

# BEE CITY USA<sup>®</sup>

## DECATUR, GA

A Program of Wylde Center

## 2024 Sponsorship Opportunities



**Sponsorship is a great way to promote your brand or business to the Decatur-area community,** while supporting Beecatur's efforts on behalf of pollinators.



Beecatur offers **two sponsorship categories** to our supporting partners:

- Year-Round Sustaining Sponsorships
  - 2024 National Pollinator Week Festival Sponsorships
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## Yearly Sustaining Sponsorship Opportunities

Your sponsorship supports our work on behalf of pollinators year-round – at our pollinator habitats and in the community. Plans for 2024 include classroom visits at city schools, our annual Mason Bee House workshop, a spring “No Mow Month” campaign, tabling at Oakhurst Farmer’s Market and Decatur’s Earth Day celebration, our National Pollinator Week Festival on Decatur Square (June 24), ongoing maintenance and development at Decatur’s two pollinator habitats, meet-and-greets, and more. These activities provide multiple opportunities for us to put your name in front of Beecatur’s audience.

### BUMBLE BEE LEVEL (\$1,000)

- Tiered logo placement on Beecatur.com website homepage
- Tiered logo placement on pollinator habitat signage (2 sites)
- Tiered logo placement on email newsletter updates
- Tiered logo placement on general promotional materials including select printed literature, posters, flyers, etc. (excludes 2024 National Pollinator Week Festival event; see 2024 NPW specific sponsorship opportunities)
- Company name included in select social media promotion
- Dedicated blog/social media post profiling your company/business
- 30-minute bee/pollinator presentation for your group or organization

### BUTTERFLY LEVEL (\$500)

- Tiered logo placement on Beecatur.com website homepage
- Tiered logo placement on pollinator habitat signage (2 sites)
- Company name placement on general promotional materials including select printed literature, posters, flyers, etc. (excludes 2024 National Pollinator Week Festival event; see 2024 NPW specific sponsorship opportunities)
- Company name included in select social media promotion

### MOTH LEVEL (\$250)

- Company name on Beecatur.com website homepage with link
- Company name listed on promotional materials
- Company name included in select social media promotion





# 2024 National Pollinator Week Festival Sponsorship Opportunities

This annual event attracts hundreds of visitors and features a wide variety of area environmental organizations providing information about their work as well as fun, educational activities for kids, plus facepainting, popsicles and more. Beecatur's 2024 National Pollinator Week Festival will be held on **Saturday, June 22, 2024, 10 a.m. to 2 p.m.**, on downtown Decatur Square.

## PRESENTING SPONSOR (\$2,000) – Limited to one sponsor

Beecatur's 2024 National Pollinator Week Festival presented by **YOUR COMPANY NAME**

- **TOP TIER** positioning of logo and billing as presenting sponsor on all event marketing materials:
  - Beecatur event website page and home page (with reciprocal links)
  - Event social media promotion (Facebook event page, event ads, posts, updates, etc.)
  - Event signage
  - Event media including e-blasts to contacts, press releases, event posters, and flyers distributed in/around Decatur
- Exhibitor opportunity to display collateral at event/complimentary booth space
- Dedicated blog/social media post thanking your business/organization
- Top tier logo placement on thank you signage at the event

## GOLD SPONSOR LEVEL (\$500)

- Tiered logo placement with reciprocal link on event website and Facebook event page
- Tiered logo placement on event promotional materials, including banners, posters, flyers, etc.
- Company name included in select social media event promotion
- Exhibitor opportunity to display collateral at event/complimentary booth space
- Company logo on thank you signage at the event

## SILVER SPONSOR LEVEL (\$250)

- Company name listed on website event page
- Company name listed on event promotional materials
- Company name included in select social media event promotion
- Exhibitor opportunity to display collateral at event/complimentary booth space
- Company logo on thank you signage at the event





A Program of Wylde Center

**BeecaturGA.com**

Contributions to Bee City USA® - Decatur, GA (Beecatur) are tax deductible. Our Fiscal Sponsor is the Wylde Center, a non-profit 501(c)(3) organization (IRS identification number EIN #58-2339007). Electronic payments are received by Wylde Center on our behalf and can be made online at: **beecaturga.com/national-pollinator-week** Checks should be made payable to Wylde Center and mailed to 435 Oakview Road, Decatur GA 30030 (please note "Beecatur Sponsorship" on the memo line).



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