

2022 Sponsorship Prospectus



NAPPC

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**POLLINATOR
PARTNERSHIP**



2022 Sponsorship Opportunities

We at Pollinator Partnership are gearing up for **three** exciting pollinator events!

- 1) 2022 Pollinator Poster: Wings of Life – Pollinating Butterflies and Moths
- 2) 16th Annual Pollinator Week: June 20-26, 2022
- 3) 22nd Annual NAPPC Conference: Hosted at the Smithsonian NMNH

The popularity of these major initiatives has brought the importance of pollinator health to the forefront of a vast diversity of audiences, including educators, government agencies, for-profit and non-profits, gardeners, beekeepers, industry, and more! Please consider sponsoring these amazing initiatives. Visit www.pollinator.org/nappc/sponsor to learn more.

***Your donation now gets a year's worth of exposure
in 3 ways!***

NAPPC ACCOMPLISHMENTS:

- Initiated NAS NRC study, “Status of Pollinators in North America”
- Created Pollinator Week, acquiring 50 Governor Proclamations annually
- Created 60+ Ecoregional Planting Guides for North America
- Provides free information at www.pollinator.org; including books, guides, and webinars
- Funded over 50 research grants for Honey Bee Health
- Support to create the Congressional Pollinator Protection Caucus (CP2C)
- Signed 15 agreements with Federal Agencies influencing 2 billion acres of land
- Influence in the creation of the Presidential Memorandum on Pollinators and the National Strategy to Promote Health of Honey Bees and Other Pollinators
- And many more!



SPONSORSHIP FORM

YES! I would like to sponsor as a:

| | | |
|--|-------------------------------|--|
| <input type="checkbox"/> Diamond Sponsor | \$50,000+ | <input type="checkbox"/> I would like copies of the poster sent to the below address |
| <input type="checkbox"/> Platinum Sponsor | \$20,000 | |
| <input type="checkbox"/> Gold Sponsor | \$15,000 | <input type="checkbox"/> I would like to donate my portion of the posters |
| <input type="checkbox"/> Silver Sponsor | \$10,000 | |
| <input type="checkbox"/> Bronze Sponsor | \$5,000 | |
| <input type="checkbox"/> Copper Sponsor | \$1,000 | |
| <input type="checkbox"/> Pollinator Friend | \$500 or product contribution | |

If you are sponsoring at the Bronze level or above, and would like your logo included on the poster, we will need the following information no later than **3 PM EST, Friday, February 18th:**

- This completed form and your organization's logo should be sent as a .jpeg, .eps, .png, or .ai sent to Reed Lievers at reed@pollinator.org

NAME _____ TITLE _____

ORGANIZATION _____

ADDRESS _____

PHONE _____ E-MAIL _____

Complete and return this form to the attention of:
Reed Lievers
Pollinator Partnership
600 Montgomery St., STE 440, San Francisco, CA 94111
reed@pollinator.org
T: (415) 362-1137

Checks are payable to Pollinator Partnership, reference 2022 Sponsorship
OR

You may pay online here (<https://www.pollinator.org/nappc/sponsor>)

Your donation is fully tax deductible and contributes to the protection of pollinators.

1) 2022 POLLINATOR POSTER

In past years, NAPPC posters have been a great success, and we are excited to share with you the opportunity to have your organization's logo on the 2022 poster.

Posters are distributed to schools, fairs, conferences, homes, educational trainings, and Pollinator Week events. The posters have no time or date on them, so they are always relevant to the conversation. They are extremely popular for pollinator education and outreach purposes. See past posters at www.pollinator.org/shop/posters.

This year's poster will be available for distribution by or before Earth Day, Friday, April 22, 2022. If your organization would like your logo on the poster and copies of the poster, please consider sponsoring at the Bronze level (\$5,000) or above by Friday, February 18th!

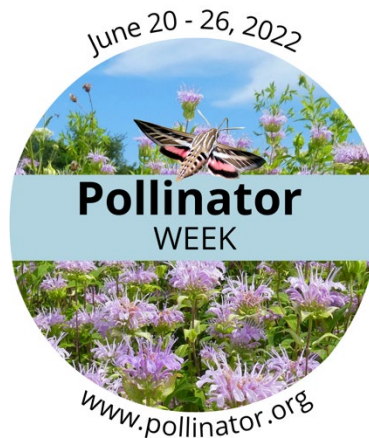
Wings of Life – Pollinating Butterflies and Moths

This year's poster will focus on the order of Lepidoptera (butterflies and moths), and the essential role they play in pollination, culture, and ecosystem services throughout North America. Butterflies and moths are found in almost every terrestrial ecosystem from deserts to tropical rainforests, and thousands of flowering plants have evolved to rely specifically on their pollination services, although not all species in Lepidoptera are considered pollinators. Certain plants like Indian paintbrush have evolved to attract butterflies through their brightly colored flowers that open during the day, while others, like Yucca, put out especially fragrant and pale-colored flowers to attract moths that pollinate at night. Most butterflies are diurnal (day-active), and so moths are vitally important for the role they play in pollination at night. They also provide pollination to certain flowering plants like honeysuckle that are not visited by bees and other pollinators during the day.



