

Dual Sponsorship Opportunities for



8th Annual Pollinator Week June 16-22, 2014

--and--



14th Annual NAPPC International Conference

Hosted by U.S. Department of Agriculture

1400 Independence Ave. SW

Washington, DC 20250

Jennifer Tsang
Marketing Director
423 Washington St.
San Francisco CA 94111
p. 415.362.1137 • f. 415.362.3070
jt@pollinator.org

SPONSORSHIP FORM

YES, I would like to sponsor as a:

<input type="checkbox"/> Diamond Sponsor	\$25,000	<input type="checkbox"/> I would like copies of the poster sent to the below address
<input type="checkbox"/> Platinum Sponsor	\$15,000	
<input type="checkbox"/> Gold Sponsor	\$10,000	
<input type="checkbox"/> Silver Sponsor	\$5,000	<input type="checkbox"/> I would like to donate my portion of the posters to the Pollinator Partnership
<input type="checkbox"/> Bronze Sponsor	\$3,000	
<input type="checkbox"/> Copper Sponsor	\$1,000	
<input type="checkbox"/> Pollinator Friend	\$500 or product contribution	

If you are sponsoring at the Bronze level or above, and would like your logo included on the poster, we will need the following information no later than **3PM EST, Friday, February 14th**:

- This completed form sent to Jennifer Tsang at jt@pollinator.org
- Your organization's logo sent as a .jpeg, .eps, .png, or .ai to Sunny Boyd at sun@pollinator.org

NAME _____ TITLE _____

ORGANIZATION _____

ADDRESS _____

PHONE _____ E-MAIL _____

Complete and return this form to the attention of:
Jennifer Tsang
Marketing Director
Pollinator Partnership
423 Washington St., 5th Fl. San Francisco, CA 94111
jt@pollinator.org
T: (415) 362-1137 - F: (415)36-3070

Checks are payable to *Pollinator Partnership*, reference *2014 Sponsorship*

THANK YOU!

2014 Pollinator Partnership Sponsorship Opportunities

We at the Pollinator Partnership are gearing up for three exciting pollinator events! Major highlights are *Pollinator Week, June 16-22, 2014*, the *14th Annual North American Pollinator Protection Campaign (NAPPC) International Conference, October 21-23, 2014*, and the *2014 Pollinator Poster, Native Orchids and their Pollinators*. The popularity of these major initiatives has brought the importance of pollinator health to the forefront of a vast diversity of audiences, including educators, government agencies, for-profit and non-profits, gardeners, beekeepers, industry, and more!

Please consider sponsoring these amazing initiatives. Your organization and the Pollinator Partnership will be a force that will not only catapult pollinator health to a new public awareness, but will also bring visibility to your brand to an attentive and responsive audience.

ABOUT THE POLLINATOR PARTNERSHIP

The Pollinator Partnership (P2), a 501(c)3 headquartered in San Francisco, California, was incorporated in 1997. P2 is the largest organization in the world dedicated to pollinator protection through habitat development, research, outreach, education, and more. P2's mission is to promote the health of pollinators, critical to food and ecosystems, through conservation, education, and research. Signature initiatives include the North American Pollinator Protection Campaign (NAPPC), Pollinator Week, and the Ecoregional Planting Guides.

For more information about the Pollinator Partnership visit www.pollinator.org.

2014 POLLINATOR POSTER

The NAPPC posters have been a great success, and we are excited to share with you the opportunity to have your organization's logo on the 2014 poster. The poster has been designed by world renowned artist Emily Underwood.

In years past, posters were distributed to schools, fairs, conferences, homes, educational trainings, and Pollinator Week events. The posters have no time or date on them so they never go out of date, and they are extremely popular for pollinator education and outreach purposes.

The theme of the 2014 pollinator poster is **native orchids and their pollinators**. This year, P2 is teaming with the North American Orchid Conservation Center (<http://northamericanorchidcenter.org/>), a coalition of organizations dedicated to ensuring the survival of orchids native to the U.S. and Canada.

If your organization would like your logo on the poster and copies of the poster, please consider sponsoring at the Bronze level (\$3,000) or above.

Below is a *draft* sketch of the poster, which will be available for distribution by Earth Day, Tuesday, April 22, 2014. Sponsorship logos will appear at the bottom of the poster.



