

# Sponsorship Opportunities for *Natural Areas Journal* Special Issue on Pollinators

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## Your Sponsorship Opportunity

The Natural Areas Association, in collaboration with the Pollinator Partnership (P2) and the U.S. Forest Service, along with other stakeholder partners, will be producing a 2013-14 special issue of the *Natural Areas Journal* (NAJ) on **pollinators in natural landscapes**.

The *Natural Areas Journal* is one of the leading voices in natural areas management and preservation.

The peer-reviewed Journal, which has been published quarterly by the Natural Areas Association (NAA) for over 30 years, provides a forum for learning and communication among persons involved in the identification, preservation, protection and management of natural areas and natural diversity. The Journal is read by Natural Areas Association members throughout the United States and in over 30 countries, and is also available online at BioOne.org for NAA individual members and BioOne subscribers, including libraries.

This special issue of the *Natural Areas Journal* will deliver additional pollinator and native plant conservation tools and critical information to support the underserved areas and practitioners. It will become a unique, ongoing relevant resource summarizing plant-pollinator systems in natural areas.

This *Natural Areas Journal* special issue will include relevant works in applied conservation biology, ecological restoration, invasive and exotic species management, ecosystems, natural areas management, habitat protection, natural areas research and management, climate change and biological, bio-diversity monitoring and many others as they relate to pollinators and plants in natural areas.

The issue will be a compilation of invited and contributed papers, with at minimum 10 peer-reviewed original works, plus editorials and book reviews. A reference guide to organizations and researchers working in this important field will be developed and distributed with this issue. The publication will be available online as well as in hardcopy form.

With the scope of work and distribution of this piece it will **reach a wide audience and will become a reference guide** for land managers as well as: educators, scientists, government agencies, for-profit companies, non-profit organizations, plus others interested in this vital subject.

## **Why this Special Issue**

**Our goal is to enhance conservation, education, restoration, and research as they relate to plants and pollinators in natural landscapes.** The issue will address data and knowledge gaps in the native plant and native pollinator management realm.

The role of pollinators in plant conservation has been recognized for some time. Between 75 and 85% of all flowering plants depend on pollinators for reproduction, meaning that **the conservation and management of natural floral communities depends on the conservation and management of pollinators.**

Scientists, government agencies, and conservation groups have highlighted the critical roles that pollinators play in agricultural systems, bringing concern and action in these landscapes to the mainstream. Our knowledge of pollinators in natural landscapes, where their roles are not easily monetized or linked to our daily lives, yet vital to sustaining the majority of ecological services, are still underrepresented, underfunded, and underappreciated. Specifically there is:

- 1) a deficit of basic information on plant-pollinator interaction in wildland and natural systems;
- 2) a deficit of technical guidance and peer-reviewed management practices for natural areas; and
- 3) a need to further educate managers, volunteers and the interested public on the roles and diversity of native pollinators in natural landscapes.

Providing public and private land managers; land trust staff and volunteers, government staff, and the general public with the tools to assess, monitor, and manage these systems **will improve the overall sustainability of natural areas and the ecosystem services they provide.**

## **Outcomes**

This special issue of the Natural Areas Journal will deliver additional pollinator and native plant conservation tools and critical information to support the above underserved areas and practitioners. It will become a unique, ongoing relevant resource summarizing plant-pollinator systems in natural areas.

## **Editorial Board**

Work on this special issue is already underway, under the guidance of lead Journal Editor Dr. Ron Hiebert, Northern Arizona University, and guest co-editor Dr. Vicki Wojcik, Research Program Manager at the Pollinator Partnership. Ron and Vicki have secured an in-house and guest editorial board, and four potential articles have already been submitted. The editorial committee has completed a list of solicitations for additional articles. There is a nine month timeline for the publication of this special issue. With a start in the first quarter of 2013 we anticipate a completed issue in 2013 or early 2014, dependent on scheduling and funding outcomes.

## **Outreach and Promotion**

Outreach related to this special issue will include: the NAA and P2 websites, distribution and advertising at the 2013 and 2014 annual Natural Areas Conferences, on the NAA and P2 websites, announcements in the online and hardcopy Natural Areas Journal quarterly issues, promoting at other relevant meetings of land management organizations, and through the mailing of hardcopies to targeted stakeholder groups.

## **Funding Need**

The cost to develop, manage, edit, produce and distribute this special issue is approximately \$35,000. We are seeking sponsors from government, NGO and individual stakeholders who recognize the need to provide this vital educational resource to the above target audiences/user groups. The Sponsorship Levels and Benefits are outlined below.

## **Contributed Papers or Notes**

Sponsors who wish to contribute a manuscript(s) or other relevant content, in addition to providing needed funding, are welcome and encouraged to contact our editor, Dr. Ron Hiebert at: **Ed@NAJEditor.onmicrosoft.com**. Please put "Pollinators Special Issue" in subject line. Additional papers/content are appreciated and will be considered, space permitting.

All papers submitted will be reviewed by the editors and if accepted, sent out for peer review (editorials and research notes excepted).

