



Western Bluebird / Tara Lemezis



Sponsor Birdathon

About Birdathon

Birdathon is Bird Alliance of Oregon's peer-to-peer fundraiser. Participants organize into teams to raise funds and go out birding together. Participants reach out to their friends and family to share why Bird Alliance of Oregon's mission is important to them. Each year from late April through early June, more than 300 participants on 40 teams embark on trips that take them birding throughout Oregon. This event raises around \$190,000 each year with the help of 1500 donors.



Birdathon Audience

Birdathon is an opportunity to connect with birders, nature enthusiasts, and people passionate about environmental stewardship. As a sponsor, you will show your commitment to protecting birds, wildlife, wild places, and people. In addition, you will gain access not only to the 300 participants and 1,500 donors but also to the Bird Alliance of Oregon's extensive network. **See more about our general audience and reach.**

[Visit the Birdathon Website | bit.ly/BAO_Birdathon2025](https://bit.ly/BAO_Birdathon2025)

Sponsorship Levels

See next page for details.

Donate In-Kind Items

Our teams always appreciate a goodie bag on their outings. This could include snacks, beverages, or useful supplies like sunscreen. At our Birdathon celebration, we provide prizes for a myriad of things, such as best photo, worst photo, youngest birder, etc. If you have an item that you would like to contribute as a prize, please reach out to Sarah Swanson at birdathon@birdallianceoregon.org.

Create or Join a Team

Are you looking for an activity that your employees can participate in together? Why not go out birding together? A few examples of how businesses have created teams in their workplace.

- **Backyard Bird Shop** - they collect donations from customers at the cash register and use those donations towards their team fundraising goal.
- **Güero** - A sandwich shop in NE Portland, hosted a local birding club. They invited participants from the birding club to join their team and help them fundraising.

Is birding something new to you and your employees? You can always join one of the 30+ teams who lead bird outings in Portland Metro and throughout Oregon. There are teams that hike, bike, and paddle. We even have a team that sits at a bird feeder in the Bird Alliance of Oregon Sanctuary.

Birdathon

	Sponsorship Levels			
	Eagle	Peregrine	Great Blue Heron	Owl
	\$5,000	\$2,500	\$1,000	\$500
Promotion of Birdathon				
Placement on the Birdathon Website - Sponsor Page	Logo with link	Logo with link	Name with link	Name with link
Birdathon Warbler Article Inclusion (Mar, May, July)	Logo	Logo	Name	Name
Birdathon Emails	Logo with link	Logo with link	Name with link	Name with link
Logo on Signs on Vans Used During Birdathon	Logo	Logo	Name	
Sponsor Thank You Post on Social Media	Logo	Logo	Name	Name
At the Birdathon Celebration & Kickoff Event				
Mentioned and Thanked During Opening Remarks at Birdathon Celebration	Yes	Yes	Yes	
Mentioned and Thanked During Four Online Kickoff Events	Yes	Yes	Yes	
Listed in the Program	Logo	Logo	Name	Name
Benefits Throughout the Year				
One-Year Listing in the Business Member section of Warbler	Logo	Name	Name	
One-Year Listing in Business Member Website	Logo with link	Name with link	Name with link	
Listing as a business partner in the Annual Report	Name	Name	Name	Name