Pollinator Week – June 16-22, 2014



Eight years ago the U.S. Senate’s unanimous approval and designation of the final week in June as **Pollinator Week** marked a necessary step toward addressing the urgent issue of declining pollinator populations. Pollinator Week has now grown to be an international celebration of the valuable ecosystem services provided by pollinating animals. The growing concern for pollinators is a sign of progress, but it is vital that we continue to maximize our collective effort.

Pollinating animals, including bees, birds, butterflies, bats, beetles and others, are vital to our delicate ecosystem, supporting terrestrial wildlife, providing healthy watershed, and more. Therefore, Pollinator Week is a week to get the importance of pollinators’ message out to as many people as possible.

Pollinator Week Highlights:

- Officially designated by the U.S. Senate and the U.S. Dept. of Agriculture in 2007
- 47 states have held Pollinator Week events
- Pollinator Week brings together a diverse community of interested parties: government officials, farmers, ranchers, non-profit groups, teachers, school children, clubs, and a whole range of interested citizens
- Constantly updated Pollinator Week website with event listings, useful resources, and more! http://pollinator.org/pollinator_week_2014.htm



NAPPC FOURTEEN 2014

CONFERENCE

The 14th Annual NAPPC International Conference is an invitation only strategic event that brings together the world's preeminent scientists and pollinator experts to discuss current issues affecting pollinators and ways to further pollinator conservation.



ABOUT

NAPPC is a growing, collaborative body of more than 130 diverse partners. Respected scientists, researchers, conservationists, government officials and dedicated volunteers are succeeding with major programs to protect pollinators, to raise pollinator-related issues, and to benefit the health of all species – particularly those most threatened.

The North American Pollinator Protection Campaign (NAPPC) is a private-public collaborative body that works to promote and protect pollinators. NAPPC is coordinated by the Pollinator Partnership, a 501(c)3 non-profit organization.

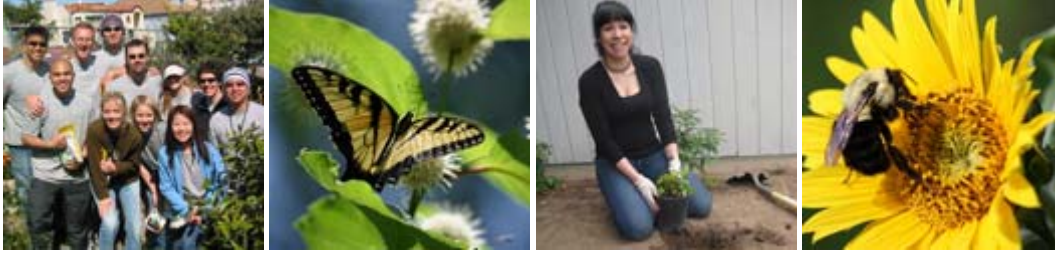
More information about NAPPC and the 14th Annual NAPPC international Conference call be found at www.NAPPC.org.



NAPPC ACCOMPLISHMENT HIGHLIGHTS

- Initiated National Academies of Science National Research Council study, “Status of Pollinators of North America”
- Created Pollinator Week – official designation by the US Senate starting in 2007
 - Signed by Secretary of Agriculture and Secretary of the Interior
 - Endorsed by both the U.S. Senate and House of Representatives
 - Proclaimed by 48 State Governors
- Sponsored U.S. Postal Service Stamp Series
- Created 31 Ecoregional Guides
- Created and maintain the Pollinator Listserv for daily updates to stakeholders
- Launched www.pollinator.org and www.napcc.org
- Enlisted Pollinator Action Team – 2000 virtual volunteers
- Partnered with the U.S. Botanic Garden Pollinator Exhibit (1/4 Million Visitors)
- Held Pollinator Photography Exhibit
- Hosted 4 Congressional Briefings
- Funded over 30 research grants for Honey Bee Health
- Fostered NCEAS Meeting on Pollinator Data
- Built the Pollinator Data Portal of the Americas
- Created NAPPC-WHC Pollinator Award to Corporations
- Organized annual pollinator posters
- Lent support to create Congressional Pollinator Protection Caucus (CP2C)
- Signed 11 agreements with Federal Agencies influencing 1.5 billion acres of land
- Co-sponsored Canada NAPPC/CPI Meeting
- Co-sponsored Mexico NAPPC Meeting
- Planted demonstration Gardens with NRCS Plant Materials Center and Public
- Collectively wrote White Paper “Bombus terrestrus”
- Supported over 100 Forest Service gardens at administrative sites
- Trained scientist in 42 countries to digitize pollinator data
- Created a dozen pollinator fact sheets
- Created more than 15 brochures for specific target audiences





SPONSORSHIP BENEFITS – YOU WILL GET:

- Cause related sponsorships to your brand image
- NAPPC Conference activity recognition affording multiple opportunities for targeted Press Releases
- Online media coverage resulting in highly coveted and valuable “editorial quality” links to your website
- Direct contact to over 130+ NAPPC partners for relationship building
- Diverse media exposure generated by P2 including national and local press, blogs, newspapers, magazines, radio, television, 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.

