

## Sponsorship Package

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*“Just as connected habitats support resilience of wildlife in the face of a changing environment, connectivity within the natural heritage network encourages the sharing of ideas and information that results in better science. With people feeling more isolated than ever, this trip could not come at a more crucial time to reinvigorate the ties of our network that provides the backbone of conservation in our nation.”*

Sean T. O'Brien, Ph.D.  
President & CEO, NatureServe

# Why We're Taking This Journey

Sean O'Brien, President & CEO of NatureServe, is traveling across the US and Canada in his trusty steed, the Van Humboldt. Along the way, he will meet NatureServe Network partners in each state and province to see data collection in action while visiting ecosystems that support rare and threatened species. The tour provides a unique opportunity to evaluate the relationships between people and the natural environment years since the start of the pandemic, as well as to connect science with stories about the future of biodiversity conservation throughout North America.

With one million species at risk of extinction, there's no time to waste. We're hitting the road and invite you to join the adventure.



Blue Ridge Parkway. Photo by Flickr user Valerie.

# What You Can Do to Help

Now, more than ever, we're looking to tell stories that bring us together. The [NatureServe Network Van Tour](#) is an expedition that creatively highlights how we use information to sustain biodiversity through technology, collaborative science, and local expertise.

We're asking you to join us by investing in a sponsorship.



We believe our mission resonates with your audience and that, together, we can protect our planet's precious biodiversity.

# How You Will Benefit

As your marketing partner, NatureServe takes our sponsorship agreement very seriously. You make an investment into conservation, and in return we promise to deliver a unique opportunity to protect biodiversity.

## **CONNECT WITH YOUR CURRENT CUSTOMERS**

Customers are becoming increasingly selective about the social responsibility measures taken by companies they do business with. What better way to communicate your corporate consciousness than by sponsoring an event that shows your commitment to biodiversity conservation?

## **TELL YOUR STORY AND WIN NEW CUSTOMERS**

With our acknowledgement opportunities, your organization will be featured alongside that of NatureServe and the NatureServe Network Van Tour. Opportunities to showcase your brand across some of the most impactful biodiversity experts await.

## **GIVE YOUR STAFF SOMETHING TO SMILE ABOUT**

Responsible companies like yours know how important it is to have an inspired workforce. Your commitment to biodiversity presents an opportunity for your network to feel connected to this cause. There are many creative ways to include your team on the journey. Let's brainstorm together.



American White Pelican (*Pelecanus erythrorhynchos*),  
NatureServe Global Conservation Status: Apparently Secure  
(G4). Photo by Scott Somershoe, USFWS.



Georgia Dwarf Trillium (*Trillium georgianum*), NatureServe  
Global Status: Critically Imperiled (G1).

# Added Value

For nearly 50 years, NatureServe has been the authoritative source for biodiversity data throughout the Americas. To protect threatened biodiversity, NatureServe works with conservation professionals to collect, analyze, and deliver standardized biodiversity information. As a sponsor, your company will gain exposure across the NatureServe Network. The value we bring to the table includes:

## SOCIAL MEDIA EXPOSURE

We have nearly 35k followers on Facebook, over 4k on Twitter, and more than 5k on other social media platforms. We're highly skilled at engaging with and leveraging those connections for your benefit.

## MEASURABLE IMPACT

You want to know your sponsorship dollars are working to promote on-the-ground efforts for biodiversity conservation. We provide detailed, biannual statements outlining the impact that your support generates.

## UNIQUE MARKETING CHANNELS

Because we have the longstanding trust of our community, we have access to valuable marketing channels, including over 100 organizations and 1,000 conservation scientists throughout North America.

# Your Sponsorship Team



**Samantha Belilty – Marketing & Communications Director**

Sam is a marketing professional with nearly ten years of progressively responsible experience in communications, branding, event planning, public relations, and project management. In her role at NatureServe, she helps to secure media partnerships, manages the teams branding and digital marketing efforts, and leads the department in enhancing the organization's overall brand awareness.



**Melissa Howison – Development Associate**

As the Development Associate, Melissa helps create investment opportunities that sustain NatureServe's groundbreaking biodiversity work. In her free time, she can be found hiking a new trail, trying a new restaurant, or reading the latest thriller novel she picked up from the local library.



