



# 9<sup>th</sup> ANNUAL DOWN EAST SPRING BIRDING FESTIVAL

## Memorial Day Weekend

### May 25-28, 2012

Dear Washington County Chamber Members and Business Owners:

This Memorial Day Weekend will bring birders from throughout the country to the 2012 Down East Spring Birding Festival. Over the past eight years, the festival has brought **hundreds of birdwatchers** to the region, and we're expecting a healthy turnout this year as well. We've advertised in multiple national birding magazines, and have healthy traffic on the Down East Spring Birding Festival website and Facebook pages. Our festival continues to be an excellent kick-off to the area's summer tourist season, drawing new participants and repeat visitors year after year.

This festival directly benefits businesses in eastern Washington County. Birders stay in area hotels, eat in area restaurants, and fuel up and get snacks at area gas stations. They stop in at gift stores for souvenirs. Your sponsorship provides a portion of the funds that help us advertise the festival in major birding publications and in direct mailings to birding groups around the country. In exchange, birders learn about your business in the ads and information that we include in our mailings and on our website. We invite you to become a sponsor of the 2012 Down East Spring Birding Festival at one of the following levels.

<u>Caring Chickadee</u>	<u>Enthusiastic Eagle</u>	<u>Proud Puffin</u>
<p>Receive the following benefits for a donation of \$25 or more.</p> <ul style="list-style-type: none"> <li>Inclusion on the sponsor list provided in each registration packet;</li> <li>Inclusion on the sponsor list on the birding festival's web site with a link to your web site;</li> <li>Our encouragement for you to declare your sponsorship on your web site;</li> <li>A 2012 Bird Festival poster to display in your establishment (which you can pick up at the CCLC).</li> </ul> <p>A Caring Chickadee sponsor that is an accommodation and/or a restaurant will also be included on an area food and lodgings list to be provided to all festival participants.</p>	<p>For a donation of \$50 or more you will receive all of the Caring Chickadee benefits plus -</p> <ul style="list-style-type: none"> <li>An ad in the registration booklet.</li> <li>Accommodations and/or restaurants will be recorded on the respective lists in the "Caring Chickadee" section - <u>with more information.</u> (See bottom of next page.)</li> <li>Links on the Down East Birding Festival Facebook page.</li> </ul>	<p>Any business or organization that donates \$100-299 (money or agreed in-kind service or product of equal or greater value) will be a Proud Puffin Sponsor and will get the Enthusiastic Eagle Sponsor benefits <u>plus display space</u> at the sponsor table in the festival HQ, as well as a larger ad in the registration booklet.</p>

### Patron Opportunities

**New this year!** We are offering two opportunities at the \$300 level to sponsor the "Owls of Maine," live bird programs that will be presented by the Chewonki Foundation on Saturday, May 26<sup>th</sup> at Moosehorn National Wildlife Refuge. Sponsors will receive additional advertisement in association with this program, which includes handouts to all area elementary and high school students, special posters for the event, news articles, and recognition throughout the event. Please call for additional details.

**Get the most bang out of your ad:** Create a coupon. Encourage birders to access your services by giving them a deal – free coffee with breakfast, or 10% off during the dates of the festival, or perhaps a discounted night's stay if they stay a minimum number of nights with you. Or, encourage birders to stay longer (*stay for the four nights of the festival and get a fifth night free!*) What can you do to get birders in to your business? Be creative. We can help design the ad.

**To become a festival sponsor, please complete and mail the attached application form (reverse side). For more information, please visit the festival website at [www.downeastbirdfest.org](http://www.downeastbirdfest.org) or call 733-2233.**

With warm regards on behalf of the 2012 Down East Bird Fest Planning Committee,

Carrie Callahan  
CCLC Director of Education and Programs

*The Down East Spring Birding Festival is administered by the Cobscook Community Learning Center in partnership with Moosehorn National Wildlife Refuge, Friends of Moosehorn Wildlife Refuge, Fundy Chapter of the Maine Audubon Society, the Cobscook Bay Area Chamber of Commerce, Cobscook Bay State Park, and DownEast Drawings and Wildlife Art Gallery.*

# Sponsor Form

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Please mail your completed form and check to: Cobscook Community Learning Center, 10 Commissary Point Road, Trescott, ME 04652. You may also email your application to [birdfest@thecccl.org](mailto:birdfest@thecccl.org) and mail your check separately. We also accept credit card payments.

Caring Chickadees complete PART ONE. Enthusiastic Eagles, Proud Puffins, and Patrons complete PARTS ONE and TWO, and if applicable, PART THREE.

### PART ONE

Name of Business/Organization: \_\_\_\_\_

Name of Owner/Contact: \_\_\_\_\_

Physical Address: \_\_\_\_\_ Mailing Address: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Phone Number: \_\_\_\_\_ Fax Number: \_\_\_\_\_

Email Address: \_\_\_\_\_ Web Site: \_\_\_\_\_

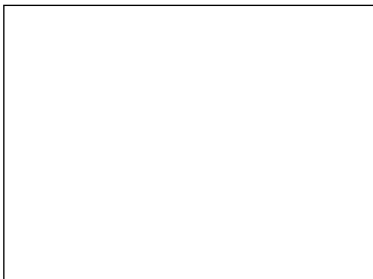
I'm paying by credit card: Type of card \_\_\_\_\_ Name on card \_\_\_\_\_  
Card number: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Name of Chamber (if applicable): \_\_\_\_\_

If the activities of your business/organization are not clear from its name, please describe briefly:

### PART TWO -- for Enthusiastic Eagles, Proud Puffins, and Patrons

In the space below, write out your black and white ad that will be placed in the festival registration booklet. If you would like to submit a print-ready ad that includes your logo or related graphic, please email the ad in jpeg or pdf format to [birdfest@thecccl.org](mailto:birdfest@thecccl.org). Please make sure that your ad fits within the size specifications below. In the registration booklet, patrons will be highlighted in one prominent place as a group. **If you were a sponsor last year and would like to use the same ad this year, please check here** \_\_\_\_\_.



2" wide  
by  
1 1/2" high



2" wide  
By  
3/4" high

**Proud Puffin and Patron**  
**\$100-\$299 Sponsor Level Ad Size**

**Enthusiastic Eagle**  
**\$50-\$99 Sponsor Level Ad Size**

### PART THREE

If you are a Proud Puffin or Enthusiastic Eagle sponsor, or Patron, and you are an accommodation or restaurant, please include a few sentence description that you would like used as part of your entry on the List of Area Accommodations and/or on the List of Area Restaurants.