Some Previous Sponsors Include:

- Agricultural Retailers Association
- Almond Board of California
- American Beekeeping Association
- American Beekeeping Federation
- American Farm Bureau Federation
- American Seed Trade Association
- BASF
- Bayer CropScience
- BeeAlive
- Blue Diamond Growers
- Burt's Bees
- CHS Inc.
- The Conservation Fund
- CropLife America
- Dow AgroSciences
- Ducks Unlimited
- DuPont Crop Protection
- Edison Electric Institute
- FMC Corporation
- Great Northern Roasting
- Häagen-Dazs
- Jasper Wyman & Son
- Motorola Foundation
- National Council of Farmer Cooperatives
- National Farmers Union
- National Fish and Wildlife Federation
- National Grange of the Order of Patrons of Husbandry
- National Sunflower Association
- Nufarm Americas Inc.
- Ocean Spray Cranberries
- Orkin (Rollins)
- Pheasants Forever, Inc.
- Samuel Roberts Noble Foundation
- Spring44
- The Swanson Foundation
- Syngenta Crop Protection
- Toyota
- TransCanada
- United States Golf Association
- US Geological Survey
- USDA APHIS
- USDA ARS - TUPF
- USDA Forest Service
- USDA NRCS
- Valent USA Corporation
- Wallace Global
- Waste Management, Inc.
- Whole Foods
- Wildlife Habitat Council



SPONSORSHIP LEVELS

2014 Pollinator Week, NAPPC International Conference, and the 2014 Pollinator Poster Sponsorship Opportunities

Diamond Sponsor**\$25,000**

Overall Conference Sponsor

Overall Pollinator Week Sponsor

5 minute welcome at the Conference opening session

Conference Opening Reception Co-sponsor

Prominent placement on Conference signage

Acknowledgement of support on NAPPC Conference website

Acknowledgement of support on Pollinator Week website

Logo representation in Conference guide

Logo representation on Pollinator Week materials

Inclusion in press releases

Inclusion on Pollinator Partnership's social media tools (Facebook and Twitter)

Logo representation on the 2014 pollinator poster

1000 copies of the 2014 pollinator poster

Platinum Sponsor**\$15,000**

Conference VIP Evening Reception Co-Sponsor

Prominent placement of Conference signage

Acknowledgement of support on NAPPC Conference website

Acknowledgement of support on Pollinator Week website

Logo representation in Conference guide

Logo representation on Pollinator Week materials

Inclusion in press releases

Product/literature inclusion in conference materials

Logo representation on the 2014 pollinator poster

1000 copies of the 2014 pollinator poster

Gold Sponsor**\$10,000**

Premium placement of signage

Acknowledgement of support on Pollinator Partnership website

Logo representation in Conference guide

Logo representation on Pollinator Week materials

Inclusion in press releases

Product/literature inclusion in conference materials

Logo representation on the 2014 pollinator poster

1000 copies of the 2014 pollinator poster

Silver Sponsor

\$5,000

Meal Sponsor
Premium placement of signage
Logo representation in Conference guide
Logo representation on Pollinator Week materials
Product/literature inclusion in conference materials
Logo representation on the 2014 pollinator poster
750 copies of the 2014 pollinator poster

Bronze Sponsor

\$3,000

Communications Sponsor
PR events sponsor
Logo representation in Conference guide
Logo representation on Pollinator Week materials
Product/literature inclusion in conference materials
Logo representation on the 2014 pollinator poster
500 copies of the 2014 pollinator poster

Copper Sponsor

\$1,000

Conference Guide Sponsor
Logo representation in Conference guide
Logo representation on Pollinator Week materials
Product/literature inclusion in Conference materials
100 copies of the 2014 pollinator poster

Pollinator Friend

\$500 or product contribution

Logo representation in Conference guide
Logo representation on Pollinator Week materials