**Alli Kenlan – Digital Marketing Specialist**

Alli oversees NatureServe's social media presence across platforms, from daily posts to longer term campaigns and content development. She manages NatureServe's website, designs mass emails, and produces digital content such as videos, podcast episodes, and graphics. She has been at NatureServe for four years and is based out of Raleigh, North Carolina.



**Jaclyn Aliperti – Science Communications Specialist**

Jaclyn is an ecologist with over ten years of experience conducting research, managing projects, and communicating science to varied audiences. Jaclyn transforms the work of NatureServe scientists into written and visual stories, from Op-Eds and press releases to short films. She manages logistics and delivers creative content for the NatureServe Network Van Tour.



# Sponsorship Options

Ensure the loyalty of your existing customers and resonate with new ones - all while you help us help protect endangered species and ecosystems.

**Title Sponsorship: \$25,000**

**Gold Sponsorship: \$15,000**

**Silver Sponsorship: \$10,000**

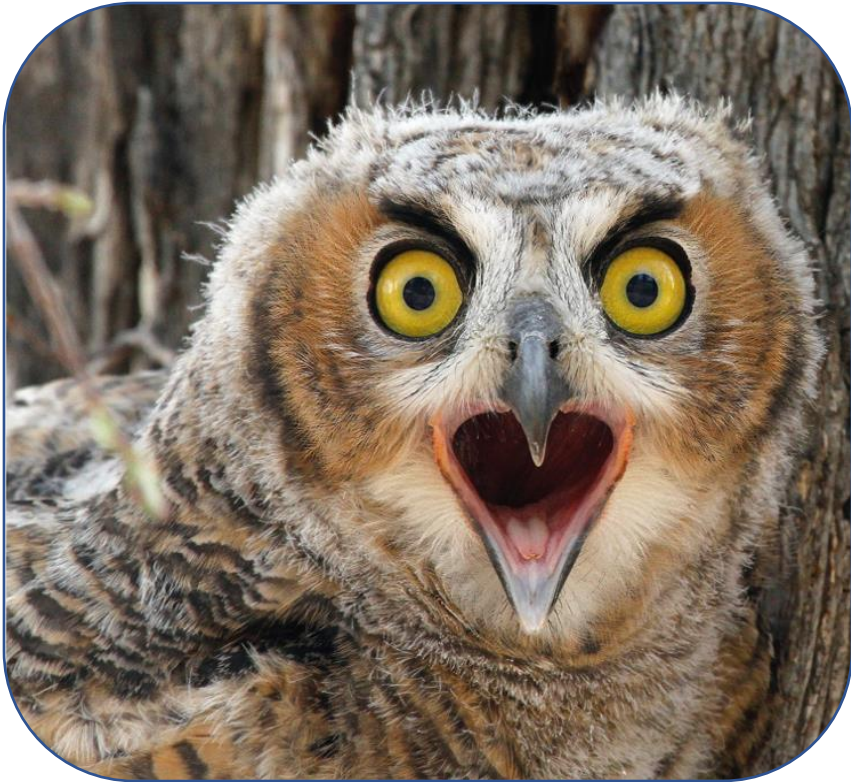
**Bronze Sponsorship: \$5,000**

**Friend of The Tour: \$1,000**

# Deliverables Package: Title Sponsor

## As our top-level sponsor, you will receive the following:

- ❑ **Acknowledgment on the van as "Van Humboldt sponsored by CLIENT"**
  - ❑ Optional partial van wrap (for additional at-cost fee) or printed magnet of CLIENT logo on the van
  - ❑ CLIENT listed as an official sponsor for the tour on NatureServe website
- ❑ **A limited number of guests invited to join an official stop of the NatureServe Network Van Tour**
  - ❑ Includes a nature hike led by NatureServe scientists to explore endangered species and ecosystems
- ❑ **30-second features on NatureServe's monthly podcast *Conservation Conversations with Sean O'Brien***
  - ❑ Podcast is featured on all major streaming platforms and averages 250 listens per episode in the first 30 days of release
- ❑ **Social Media Acknowledgment**
  - ❑ CLIENT tagged in Van Humboldt-specific posts by NatureServe on a regular basis
  - ❑ CLIENT tagged in 1 custom "thank you" post to NatureServe Instagram story once per quarter for the duration of the NatureServe Network Van Tour
  - ❑ CLIENT tagged in a NatureServe "thank you" post to sponsors at the conclusion of the tour
- ❑ **Video Acknowledgment**
  - ❑ CLIENT logo included in all "Van Tour" promotional videos for the duration of the tour (this includes short films produced in-house and is separate from social media posts)
- ❑ **Biodiversity Conference Invitation and Spotlight**
  - ❑ One CLIENT representative invited (including conference ticket) to attend the 2022 Biodiversity Without Boundaries Conference hosted by NatureServe
