

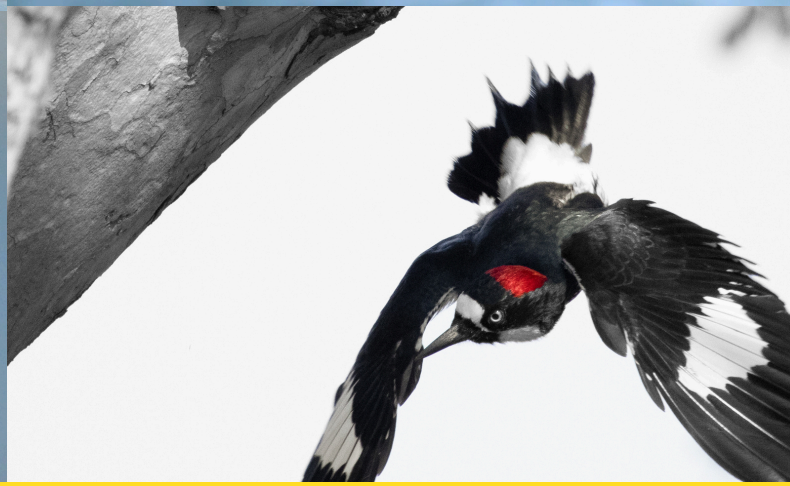

SAN DIEGO BIRD ALLIANCE

# 2027 SAN DIEGO BIRDATHON

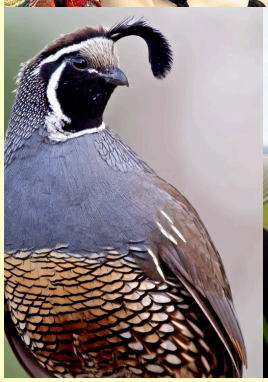
## Sponsorship Opportunities

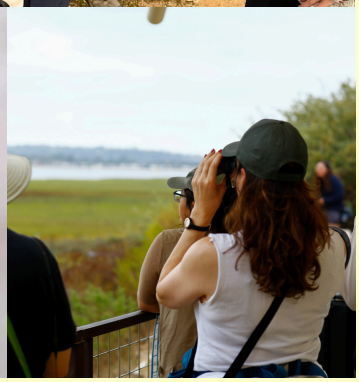
Be a part of San Diego's biggest annual birding event benefiting conservation!



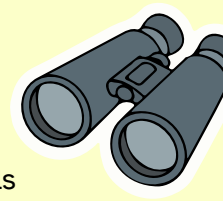









# About the San Diego Birdathon



Birdathon is a birding challenge and fundraiser supporting San Diego Bird Alliance's conservation, education, and advocacy programs that benefit endangered birds and habitats. Teams and individuals pick a day during spring migration to get outside in San Diego County and try to identify as many species as possible within 24 hours, while raising funds along the way. It's like a walk-a-thon, but birdier! Birders of all skill levels and ages participate in this annual tradition, recording their data through portals like eBird to contribute to community science data used by ornithologists studying bird populations.



## Did you know?

San Diego is one of the "birdiest" counties in the US, with over 520 unique species recorded!

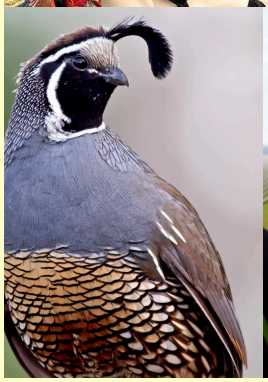
The San Diego Birdathon is a chance to contribute to hands-on wildlife conservation, nature education, and advocacy work in San Diego in collaboration with a diverse community of nature lovers.

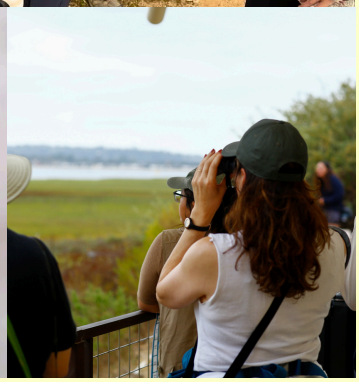
# About San Diego Bird Alliance

For over 75 years, we have defended our region's birds, unique biodiversity, and threatened habitats through advocacy, education, and restoration.

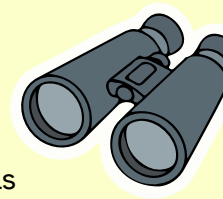
We work actively towards a future in which people and nature are interconnected and thriving, where diverse communities find common ground to prioritize and respond to the climate crisis and other urgent threats to birds and the natural world, and where our region gives shape to an enduring culture of conservation and sustainability.







## About the San Diego Birdathon



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# Event Details

### April 10 2027 - May 10 2027

**Goal:** $55,000
**Location:** San Diego County (participants can decide where they want to go birding throughout the county)



# Event Details



## April 10 2027 - May 10 2027

**Goal:** $55,000

**Fundraising platform:** PledgeIt

**Location:** San Diego County (participants can decide where they want to go birding throughout the county)



## Birding

Self-organized teams and individuals will pick any 24-hour period to go birding, collecting donation pledges along the way.



## Closing Social Event

The fundraiser will be concluded with an in-person closing ceremony, where all participants and supporters are welcome to join, connect, and celebrate while results are announced. Winners in various categories such as “Most Species Spotted” and “Most Funds Raised” will receive prizes and recognition.

