



The Great Texas Birding Classic (GTBC) is a month-long birdwatching competition (April 15-May 15, 2021) that raises funds for avian habitat projects, increases participation in Texas birding, and stimulates nature tourism. Help us achieve these goals by becoming a sponsor of the 25th Annual Birding Classic!

SPONSORSHIP BENEFITS

GREAT BLUE HERON (\$20,000)

- Conservation grant (\$10,000) named for sponsor
- Recognized as youth prize sponsor for 9 regional youth tournaments*
- Prominent logo recognition in GTBC (full-page) four-color ad in *Texas Parks & Wildlife* magazine
- Sponsorship of up to three GTBC teams
- Logo on 2020 GTBC t-shirt provided to all event participants
- Web banner ad to run in *Our Wild Texas* department newsletter
- Prominent recognition on GTBC's Facebook page
- Logo and link on GTBC home page
- Logo recognition in GTBC email marketing
- Recognition in press releases and additional opportunities where appropriate
- Opportunity to run a one-time ad in *Texas Parks & Wildlife* magazine's May birding issue for a discounted 10-time rate

** Donated prizes valued up to \$2,000 may be part of total sponsorship*

RED-TAILED HAWK (\$7,500)

- Choice of one of the following:
 - Conservation grant (\$5,000) named for sponsor
 - \$5,000 in team sponsorships (in addition to the two teams below)
- Sponsorship of up to two GTBC teams
- Logo on 2021 GTBC t-shirt provided to all event participants
- Web banner ad to run in *Our Wild Texas* department newsletter
- Recognition on GTBC's Facebook page
- Logo on GTBC home page
- Logo recognition in GTBC email marketing
- Recognition in press releases and additional opportunities where appropriate
- 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)

- Sponsorship of one team in GTBC
- Web banner ad to run in *Our Wild Texas* department newsletter
- Name recognition on GTBC's Facebook page and home page
- Name recognition in GTBC email marketing
- Recognition in press releases and additional opportunities where appropriate
- 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 may 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 (19 years and older)

\$500 – Team Sponsorship

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

\$250 – Team Sponsorship

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



Life's better outside.®

Customized sponsorship packages are available.

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

