



April 15 – May 15, 2016

Over the last 19 years, the Great Texas Birding Classic (GTBC) has raised \$844,500 to fund avian improvement and restoration projects; increased public awareness of Texas birding; and encouraged nature tourism in Texas. Help the Birding Classic reach \$1,000,000 in on-the-ground habitat grants by sponsoring the event during its 20th Anniversary this year!

GTBC SPONSORSHIP BENEFITS

GREAT BLUE HERON

(\$20,000)

- Conservation grant (\$10,000) named for sponsor; recognized as such in signage and communication materials
- Prominent logo recognition in GTBC (full-page) four-color ad in *Texas Parks & Wildlife* magazine
- Prominent recognition on GTBC's Facebook page
- Logo and link on GTBC website
- Recognition in promotional materials to include GTBC publications, email marketing, press releases, social media and TPWD website
- Sponsorship of three teams in GTBC
- Recognized as youth prize sponsor for 9 regional youth tournaments (donated prizes valued up to \$2,000 may be part of total sponsorship)
- Logo recognition on eBird Texas Portal for one year (Cornell Lab of Ornithology's online bird listing tool, used for checklist submission in the GTBC)
- Logo on 2016 GTBC t-shirt provided to all event participants
- Opportunity to run a one-time ad in *Texas Parks & Wildlife* magazine's May birding issue for a discounted 10-time rate

RED-TAILED HAWK (\$7,500)

- Conservation grant (\$5,000) named for sponsor; recognized as such in signage and communication materials
- Logo recognition in GTBC (full-page) four-color ad in *Texas Parks & Wildlife* magazine
- Recognition on GTBC's Facebook page
- Logo and link on GTBC website
- Recognition in promotional materials to include GTBC publications, email marketing, press releases, social media and TPWD website
- Sponsorship of two teams in GTBC
- Logo on 2016 GTBC t-shirt provided to all event participants
- Opportunity to run a one-time ad in *Texas Parks & Wildlife* magazine's May birding issue for a discounted 10-time rate.

MOCKINGBIRD (\$2,500)

- Name recognition in GTBC four-color ad in *Texas Parks & Wildlife* magazine
- Name recognition on GTBC's Facebook page and website
- Recognition in promotional materials to include GTBC publications, email marketing, press releases and social media
- Sponsorship of one team in GTBC
- Opportunity to run a one-time ad in *Texas Parks & Wildlife* magazine's May birding issue for a discounted 10-time rate

TEAM SPONSORSHIP

Three different levels are available based on tournament category sponsored and include the following benefits:

- Team name can carry name of official sponsor.
- Team/sponsor can promote the sponsor name on clothing, car decals, or any other appropriate promotional materials.
- Sponsor will be recognized in all publicity their team receives on Facebook, press releases, and any other media where the team name is used.
- Team sponsorship may be shared by multiple team sponsors to pay for full amount of sponsorship.
- Team sponsorship does not include additional travel expenses. Team and sponsor must coordinate any additional expenses.

\$1,000 – Team Sponsorship

Sponsorship of a team in one of the following tournament categories: Adult Regional Big Day, Adult Statewide Big Day, Adult Statewide Weeklong Tournament (19 years and older), or Texas Two-Stop Tournament (all ages)

\$500 – Team Sponsorship

Sponsorship of a team in one of the following tournament categories: Big Sit!, Gliders (14-18 years old), Human-Powered, Outta-Sight Song Birder, State Park, or Sunrise to Noon Tournament

\$250 – Team Sponsorship

Sponsorship of one Roughwings Tournament team (13 years and younger)

Customized sponsorship packages are available; contact me for more information.

Shelly Plante at (512) 389-4500 or shelly.plante@tpwd.texas.gov

The Great Texas Birding Classic is a statewide event.



Life's better outside.®

