



# **Sponsorship Opportunities for 29<sup>th</sup> Annual "Ding" Darling Days October 15-21, 2017**

*"Ding" Darling Days is Sanibel Island's and Southwest Florida's premier birding festival and eco-event. **Be part of something special and become a sponsor** of "Ding" Darling Days today, supporting the "crown jewel" of Sanibel Island and a major driving force of the eco-tourism market in Southwest Florida.*

All sponsorships include name with link on the [www.dingdarlingdays.com](http://www.dingdarlingdays.com) Sponsorship Page, listing in the 40,000 event newspapers; on-site recognition during the week in the Visitor & Education Center; banner or poster display in the presentation tent on Family Fun Day; mention in the "Ding" Darling Wildlife Society newsletter, "Ding" on the Wing e-newsletter, and in numerous press releases; social media exposure with a reach of 50k; plus a philanthropic tax deduction. An optional opportunity for all sponsors is to include promotional items such as pencils, erasers, magnifying glasses, compasses, brochures, key chains, coupons, etc. in the reusable bags given away on Family Fun Day. (Must provide 500 items and item must meet prior committee approval.)

## **Sponsorship levels and additional benefits below:**

**Roseate Spoonbill (\$5,000 or more in-kind or cash donation.) Full color Half Page Ad (Vertical or Horizontal) in the event newspaper (40k printed and distributed in Lee County and on Sanibel/Captiva.)** Also listed on the front page of the newspaper with other Roseate and Great Egret sponsors. Prominent logo with link on the event website sponsorship page, and e-mail newsletter "Ding" on the Wing (sent to more than 8,000 people); prominent logo in all print advertising; prominent logo in the event newspaper and invitations; strong social media exposure with a reach of 50k; four free tickets to any special events that may be planned that week.

**Great Egret (\$2,500 - \$4,999 in-kind or cash donation) Full color Quarter Page Ad (Vertical, Horizontal or Rectangle)** Also listed on the front page of the newspaper with other Roseate and Great Egret sponsors. Large logo with link on the web sponsorship page and in e-mail newsletter "Ding" on the Wing (sent to more than 8,000 people); large logo in print advertising; large logo in the event newspaper (40k printed and distributed throughout Lee County and the islands of Sanibel/Captiva) and invitations; strong social media exposure with a reach of 50k; four free tickets to any special events that may be planned that week.

**Great Blue Heron (\$1,000 - \$2,499 in-kind or cash donation) Full color Eighth Page Ad (Vertical or Horizontal)** Logo with link on the web sponsorship page and e-mail newsletter "Ding" on the Wing (sent to more than 8,000 people); logo in print advertising; logo in the event newspapers (40k printed and distributed throughout Lee County and the islands of Sanibel/Captiva), strong social media exposure with a reach of 50k; two free tickets to any special events that may be planned that week.

**Reddish Egret Sponsor (\$500 - \$999 in-kind or cash donation)** Name (large) with link on the web sponsorship page and e-mail newsletter "Ding" on the Wing (sent to more than 8,000 people); name in print advertising; strong social media exposure with a reach of 50k; name in the event newspapers (40k printed and distributed throughout Lee County and the islands of Sanibel/Captiva).

**Snowy Egret (\$200 - \$499 in-kind or cash donation)** Name (slightly smaller) with link on the web sponsorship page and e-mail newsletter "Ding" on the Wing (sent to more than 8,000 people); name in print advertising; strong social media exposure with a reach of 50k; name in the event newspapers (40k printed and distributed throughout Lee County and the islands of Sanibel/Captiva).

*For more information, please contact Sarah Lathrop at [sarah@dingdarlingsociety.org](mailto:sarah@dingdarlingsociety.org) or 239-472-1100 ext. 233.*