## **Sponsorship benefits you will receive:**

- Benefits of association with the leading publication on natural areas conservation and management
- A Cause-related sponsorship that enhances your branding
- Exposure to over 3,000 professionals, volunteers, libraries, faculty and students in the natural area, entomology, ecology, botany, conservation biology and other disciplines.
- Exposure to thousands of library and other online users in the above disciplines via BioOne and other aggregate scientific resources and platforms.
- Recognition affording multiple opportunities for targeted press releases
- Diverse media exposure generated by the NAA and P2 including national and local press, blogs, newspapers, meetings/events, and more!

Your donation is fully tax deductible and contributes to the protection of pollinators-- critical to food and ecosystems-- through conservation, policy, education, and research.

## **Sponsorship Levels and Benefits**

### **Pollen Sponsor \$20,000**

- Overall Benefactor for Natural Areas Journal Special Pollinator Issue
- Prominent acknowledgement on front cover, and within the publication
- Full-page 'thank you' dedicated to your agency/organization
- Opportunity for bound insert to promote your brand and company/organization mission
- Acknowledgement of support on NAA and P2 websites and in newsletters
- Prominent name and Logo representation in promotional materials
- Inclusion in all press releases
- Inclusion in NAA and P2 social media (Facebook and Twitter)
- Promotional outreach at Natural Areas Conference 2013 and 2014
- 200 copies (or as ordered) of hardcopy issue for distribution to your clients and/or constituents
- If applicable, waiver of page charges for up to two published papers in this issue plus 200 complimentary reprints per article

### **Nectar Sponsor \$10,000**

- Prominent acknowledgement on inside front cover, and within the publication
- Half-page 'thank you' dedicated to your agency/organization
- Acknowledgement of support on NAA and P2 websites and newsletters
- Prominent name and Logo representation in promotional materials
- Inclusion in press releases
- Posting on NAA and P2 social media (Facebook and Twitter)
- Inclusion in NAA outreach materials at Natural Areas Conference 2013 and 2014
- 100 copies (or as ordered) of hardcopy issue for distribution to your clients/constituents
- If applicable, waiver of page charges for up to two published papers in this issue plus 100 complimentary reprints per article

### **Bee Sponsor \$5,000**

- Prominent acknowledgement on inside front cover, and within the publication
- Acknowledgement of support on NAA and P2 websites and newsletters
- Prominent name and Logo representation in promotional materials
- Inclusion in press releases
- Posting on NAA and P2 social media (Facebook and Twitter)
- Inclusion in NAA outreach materials at Natural Areas Conference 2013 and 2014
- 50 copies (or as ordered) of hardcopy issue for distribution to your clients/constituents
- If applicable, waiver of page charges for up to two published papers in this issue plus 50 complimentary reprints per article

### **Hummingbird Sponsor \$2,500**

- Recognition within the special issue
- Acknowledgement of support on NAA and P2 websites
- Name recognition in promotional materials
- Inclusion in press releases
- Posting on NAA and P2 social media (Facebook and Twitter)
- Inclusion in outreach materials at Natural Areas Conference 2013 and 2014
- Complimentary copies of hardcopy issue for distribution to your clients and/or constituents

### **Bats Sponsor \$1,000**

- Recognition within the special issue
- Acknowledgement of support on NAA and P2 websites
- Name recognition in promotional materials
- Inclusion in outreach materials at Natural Areas Conference 2013 and 2014
- Complimentary copies of hardcopy issue for distribution to your clients and/or constituents

## SPONSORSHIP FORM

YES, I would like to sponsor the *Natural Areas Journal* Special Pollinators Issue as a:

( ) **Pollen Benefactor** \$20,000

( ) **Hummingbird Sponsor** \$2,500

( ) **Nectar Sponsor** \$10,000

( ) **Bats Sponsor** \$1,000

( ) **Bee Sponsor** \$5,000

( ) Other (Specify Amount) \$\_\_\_\_\_

Primary Contact Name \_\_\_\_\_

Title (if applicable) \_\_\_\_\_

Organization \_\_\_\_\_

Address \_\_\_\_\_

Address line 2 \_\_\_\_\_

Phone \_\_\_\_\_ E-mail \_\_\_\_\_

Your organization/company name exactly as you would like it listed in all materials/on websites:

\_\_\_\_\_

### PAYMENT:

- ▶ Checks are payable to the Natural Areas Association. Please reference 'Pollinators NAJ Issue'.
- ▶ Payment may also be made by credit card (***note: a 3% admin fee will be added to cover our merchant fees***). You may also: send us this completed form but provide your credit card information by phone at 541-317-0199, or fax this completed form to: 541-317-0140.

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Name on Card \_\_\_\_\_ Signature \_\_\_\_\_

Card #: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Cardholder email \_\_\_\_\_ for sending receipt. (If different from above)

### Please send your completed form to:

Deb Kraus, Director

Natural Areas Association

PO Box 1504, Bend, OR 97709

[dkraus@naturalarea.org](mailto:dkraus@naturalarea.org)

**THANK YOU FOR YOUR SUPPORT.**