



## Focus on Diversity Conference

### *Changing the Face of American Birding*

**Nov. 4 - 6, 2013 / McAllen, TX**



## Become a sponsor of the 3rd Annual Focus on Diversity Conference!

The Fledging Birders Institute is planning the third **Focus on Diversity: Changing the Face of American Birding** regional conference, which will be held in McAllen, Texas on Nov. 4 -6th, 2013 and will serve as a constructive prelude to the 20th Annual Rio Grande Valley Bird Festival. The role of our sponsors is critical as it allows us to keep registration as low as possible for our participants in these tough economic times for many organizations.

This conference will focus on effectively reaching out to broader, more diverse audiences with birding opportunities, outdoor recreation activities, and conservation messages. By sharing our appreciation of nature with others, we will enhance their lives AND promote a societal conservation ethic.

**Who will be there?** Nature centers' staff, educators, parks/refuge staff, bird club members, and others concerned about birds and their conservation.

**Why sponsor the Focus on Diversity Conference?** As a sponsor, you will:

- highlight your commitment to the future of bird conservation
- promote sustainability for the birding community
- demonstrate your concern for diversity in the great outdoors



The **Focus on Diversity: Changing the Face of American Birding** program will include:



Green Jay by Marty DeAngelo

**The Future of Birding and Bird Conservation**

**Considerations for Reaching "Non-Traditional" Audiences**

**Learning from Effective Initiatives** - case studies of outreach programs

**Taking Action for Diversity in Birding**- Field experience and working sessions

The conference will feature highly distinguished panelists and facilitators. Notable birders such as Kenn Kaufman, J. Drew Lanham, Roy J. Rodriguez, Paul Baicich, and Dudley Edmondson have already confirmed their participation.

The conference will include the participation of the McAllen Convention and Visitors Bureau, the Rio Grande Valley Birding Festival, Santa Ana NWR, Bentsen-Rio Grande Valley State Park, Estero-Llano Grande State Park, Edinburg Wetlands, Quinta Mazatlan, Council for Environmental Education, and other regional organizations.

Contact: **Dave Magpiong** at [dave@fledgingbirders.org](mailto:dave@fledgingbirders.org) or **(856)905-1232**

## Sponsorship Options for the Focus on Diversity Conference, McAllen, TX Nov 4 - 6, 2013

<u><b>Aplomado Falcon</b></u> <b>\$4,000</b>	<u><b>Whooping Crane</b></u> <b>\$2,500</b>	<u><b>Bald Eagle</b></u> <b>\$1,000</b>	<u><b>Canada Goose</b></u> <b>\$500</b>	<u><b>Northern Flicker</b></u> <b>\$300</b>
Includes <b>4</b> registrations*	Includes <b>3</b> registrations*	Includes <b>2</b> registrations*	Includes 1 registration	Includes 1 registration
Approved literature in conference "swag bag"	Approved literature in conference "swag bag"	Approved literature in conference "swag bag"	Approved literature in conference "swag bag"	Listed on website with link
Linked logo placed as conference partner on website	Linked logo placed as conference partner on website	Linked logo on website	Linked logo on website	Listed in program
Logo in program	Logo in program	Logo in program	Listed in program	
Logo on t-shirt	Logo on t-shirt	Logo on t-shirt	Listed on t-shirt	
Logo on conference banner	Logo on conference banner	Listed on conference banner		
Publicized as conference partner in press releases	Publicized as conference partner in press releases			
Representative to speak during conference's opening remarks				
Besides overall conference sponsorship, sponsors may consider sponsoring one of these "special events": <b>\$1,500 - Pre-conference evening reception</b> logo on signs at the reception, brief remarks during event <b>\$2,500- Evening Banquet:</b> logo on signs at the banquet, brief remarks during event <b>\$3,000 - Catered Lunch BOTH DAYS:</b> logo on sign during lunch ( <b>\$1500 for one lunch</b> )				

\*If your group will send less than this amount, we could offer a conference scholarship in your honor to those in need!

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| <b>Focus on Diversity: Changing the Face of American Birding Conference Sponsorship Form</b> |   |          |          |
|--|---|----------|----------|
| Name of Entity:  |   | Contact: |          |
| Address:   |   | E-mail:  |          |
| City:  | State/Zip:  | Phone #: | Website: |
| <b>Sponsorship Level:</b>  | <input type="checkbox"/> <b>Northern Flicker \$300+</b> <input type="checkbox"/> <b>Snow Goose \$500+</b> <input type="checkbox"/> <b>Bald Eagle \$1,000+</b><br><input type="checkbox"/> <b>Whooping Crane \$2,500+</b> <input type="checkbox"/> <b>Aplomado Falcon \$4,000+</b> |          |          |
|  | <input type="checkbox"/> <b>Reception \$3,000</b> <input type="checkbox"/> <b>Banquet \$2,500</b> <input type="checkbox"/> <b>Catered Lunch \$1,000</b> <input type="checkbox"/> <b>Breakfast \$750</b>   |          |          |
| Signature:   |   | Date:    |          |

Please make checks payable to: **Fledging Birders Institute** P.O. Box 1774 Bellmawr, NJ 08099



Gray Hawk by Tiffany Kersten