Six (6) tickets to our *Donor Recognition* reception

SILVER INSTITUTIONAL SPONSOR

\$5,000 LEVEL

- ◆ Six (6) tickets each to: Turtle Fest, Spring Shorebird and Horseshoe Crab Festival, Crabulous Crab Day, and Fall Migration Festival.
- ◆ Four (4) tickets to our *Donor Recognition* reception

BRONZE INSTITUTIONAL SPONSOR

\$3,000 LEVEL

- ◆ Four (4) tickets each to: Turtle Fest, Spring Shorebird and Horseshoe Crab Festival, Crabulous Crab Day, Fall Migration Festival
- ◆ Two (2) tickets to our *Donor Recognition* cocktail reception

**33% of Americans think a company’s
reputation is just as important as the products it makes.**

-MWWPR

PREMIER EVENT SPONSORSHIP

Summer Celebration at ICONA Avalon
July 27, 2019 **6pm-9pm**

The Wetlands Institute's most prestigious event and largest fund-raiser of the year brings together over 300 guests including esteemed donors, community partners, local homeowners and their guests.



Proceeds benefit The Wetlands Institute's world class research, conservation and education initiatives. Sponsors are essential to the success of the *Summer Celebration*. If you believe in our mission and support the coastal community, please consider sponsorship at the highest level.

CORE BENEFITS All Premier Event Sponsors receive the following benefits:

- ◆ Level specific listing on all event signage and printed materials.
- ◆ Level specific sponsor recognition on entryway donor wall – *viewed by over 17,000 annual visitors*
- ◆ Logo or listing on Institute's event webpage – *over 4,300 visits to the Summer Celebration page in 2018*
- ◆ Logo in Institute's quarterly newsletter – *Distribution: Print (4,000+), Email (1,000+), Web (6,800+)*
- ◆ Social media mention – *over 13,000 combined fans/followers on major Social Media platforms*
- ◆ Recognition of sponsorship in a full page ad in the 7 Mile Times fall edition

PRESENTING PREMIER EVENT SPONSOR

\$10,000 LEVEL

Presenting Sponsors are our partners. While we strive to provide excellent benefits to all our event sponsors, PRESENTING SPONSORS ARE UNIQUE, and have access to almost all of our resources to ensure the highest visibility and recognition.

- ◆ Corporate name attached on all printed media and advertising
- ◆ Special recognition and acknowledgement from emcee
- ◆ Eight (8) tickets to The Wetlands Institute's *2019 Summer Celebration*

GOLD PREMIER EVENT SPONSOR

\$5,000 LEVEL

- ◆ Special recognition and acknowledgement from emcee
- ◆ Four (4) tickets to The Wetlands Institute's *2019 Summer Celebration*

SILVER PREMIER EVENT SPONSOR

\$3,000 LEVEL

- ◆ Recognition from emcee
- ◆ Two (2) tickets to The Wetlands Institute's *2019 Summer Celebration*

BRONZE PREMIER EVENT SPONSOR

\$1,000 LEVEL

- ◆ Two (2) tickets to The Wetlands Institute's *2019 Summer Celebration*

EVENT SPONSORSHIPS

Our festivals and special events are unique, fun, memorable and this year they're even more exciting because it's our 50th Anniversary! We're preparing for a surge in our usual attendance numbers—a benefit to our community and your business!



LEVELS AND BENEFITS

GOLD	\$2,000	SILVER	\$1,500	BRONZE	\$1,000
◆ Prominent representation on all event materials, kiosks and purchased advertising		◆ Prominent representation on all event materials and kiosks		◆ Prominent representation on all event materials and kiosks	
◆ Linked logo on event webpage		◆ Linked logo on event webpage		◆ Linked logo on event webpage	
◆ Social media mention		◆ Social media listing		◆ Social media listing	
◆ Level specific logo/listing in newsletter		◆ Level specific logo/listing in newsletter		◆ Level specific logo/listing in newsletter	
◆ 6 tickets to the event		◆ 4 tickets to the event		◆ 2 tickets to the event	

2019 EVENTS

Turtle Fest

Sat., April 20, 2019 9am - 3pm

This annual event is hosted Easter weekend and draws over 500 people. It starts with a pancake breakfast and continues with various activities for both young and old. This event attracts families of all ages from the tri-state area.