  - ❑ CLIENT to receive special recognition, with option to submit a 1-minute preapproved video highlighting incentive to sponsor the Van Tour that will be presented to conference attendees. *(Note: advertising not permitted).*
- ❑ **Honorary NatureServe Adopt-a-Species Donation at the G1-level**
  - ❑ Client recognized as symbolic adoptee of one Critically Imperiled (G1) species from NatureServe Adopt-a-Species program to be symbolically adopted in honor of CLIENT, with CLIENT name to appear on NatureServe website as donor
- ❑ **Van Tour Swag**
  - ❑ CLIENT to receive at least 10 Van Tour t-shirts, featuring a list of stops and sponsor logos, at conclusion of tour



Great Horned Owl (*Bubo virginianus*), NatureServe Global Conservation Status: Secure (G5). Photo by Vic Schendel, USFWS.

# Deliverables Package: Gold Sponsor

At this sponsorship level, you will receive the following:

- ❑ **Acknowledgment on the van as a "Van Humboldt sponsored by CLIENT"**
  - ❑ CLIENT logo to be added to van via a printed magnet
  - ❑ CLIENT listed as an official sponsor for the tour on NatureServe website
- ❑ **Two CLIENT representatives invited to join an official stop of the NatureServe Network Van Tour**
  - ❑ Includes a nature hike led by NatureServe scientists to explore endangered species and ecosystems
- ❑ **30-second feature on NatureServe's monthly podcast *Conservation Conversations with Sean O'Brien***
  - ❑ Podcast is featured on all major streaming platforms and averages 250 listens per episode in the first 30 days of release
- ❑ **Social Media Acknowledgement**
  - ❑ CLIENT tagged in 1 custom "thank you" post to NatureServe Instagram story once per quarter for the duration of the NatureServe Network Van Tour
  - ❑ CLIENT tagged in a NatureServe "thank you" post to sponsors at the conclusion of the tour
- ❑ **Video Acknowledgement**
  - ❑ CLIENT logo included in all "Van Tour" promotional videos for the duration of the tour (this includes short films produced in-house and is separate from social media posts)
- ❑ **Biodiversity Conference Spotlight**
  - ❑ CLIENT to receive special recognition, with option to submit a 1-minute preapproved video highlighting incentive to sponsor the Van Tour that will be presented to conference attendees. (Note: advertising not permitted).
- ❑ **Honorary NatureServe Adopt-a-Species Donation at the G2-level**
  - ❑ Client recognized as symbolic adoptee of one Imperiled (G2) species from NatureServe Adopt-a-Species program to be symbolically adopted in honor of CLIENT, with CLIENT name to appear on NatureServe website as donor
- ❑ **Van Tour Swag**
  - ❑ CLIENT to receive at least 10 Van Tour t-shirts, featuring a list of stops and sponsor logos, at conclusion of tour



Gray Wolf (*Canis lupus*), NatureServe Global Conservation Status: Secure (G5). Photo by Envato user kjekol.

# Deliverables Package: Silver Sponsor

At this sponsorship level, you will receive the following:

