



Audubon | Audubon Center  
at Riverlands

# Become a **Birds of Winter** Event Sponsor



Bald Eagle



**06 JANUARY—  
11 FEBRUARY, 2024**



## What Is Birds of Winter?

Birds of Winter is six incredible weekends dedicated to celebrating the amazing birds at Riverlands in winter! Over 10,000 visitors come to the Audubon Center at Riverlands to marvel at Bald Eagles, Trumpeter Swans and many other raptor and waterfowl species! Our aim is to promote awareness and stewardship of our birds and Great Rivers, and to make St. Louis an even better place to live for birds and people!

**Sponsors can demonstrate their commitment to environmental sustainability and stewardship!**

**10,000**  
BOW participants  
(children, adults, families)

**2,500+**  
weekly visitors  
during January & February

**10,000**  
social media followers  
(Facebook, Instagram, Twitter)

**2,300**  
E-news readers

**Customized sponsorship opportunities are available to fit your needs.**

**CONTACT** Ken Buchholz, 636.899.0090  
kbuchholz@audubon.org

Associate with the National Audubon Society, one of the most respected conservation organizations in the world!



## Birds of Winter Title Sponsor

**\$7,500** (1 ea.) \* **Eagle is our top-level sponsorship and provides your company or organization the opportunity to soar to new heights at *Birds of Winter!***

Your logo or name most prominently displayed on the BOW banner at the front entrance of the Audubon Center at Riverlands for thousands of visitors to see from January 1 to March 1.

Your logo or name on all event signage and promotional materials.

Your logo or name listed exclusively in 6 BOW social media posts.

Distribute your collateral materials during all 6 BOW weekends.

8 complimentary tickets to an Eagle/Raptor Meet & Greet.

## Eagle Sunday Live Bird Presenter Sponsor

**\$3,000** (1 ea.) \* There will be 5 live Bald Eagle presentations on 6 *Eagle Sundays!*

Your logo and/or name on 5 *Birds of Winter* social media posts.

Your logo or name prominently displayed on the BOW banner at the front entrance of the Audubon Center at Riverlands for thousands of visitors to see from January 1 to March 1.

Your name and/or logo on 5 *Birds of Winter* social media posts.

6 complimentary tickets to an Eagle/Raptor Meet & Greet.

## Raptor Saturday

**\$2,500** (1 ea.) \* There will be 5 live raptor presentations on 5 *Raptor Saturdays!*

Your logo or name prominently displayed on exclusive *Raptor Saturday* signage in the Center gallery where live bird presentation captivate audiences of all ages.

Your logo or name prominently displayed on the BOW banner at the front entrance of the Audubon Center at Riverlands for thousands of visitors to see from January 1 to March 1.

Your logo or name listed on 5 social media posts.

6 complimentary tickets to an Eagle/Raptor Meet & Greet.



## Bows for Birds

**\$2,500** (1 ea.) \* *Bows for Birds* is a popular region-wide bird scavenger hunt spotlighting 12 parks and natural areas and the wintering birds found at these sites. *Bows for Birds* promotes healthy lifestyles and has a large social media component.

Your logo or name displayed on all 12 *Bows for Birds* “mystery bird” signs. There will be one at each park or natural area. Every participant must first find this sign before finding the hand-painted mystery bird cutout and posting their photo on social media with the mystery bird!

Your logo or name prominently displayed on the BOW banner at the front entrance of the Audubon Center at Riverlands for thousands of visitors to see from January 1 to March 1.

Your logo or name printed on the print and digital versions of the *Birds of Winter* promotional flyer.

Exclusive recognition during our Facebook Live presentation of the *Bows for Birds* scavenger hunt winners during our *Great Backyard Bird Count* training and kickoff.

## Great Backyard Bird Count Training & Kickoff

**\$1,000** (1 ea.) \* Each February, for four days, the world comes together for the love of birds. Over these four days we invite people to spend time in their favorite places watching and counting as many birds as they can find and reporting them to us. These observations help scientists better understand global bird populations before one of their annual migrations.

We hold a virtual *Great Backyard Bird Count* training via Facebook Live to help launch this massive community science effort each year.

Your logo or name prominently displayed on the BOW banner at the front entrance of the Audubon Center at Riverlands for thousands of visitors to see from January 1 to March 1.

Your logo and name prominently displayed on the print and digital versions of our Great Backyard Bird Count promotional flyer.

Exclusive recognition during our Facebook Live presentation of the *Great Backyard Bird Count* training.



## Eagle/Swan Walks

**\$500** (2 ea.) \* Audubon staff and volunteers lead 3 daily Eagle/Swan Walks at the Riverlands Migratory Bird Sanctuary during all six weekends of *Birds of Winter*.

Your logo or name prominently displayed on the BOW banner at the front entrance of the Audubon Center at Riverlands for thousands of visitors to see from January 1 to March 1.

Your logo or name prominently displayed on *Birds of Winter* Eagle/Swan Walk sign.

4 complementary Eagle/Swan Walk passes.

### PAYMENTS

The Audubon Center at Riverlands is one of 32 Audubon Centers in the U.S. operated by the National Audubon Society. Audubon is the recipient of Charity Navigator’s highest rating and has earned a platinum Guide Star rating—the highest standard from Guide Star.

Please make your sponsorship check payable to the Audubon Center at Riverlands and mail to:

Audubon Center at Riverlands  
301 Riverlands Way  
West Alton, MO 63386

**Please commit by November 15, 2023** so we can ensure proper recognition of you as a valued Birds of Winter sponsor!

### CONTACT

Ken Buchholz, 636-899-0090 or  
kbuchholz@audubon.org for more info.



WE ARE  
YOUR GATEWAY  
TO BIRDS IN  
ST. LOUIS

The St. Louis region is located on the Mississippi Flyway, one of our planet's great migratory bird corridors. Over 300 bird species have been documented at the Riverlands Migratory Bird Sanctuary, home to the Audubon Center at Riverlands. This spectacle of birds brings thousands to the Audubon Center at Riverlands yearly. *Birds of Winter* alone attracts nearly 10,000 people! Few U.S. metros have proximity to the natural phenomenon that is bird migration, and there's no place better than the Audubon Center at Riverlands to experience it!



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[riverlands.audubon.org](http://riverlands.audubon.org)