# San Diego Birdathon 2026 Numbers

**$41,407**

Raised



**170**

Birders



Over

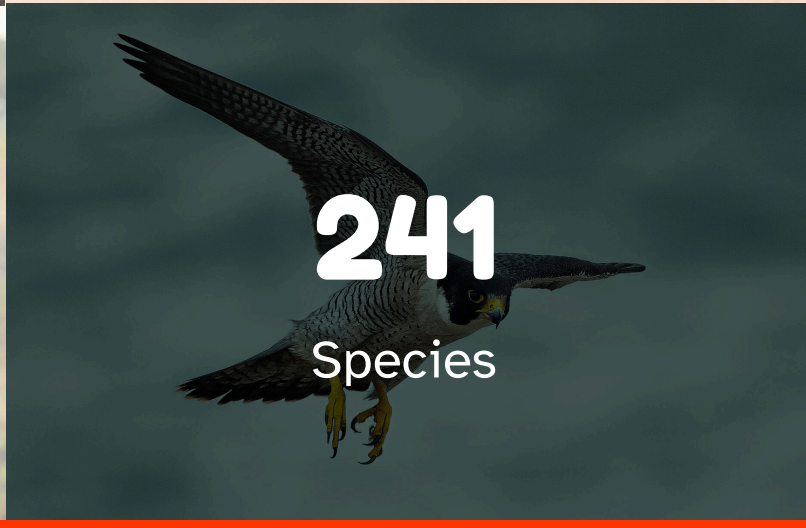
**25,000**

Individual Birds Counted



**357**

Donors



**241**

Species

**Learn more on our website at**

https://www.sandiegobirdalliance.org/joinourflock/birdathon.html



## Sponsorship Perks

- **Brand recognition:** Your logo placement on event materials, media outlets, our website, and newsletters
- **Verbal recognition:** Announcements throughout the event and during closing ceremony
- **Access and engagement:** Company employees can start their own teams and join the friendly competition!

# Sponsorship levels

*Each level includes the benefits of all lower levels.*

| | | |
|---|---|---|
| **BEWICK'S WREN** | **$500** | Your logo shown on the 2027 Birdathon website with a link to your website, plus verbal recognition at our closing ceremony |
| **CALIFORNIA SCRUB JAY** | **$1000** | Your logo featured in the 2027 Birdathon weekly newsletters |
| **HOODED ORIOLE** | **$2000** | A feature in the Birdathon newsletter's "product showcase" (200 character description + your logo) and 2 social media spotlights |
| **TOWNSEND'S WARBLER** | **$5000** | Closing ceremony award named after your company, your company is listed as a sponsor of the closing ceremony |
| **ACORN WOODPECKER** | **$10,000** | Your company recognized as the presenting sponsor of the closing ceremony ("Presented by:"), your company appears first in all lists or mentions of 2027 Birdathon sponsors, five minutes onstage as a keynote at closing ceremony |

**If you are interested in becoming a sponsor or have questions, reach us at philanthropy@sandiegobirdalliance.org.**

# Sponsorship levels



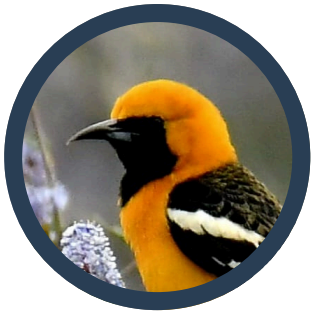
## $500 Bewick's Wren

- Your logo shown on the 2027 Birdathon website with a link to your website
- Verbal recognition at our closing ceremony



## $1000 California Scrub Jay

- Your logo shown on the 2027 Birdathon website with a link to your website
- Verbal recognition at our closing ceremony
- Your logo featured in the 2027 Birdathon weekly newsletters



## $2000 Hooded Oriole

- Your logo shown on the 2027 Birdathon website with a link to your website
- Verbal recognition at our closing ceremony
- Your logo featured in the 2027 Birdathon weekly newsletters
- A feature in the Birdathon newsletter's "product showcase" (200 character description + your logo)
- 2 social media spotlights



# $5000 Townsend's Warbler

- Your logo shown on the 2027 Birdathon website with a link to your website
- Verbal recognition at our closing ceremony
- Your logo featured in the 2027 Birdathon weekly newsletters
- A feature in the Birdathon newsletter's "product showcase" (200 character description + your logo)
- 2 social media spotlights
- Closing ceremony award named after your company
- Your company listed as a sponsor of the closing ceremony



# $10,000 Acorn Woodpecker

- Your logo shown on the 2027 Birdathon website with a link to your website
- Verbal recognition at our closing ceremony
- Your logo featured in the 2027 Birdathon weekly newsletters
- A feature in the Birdathon newsletter's "product showcase" (200 character description + your logo)
- 2 social media spotlights
- Your company recognized as the presenting sponsor of the closing ceremony ("Presented by:")
- Your company appears first in all lists or mentions of 2027 Birdathon sponsors
- Five minutes onstage as a keynote at closing ceremony

*Note: If there is more than one sponsor at the Acorn Woodpecker level, companies will be listed in order of when they've confirmed their sponsor status.*

**If you are interested in becoming a sponsor or have questions, reach us at philanthropy@sandiegobirdalliance.org.**