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

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 biding 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

<table>
<thead>
<tr>
<th>Placement</th>
<th>Eagle</th>
<th>Peregrine</th>
<th>Great Blue Heron</th>
<th>Owl</th>
</tr>
</thead>
<tbody>
<tr>
<td>Logo with link</td>
<td>$5,000</td>
<td>$2,500</td>
<td>$1,000</td>
<td>$500</td>
</tr>
</tbody>
</table>

### 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

For more information about sponsoring Birdathon, contact Matthew Hushbeck at mhushbeck@birdallianceoregon.org or call (971) 222-6130.