



UC Santa Cruz Arboretum Hummingbird Day

COMMUNITY PARTNERSHIP PROPOSAL

Saturday, March 4, 2017
10:00 a.m. - 4:00 p.m.

Let's Cross Pollinate

The UC Santa Cruz Arboretum invites you to partner with us, and become a sponsor of our Hummingbird Day community event that will be held on Saturday, March 4, 2017.

UC Santa Cruz Arboretum is a self-sustaining department of UC Santa Cruz, focused on connecting the community, educators and students to the natural world and inspiring them to become good stewards of our natural resources through conservation. The Arboretum's collections are instrumental in conserving endangered plants from key global biodiversity hot spots.

Hummingbird Day is an annual community event that brings together over 1,000 adults and children from throughout Northern California. Hummingbird Day depends on sponsors to help bring in noted experts, offer free tours, and free children's activities.

Sponsorship enables us to hold this event at an affordable cost to individuals and families. Additionally, our business, corporate and community partnerships are designed in collaboration with each sponsor. Our goal is to showcase our sponsors for maximum marketing budget return on investment and impact, and highlight your support for the community and the Arboretum.



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COMMUNITY PARTNERSHIP LEVELS

Rufous Hummingbird Platinum Sponsor - \$1,000

- Recognized as lead sponsor for the event.
- Premiere logo placement in pre-event publicity, on the Arboretum's website, in all program materials, in social media and at the event.
- Opportunity to staff a sponsor table in a central location at the event and hand-out materials.
- Opportunity to hang a banner in a prime location.
- Unlimited complimentary tickets to the event.

Allen's Hummingbird Gold Sponsor - \$500

- Recognized as sponsor for the event.
- Logo placement in pre-event publicity, on the Arboretum's website, in all program materials, in social media and at the event.
- Opportunity to hand-out materials.
- Ten complimentary tickets to the event.

Anna's Hummingbird Silver Sponsor - \$250

- Recognized as sponsor for the event
- Listing in pre-event publicity, on the Arboretum's website, in all program materials, in social media and at the event.
- Five complimentary tickets to the event.

Make a difference in the community by becoming a sponsor!

Hummingbird Day sponsorship revenue will be used to offset the cost of admission, enabling children under 12 to attend the event free of charge. Sponsors help encourage the next generation to become environmental stewards.

All sponsorships are tax-deductible to the fullest extent of the law.

For more information, please contact Jennifer Macotto, Development Director
831-502-2303 office / 703.731.4386 cell / jmacotto@ucsc.edu <http://arboretum.ucsc.edu>



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COMMUNITY PARTNERSHIP COMMITMENT FORM

___ Yes! I would be delighted to become a Hummingbird Day sponsor. I will sponsor the event at the \$ _____ level.

Name _____ Title _____

Organization _____

Address _____

City _____ State _____ Zip _____

Email _____

Telephone _____

___ No, I will not be able to sponsor Hummingbird Day at this time, but please accept a contribution of \$ _____ to support the Arboretum.

Please send your completed form with payment by February 24 to:

Jennifer Macotto, Development Director
UC Santa Cruz Arboretum
1156 High Street
Santa Cruz CA 95064
831-502-2303
jmacotto@ucsc.edu

*Please make checks payable to the UC Santa Cruz Foundation.
Tax ID # 23-7394590*