

Business Exposure Through Annual Sponsorships



The Rocky Mountain Raptor Program rescues 300 injured raptors each year and nurses them back to health, releasing 74% of them back to the wild. Along with rehabilitation, RMRP provides life changing and awe inspiring conservation education throughout northern Colorado and many Wyoming communities.

Being a regional attraction with a compelling mission, RMRP sponsorship provides innovative and unique opportunities to market your brand, products and services. You'll receive outstanding exposure for your company's message, and you'll be helping us save lives and teach many K-12 and community groups! The following pages describe each opportunity in detail. But first, here's some information about our program and supporters.

Our Reach

Conservation Education Reach	60,000+
School Education Programs	110
Newsletter Recipients	8,500
Social Media Followers	9,900
2022 Events Fundraising Goal	\$135,000
E-Communications	4,500

Our Supporters

Gender: Female-72%, Male-28%

Age:	Female	Male
18-24:	2%	2%
25-34:	12%	7%
35-44:	16%	7%
45-54:	16%	5%
55-64:	14%	4%
65+:	12%	3%

Social Media Following: Colorado County of Residence

- Larimer-62%
- Denver-11%
- Weld-11%
- El Paso-5%
- Boulder-7%
- Wyoming-4%

Our Events and Opportunities

30th Annual Gala and Benefit Auction

One of the premier galas in Northern Colorado, and our biggest event is an annual celebration attended by 400 of our most loyal supporters and many of the raptors they love.

Sponsor Level Benefits	Presenting \$15,000	Premiere \$10,000	Platinum \$7,500	Gold \$5,000	Silver \$2,500	Bronze \$1,000	Foundation \$500
Title sponsor acknowledgement throughout event season	X						
Logo or listing in event invitations	Logo						
Full-page ad in event program	X	X					
Special recognition from event stage	X	X					
Recognition in print ads	Logo	Logo					
Logo or listing in event program	Logo	Logo	Logo	Listing	Listing	Listing	Listing
Complimentary tickets to event	16	8	6	5	4	2	1
Recognition in annual report	X	X	X	X	X	X	X
Logo or listing on event website	Logo and link	Logo and link	Logo and link	Listing and link	Listing and link	Link	Name
Logo or listing in e-blasts	Logo and link	Listing	Listing	Listing			
Logo or listing in newsletter	Logo	Logo	Logo	Listing	Listing		
Social media recognition	4 Individual, 4 Event sponsor	2 Individual, 4 Event sponsor	4 Event sponsor	3 Event sponsor	2 Event sponsor	1 Event sponsor	1 Event sponsor
Visibility at event	Title sponsor	Premiere sponsor	Platinum sponsor	Gold sponsor	Silver sponsor		
Banner at event (provided by sponsor)	Large	Large	Medium	Medium	Small		
Booth space at RMRP Open House	Yes	Yes	Yes	Yes	Yes		
A raptor will visit your business	X	X	X	X			
Calendar Benefits	One month plus 6 days	12 Days	9 Days	6 Days	4 Days	2 Days	1 Day
Behind The Scenes Tours for six people	2	2	1	1	1	1	

RMRP Photo Calendar Fundraiser

A photo contest of striking images, our annual photo contest and calendar is a favorite for nature photographers and raptor lovers throughout the year. The fundraiser advertises and increases your brand awareness, shows your commitment to raptors and nature, and community engagement.

Sponsor Level Benefits	Cover \$5,000	Premiere \$3,000	Platinum \$1,500	Gold \$1,000	Silver \$500
Cover sponsor acknowledgement in all calendar promotion	X				
Recognition on calendar cover	Logo				
Name and Logo on months	3 months	2 months	1 month		
Company profile and contact info	On months	On months	On months		
Dates In Calendar	9	8	6	6	4
Social media calendar updates	On months	On months	On months		
Recognition on back	Logo	Logo	Logo	Logo	Logo
Calendars for your use	16	10	8	6	4
Recognition in print ads	Logo	Listing	Listing	Listing	Listing
Logo or listing on RMRP website	Logo and link	Logo and link	Logo	Listing	Listing
Social media recognition	4 Custom, 4 Sponsor	2 Custom, 2 Sponsor	4 Sponsor	3 Sponsor	2 Sponsor
Recognition in annual report	X	X	X	X	X
Logo or listing in e-blasts	Logo and link	Listing	Listing	Listing	
Logo or listing in newsletter	Logo	Logo	Logo	Listing	Listing
Visibility at Auction	Rotation throughout evening	Rotation throughout evening	Rotation throughout evening	Rotation throughout evening	Rotation throughout evening
Poster listing sponsorship at Auction	2	2	1	1	1
Booth space at RMRP Open House	Yes	Yes	Yes	Yes	Yes
A raptor will visit your business	X	X	X	X	X
Behind The Scenes Tour for Six	2	2	1	1	1

Other Calendar Options:

One day per month, plus 2 calendars	\$500
One day for 6 months, plus 2 calendars	\$250
One day in 2 months, plus 1 calendar	\$100
One day in 1 month plus 1 calendar	\$50

...and we can customize any combination!

Other Sponsorships – Create a custom package!

Rehabilitation Program Sponsor - Like a human hospital, the RMRP's raptor hospital never closes. We admit about 300 birds each year. Sponsors directly help us save lives.

Research Sponsor – Support for our lifesaving efforts such as: power line safety, disease monitoring, and avian medicine research.

Education Program – RMRP reaches tens of thousands of people by delivering 200 public educational and outreach presentations each year. RMRP reaches thousands of K-12 children and adults by delivering more than 100 school-aged based programs each year.

- Community Outreach K-12 Educational Presentation Sponsor – All or part of our school-based conservation education presentations. Educational Ambassador Raptor Sponsor – Care for the birds that tell our story.
- Public Presentation Sponsor – All or part of our summer outdoor season.

Donor Appreciation Events – Celebrate with us.

Newsletter – Promote your business through our informational and highly respected quarterly publication.

Events and Open Houses at RMRP – Feature your business as visitors express wonder at the joy of raptors.

Transportation – Your company name on our van as we take our message on the road.

Technology – Connect your name to the power behind the programs.

Website – E-vertise as a sponsor on our flashy new website, the E Place to be!

Become A Sponsor – Complete this form to get started!

Choose Your Level(s):

Auction:

- Presenting
- Premier
- Platinum
- Gold
- Silver
- Bronze
- Foundation

Calendar:

- Cover
- Premiere
- Platinum
- Gold
- Silver

Other:

Name your sponsorship: _____

Your Information:

Name: _____

Company: _____

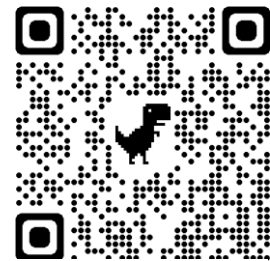
Phone: _____ Email: _____

Mail this form to:

Rocky Mountain Raptor Program
2519 S. Shields Street, 1K-115
Fort Collins, CO 80526

To fill out this form online go to:

<https://www.rmrp.org/auction-sponsorship-form/>



Scan to fill out
this form online.

Call us at 970-484-7756 or email Executive Director Carin Avila at Carin@rmrp.org if you have any questions.