



70th Anniversary Fundraising Sponsorship Opportunities

2022 is a special year, as the National Aviary will be celebrating the 70th Anniversary of our founding. In light of the momentous occasion, we are offering new and exciting opportunities for support.

The National Aviary invites you to choose your own adventure as a sponsor of our 70th Anniversary Fundraising Events! We are happy to announce that sponsorship of our two major 2022 events – Night in the Tropics and the National Aviary Hike-A-Thon – are bundled together to give your company the biggest bang for your buck and to double your exposure. In addition, sponsors can enjoy year-round benefits as part of our exclusive 70th Anniversary festivities.



Be a part of this historic celebration. The National Aviary will be celebrating through all of 2022. Sponsors receive year-long visibility on a variety of platforms to reach thousands locally and regionally. Help the National Aviary ring in 70 years in style!



Partner with the National Aviary on one of Pittsburgh's most vibrant events, which welcomes hundreds to the Northside! Don't miss the excitement July 16, 2022, at the hottest summer party of the season. Sponsors will enjoy live entertainment, tasty bites, delicious drinks, and of course... beautiful birds! Experience all the sights, sounds, and tastes of Night in the Tropics while traveling back in time for a Vintage Vacation.



The National Aviary's newest event is back! Whether climbing Rocky Mountain peaks, walking urban trails, or taking leisurely strolls, hundreds of participants across the country will get outside throughout September to fundraise for the National Aviary's critical conservation work. This event focuses on connecting our communities to nature and saving avian species – *no matter where participants live!*

Please contact our Manager of Philanthropic Partnerships Lizzy Zimmerman at elizabeth.zimmerman@aviary.org or **412-258-1159** with any questions.

Thank you to the Presenting Sponsor for our 70th Anniversary Fundraising Events: **UPMC HEALTH PLAN**

70th Anniversary Fundraising Sponsorship Benefits	Sponsorship Levels						
	<div>SOLD</div> Presenting \$25,000	Diamond \$15,000	Platinum \$10,000	Gold \$5,000	Silver (Night in the Tropics) \$2,500	Silver (Hike-A-Thon) \$2,500	Bronze \$1,000
70th Anniversary Marketing Perks							
Recognition on 70th Anniversary Webpage	Prominent Logo Recognition	Prominent Logo Recognition	Logo Recognition	Name			
Recognition on select promotional materials, including press releases and emails	✓	✓	✓	✓			
Night in the Tropics Party Perks							
Name incorporated in event logo and company logo incorporated in event branding	✓						
Signage with logo displayed at reserved seating	✓	✓					
Reserved seating in Sponsor Area	✓	✓					
Recognition on print invitation	Prominent Logo Recognition	Prominent Logo Recognition	Logo Recognition				
Exclusive Sponsor Area with access to private bar, additional food items, and bird/animal encounters	✓	✓	✓	✓			
Sponsor tickets for event	20	16	10	6	4		
Free valet parking	✓	✓	✓	✓	✓		
Recognition on select digital promotional materials, event webpage, ticketing website, e-newsletters, and sponsorship signage throughout venue	Prominent Logo Recognition	Prominent Logo Recognition	Logo Recognition	Logo Recognition	Name Recognition		
Hike-A-Thon Event Perks							
Recognition in following year's Sponsor Brochure	Logo Recognition	Logo Recognition					
Prize Sponsor recognition	✓	✓	✓				
T-shirt recognition	Logo Recognition on Front & Back	Logo Recognition on Back	Logo Recognition on Back	Name Recognition on Back		Logo Recognition on Back	
Recognition on select digital promotional materials, event webpage, e-newsletters, and sponsorship signage	Logo Recognition	Logo Recognition	Logo Recognition	Name Recognition		Name Recognition	Name Recognition
Provide item for participant packet	✓	✓	✓	✓		✓	✓
Complimentary event registrations	20	16	10	6		6	4
Additional Perks							
VIP tour for 5 of National Aviary	✓	✓	✓				
Meet & Tweet with Ambassador Animal	✓	✓	✓				
General admission passes to National Aviary (good for one full year)	25	20	15	10			
Recognition in 2022 Annual Report	✓	✓	✓	✓	✓	✓	✓
Social media recognition	Solo	Solo	Solo	Group	Group	Group	Group
Invitation to Sponsor Appreciation Event in fall 2022	✓	✓	✓	✓	✓	✓	✓
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2022 SPONSORSHIP COMMITMENT FORM



Thank you to the Presenting Sponsor for our 70th Anniversary Fundraising Events: UPMC HEALTH PLAN

SPONSORSHIPS:

- | | |
|--|--|
| <input type="checkbox"/> Diamond \$15,000 | <input type="checkbox"/> Silver (Hike-A-Thon) \$2,500 |
| <input type="checkbox"/> Platinum \$10,000 | <input type="checkbox"/> Bronze (Hike-A-Thon) \$1,000 |
| <input type="checkbox"/> Gold \$5,000 | <input type="checkbox"/> I would like to make a tax-deductible donation of |
| <input type="checkbox"/> Silver (Night in the Tropics) \$2,500 | \$_____. |

CONTACT:

Name of Organization (exactly as it should appear on printed materials): _____

Contact Name: _____

Address: _____ City, State, Zip: _____

Phone: _____ Email: _____

PAYMENT:

- ☐ Please send invoice.
- ☐ Check enclosed (payable to National Aviary).
- ☐ Visa ☐ MasterCard ☐ Discover ☐ American Express

Name on Card: _____ Card #: _____

Exp: _____ CVV: _____

Signature: _____ Date: _____

Address (if different than above): _____

For more information, please contact Lizzy Zimmerman in the National Aviary's Philanthropy Department at 412-258-1159 or elizabeth.zimmerman@aviary.org.

Mail completed Sponsorship Commitment Form to:
National Aviary
700 Arch Street
Pittsburgh, PA 15212