Give your brand wings with
2017 NATIONAL AVIARY SPONSORSHIPS

National Aviary
PITTSBURGH, PA
Only in Pittsburgh!

- 65 years of family tradition
- 500+ birds
- 150+ species

Reach a Growing and Engaged Audience

- 185,000 visitors annually
- 925,000 web site visits annually
- 10,000 monthly email recipients
- 8,000 printed newsletter subscribers
- 20,000 Facebook followers
- 9,500 Twitter followers
71% have attended college or greater

42% of visitors’ household income is > $75k

34% have children under the age of 17

Affluent, Family Oriented Visitors

Top 10 national metropolitan markets by attendance:

1. Pittsburgh, PA
2. Washington-Arlington-Alexandria
4. Philadelphia-Camden-Wilmington, PA-NJ-DE-MD
5. Youngstown-Warren-Boardman, OH-PA
6. Cleveland-Elyria-Mentor, OH
7. Washington-Baltimore, DC-MD-VA-WV
8. Baltimore-Towson, MD
9. Worcester, MA
10. Columbus, OH
A sponsorship of the National Aviary offers:

- Diverse, cost-effective options
- Outstanding visibility among your customer base
- Access to families with buying power
- A tangible way to show your support for one of Pittsburgh’s — and the nation’s — valuable cultural assets
- Ability to demonstrate a strong commitment to the community and its residents
Research shows consumers are loyal to brands supporting causes they support. 79% of consumers feel better about buying products and services from companies that support wildlife and conservation efforts; 66% of consumers are more likely to actually buy those products/services.

Sponsorship enables you to reach the National Aviary’s well-educated and affluent members and visitors in a way traditional advertising cannot — by incorporating your message into their lifestyle. Your partnership with us will create heightened brand awareness, tying your brand to a positive family experience while demonstrating your social responsibility and community involvement.
The contributions of individuals, corporations, and foundations are critical to the National Aviary’s success. The National Aviary receives no federal funding and very little state funding. While a significant portion of our revenue is earned through admissions, educational program fees, events, and membership, we reply upon partnerships with private foundations, corporations, and individuals to sustain our critical programming and conservation-based initiatives.

Any sponsorship can be tailored to meet your company’s philanthropic, marketing, and budgetary needs.
Customizable Sponsorships

Leverage the Marketing Assets You Want

- Advertising inclusion in paid media (billboards, print, broadcast, digital)
- Social media inclusion on Facebook, Twitter, and Instagram
  35,000 loyal followers
- Recognition on the website
  925,000 visitors annually
- E-newsletter inclusion
  10,000 subscribers
- Member connection to 4,000 households with 14,500 individuals
- On-site Signage
- On-Site Activation: sample products, collect leads and drive sales
- Cross Promotions
- Hospitality Benefits
### Representative Programs & Events

<table>
<thead>
<tr>
<th>Event</th>
<th>Period</th>
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<tbody>
<tr>
<td>Flamingo Fest</td>
<td>MARCH</td>
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<tr>
<td>Eggstravaganza</td>
<td>MARCH</td>
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<tr>
<td>Owl-O-Ween</td>
<td>October</td>
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<td>Wings in Winter</td>
<td>NOVEMBER - DECEMBER</td>
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<td>Little Peepers</td>
<td>SEPTEMBER - DECEMBER</td>
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<td>Neighborhood Nestwatch</td>
<td>JANUARY - MAY</td>
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<tr>
<td>Baby Flamingos!</td>
<td>MAY - AUGUST</td>
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<tr>
<td><em>Nature’s Voice</em> free-flight bird show</td>
<td>ALL YEAR</td>
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<tr>
<td>Wetlands Feeding</td>
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<td>Penguin Point</td>
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<tr>
<td>Kookaburra or Bald Eagle Exhibit</td>
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<tr>
<td>Commissary Window or Avian Care Center Window</td>
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