- ☐ **Acknowledgment on the van as a "Van Humboldt sponsored by CLIENT"**
  - ☐ CLIENT logo to be added to van via a printed magnet
  - ☐ CLIENT listed as an official sponsor for the tour on NatureServe website
- ☐ **Two CLIENT representatives invited to join an official stop of the NatureServe Network Van Tour**
  - ☐ Includes a nature hike led by NatureServe scientists to explore endangered species and ecosystems
- ☐ **15-second feature on NatureServe's monthly podcast *Conservation Conversations with Sean O'Brien***
  - ☐ Podcast is featured on all major steaming platforms and averages 250 listens per episode in the first 30 days of release
- ☐ **Social Media Acknowledgement**
  - ☐ CLIENT tagged in 1 custom "thank you" post to NatureServe Instagram story once per quarter for the duration of the NatureServe Network Van Tour
  - ☐ CLIENT tagged in a NatureServe "thank you" post to sponsors at the conclusion of the tour
- ☐ **Video Acknowledgement**
  - ☐ CLIENT logo included in all "Van Tour" promotional videos for the duration of the tour (this includes short films produced in-house and is separate from social media posts)
- ☐ **Honorary NatureServe Adopt-a-Species Donation at the G3-level**
  - ☐ Client recognized as symbolic adoptee of one Vulnerable (G3) species from NatureServe Adopt-a-Species program to be symbolically adopted in honor of CLIENT, with CLIENT name to appear on NatureServe website as donor
- ☐ **Van Tour Swag**
  - ☐ CLIENT to receive at least 10 Van Tour t-shirts, featuring a list of stops and sponsor logos, at conclusion of tour



Rusty-patched Bumble Bee (*Bombus affinis*), NatureServe Global  
Conservation Status: Imperiled (G2); ESA Listing Status: Endangered. Photo  
by USFWS Midwest Region.

# Deliverables Package: Bronze Sponsor

At this sponsorship level, you will receive the following:

- ☐ **Acknowledgment in the form of "Van Humboldt sponsored by CLIENT"**
  - ☐ CLIENT listed as an official sponsor for the tour on NatureServe website
- ☐ **15-second feature on NatureServe's monthly podcast *Conservation Conversations with Sean O'Brien***
  - ☐ Podcast is featured on all major streaming platforms and averages 250 listens per episode in the first 30 days of release
- ☐ **Social Media Acknowledgement**
  - ☐ CLIENT tagged in a NatureServe "thank you" post to sponsors at the conclusion of the tour
- ☐ **Video Acknowledgement**
  - ☐ CLIENT logo included in all "Van Tour" promotional videos for the duration of the tour (this includes short films produced in-house and is separate from social media posts)
- ☐ **Honorary NatureServe Adopt-a-Species Donation at the G4-level**
  - ☐ Client recognized as symbolic adoptee of one Apparently Secure (G4) species from NatureServe Adopt-a-Species program to be symbolically adopted in honor of CLIENT, with CLIENT name to appear on NatureServe website as donor
- ☐ **Van Tour Swag**
  - ☐ CLIENT to receive at least 5 Van Tour t-shirts, featuring a list of stops and sponsor logos, at conclusion of tour



West Indian Manatee (*Trichechus manatus*), NatureServe Global Conservation Status: Imperiled (G2); ESA Listing Status: Threatened. Photo by Keith Ramos, USFWS.

# Deliverables Package: Friend of The Tour

At this sponsorship level, you will receive the following:

- ☐ **CLIENT listed as “Friend of The Tour” on NatureServe website**
- ☐ **Social Media Acknowledgement**
  - ☐ CLIENT tagged in a NatureServe "thank you" post to sponsors at the conclusion of the tour
- ☐ **Video Acknowledgement**
  - ☐ CLIENT logo included in all “Van Tour” promotional videos for the duration of the tour (this includes short films produced in-house and is separate from social media posts)
- ☐ **Honorary NatureServe Adopt-a-Species Donation at the G5-level**
  - ☐ Client recognized as symbolic adoptee of one Secure (G5) species from NatureServe Adopt-a-Species program to be symbolically adopted in honor of CLIENT, with CLIENT name to appear on NatureServe website as donor
- ☐ **Van Tour Swag**
  - ☐ CLIENT to receive at least 5 Van Tour t-shirts, featuring a list of stops and sponsor logos, at conclusion of tour



Venus' Flytrap (*Dionaea muscipula*), NatureServe Global Conservation  
Status: Imperiled (G2). Photo by USFWS.

# Want to Learn More?

Stay up to date with the latest from the  
NatureServe Network Van Tour by visiting:  
[natureserve.org/vantour](https://natureserve.org/vantour)

Contact Samantha Belilty at  
[Sam@natureserve.org](mailto:Sam@natureserve.org) for more information.



Karner Blue (*Plebejus samuelis*), NatureServe Global Conservation Status: Critically Imperiled (G1); ESA Listing Status: Endangered. Photo by USFWS Midwest Region.