World Series of Birding

Sat., May 11, 2019 24 hour event

The country's largest and most prestigious birding competition. Our team, The Marshketeers, identify by sight or sound as many bird species as they can. This event interests bird enthusiasts of all ages and exposure is excellent.

Spring Shorebird and Horseshoe Crab Festival

Sat. & Sun., May 18-19, 2019 9:30am - 4:30pm

A weekend celebration honoring two icons of the Delaware Bay - horseshoe crabs and long-distance migratory shorebirds. This event attracts over 250 people from all over the US, especially the tri-state area.

Donor Recognition Cocktail Reception

Fri., June 21, 2019 5:30pm - 8:30pm

Institute supporters and community leaders make up the audience of this cocktail reception catered by The Washington Inn and attracting more than 125 people.

50th Anniversary Open House Weekend!

Sat. & Sun., June 22-23, 2019 9:30am - 4:30pm

Free admission all weekend coupled with special programming means we'll have a full house of locals and tourists of all ages and backgrounds for maximum exposure.

Crabulous Crab Day

Fri., July 19, 2019 9:30am - 3pm

This annual event draws over 200 families in activities from crabbing to crab races and local restaurants participating in a crab-cake competition. Target audience are families with children of all ages.

Fall Migration Festival

Sat., September 21, 2019 9:30am - 4:30pm

Cape May County sits in one of the premier migratory flyways in the world. Fall is a great time to view hundreds of species of birds and tens of thousands of monarch butterflies as they head south for the winter. This event attracts over 250 people including adults and families of all ages.

76% of young people said they have purchased (53%) or would consider purchasing (23%) a brand/product to show support for the issues the brand supported.

-DoSomething Strategic

SPONSORSHIP FORM

To confirm your sponsorship, please fill out the following form and return to:
The Wetlands Institute, attn: Jamie Warner, 1075 Stone Harbor Blvd, Stone Harbor, NJ 08247.
Questions can be directed to Jamie at 609-368-1211 or jwarner@wetlandsinstitute.org.



CONTACT INFORMATION:

_____	_____
Company Name	Contact Person
_____	_____
Contact E-mail	Contact Phone Number
_____	_____
Address	City, State, Zip Code

INSTITUTIONAL SPONSORSHIPS

- _____ \$10,000 GOLD SPONSOR
- _____ \$5,000 SILVER SPONSOR
- _____ \$3,000 BRONZE SPONSOR

PREMIER EVENT SPONSORSHIP (Summer Celebration)

- | | |
|-------------------------------------|-------------------------------------|
| _____ \$10,000 Presenting Sponsor | _____ \$3,000 Premier Event Sponsor |
| _____ \$5,000 Premier Event Sponsor | _____ \$1,000 Premier Event Sponsor |

EVENT SPECIFIC SPONSORSHIPS

Event: _____	Event: _____	Event: _____
_____ \$2,000 Gold Event Sponsor	_____ \$2,000 Gold Event Sponsor	_____ \$2,000 Gold Event Sponsor
_____ \$1,500 Silver Event Sponsor	_____ \$1,500 Silver Event Sponsor	_____ \$1,500 Silver Event Sponsor
_____ \$1,000 Bronze Event Sponsor	_____ \$1,000 Bronze Event Sponsor	_____ \$1,000 Bronze Event Sponsor

PAYMENT INFORMATION

- My check payable to *The Wetlands Institute* is enclosed
- Place a one-time charge on my credit card for \$ _____

CREDIT CARD:    

Card Number	Exp. Date	CVC#
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Name as it appears on card

If you wish to pay using a Purchase Order, please contact Jamie Warner at 609-368-1211.

Thanks for
your support!

Once we receive your completed sponsorship form, we will contact you to discuss event arrangements, benefits and recognition.