2) POLLINATOR WEEK JUNE 20-26, 2022

Fifteen years ago the U.S. Senate’s unanimous approval and designation of the final full week in June as Pollinator Week marked a necessary step toward addressing the urgent issue of declining pollinator populations. Pollinator Week has now grown to be an international celebration of the valuable ecosystem services provided by pollinating animals. The growing concern for pollinators is a sign of progress, but it is vital that we continue to maximize our collective efforts.



Pollinating animals, including bees, birds, butterflies, bats, beetles and others, are vital to our delicate ecosystem, supporting terrestrial wildlife, providing healthy watersheds, and more. Pollinator Week is a prime opportunity to get the message of the importance of pollinators out to as many people as possible.

Pollinator Week Highlights:

- Officially designated by the U.S. Senate and the U.S. Dept. of Agriculture in 2007
- 50 Governors have declared State Pollinator Week
- Pollinator Week brings together a diverse community of interested parties: government officials, farmers, ranchers, non-profit groups, teachers, school children, clubs, and a whole range of interested citizens taking action for pollinators
- Constantly updated Pollinator Week website with event listings, useful resources, and more!

Get planning for Pollinator Week 2022: www.pollinator.org/pollinator-week

3) 21ST ANNUAL NAPPC INTERNATIONAL CONFERENCE

Hosted at the Smithsonian National Museum of Natural History

October 18 - 20, 2022

CONFERENCE

The 22nd Annual NAPP International Conference is an invitation-only strategic event that brings together the world's preeminent scientists and pollinator experts to discuss current issues affecting pollinators and ways to further pollinator conservation.



ABOUT

The North American Pollinator Protection Campaign (NAPPC) is a private-public collaborative body that works to promote and protect pollinators. NAPPC is coordinated by Pollinator Partnership, a 501(c)3 non-profit organization.

NAPPC is a growing, collaborative body of more than 160 diverse partners. Respected scientists, researchers, conservationists, government officials and dedicated volunteers are succeeding with major programs to protect pollinators, to raise pollinator-related issues, and to benefit the health of all species – particularly those most threatened.

More information about NAPPC and the 22nd Annual NAPP international Conference can be found at www.nappc.org.

SOME PREVIOUS SPONSORS INCLUDE:

Almond Board of California
 American Beauties
 American Beekeeping Federation
 American Honey Producers Association
 American Seed Trade Association (ASTA)
 Blue Diamond Growers
 The Boeing Company
 Bureau of Land Management
 Burt's Bees
 California State Beekeepers Association
 CropLife America
 Nutrien Ag Solutions
 Cypress Creek Renewables
 Edison Electric Institute
 EPRI
 Francis Ford Coppola Winery
 Greif/Soterra
 Kettle Brand Chips
 Levin Family Foundation
 Monarch Watch
 National Association of Landscape Professionals

National Association of Wheat Growers
 National Corn Growers Association
 National Farmers Union
 National Park Service
 noosa yoghurt
 Nufarm
 Project Apis m.
 Select Seeds
 Smithsonian Institute
 USDA APHIS
 US Apple Association
 US EPA
 USGS
 USDA ARS
 USDA NIFA
 USDA NRCS
 US Fish and Wildlife Service
 US Forest Service
 US Golf Association
 Wakefern Food Corporation
 Waste Management
 Wyman's of Maine



SPONSORSHIP LEVELS

| | |
|---|--------------------------------------|
| Diamond Sponsor | \$50,000+ |
| <i>Same as below plus:</i> | |
| Conference registration for four representatives | |
| 500 copies of the 2022 pollinator poster | |
| Platinum Sponsor | \$20,000 |
| <i>Same as below plus:</i> | |
| Product/literature inclusion in conference materials (upon request) | |
| 400 copies of the 2022 pollinator poster | |
| Gold Sponsor | \$15,000 |
| <i>Same as below plus:</i> | |
| Conference registration for two representatives | |
| 300 copies of the 2022 pollinator poster | |
| Silver Sponsor | \$10,000 |
| <i>Same as below plus:</i> | |
| 200 copies of the 2021 pollinator poster | |
| Bronze Sponsor | \$5,000 |
| <i>Same as below plus:</i> | |
| Conference registration for one representative | |
| Logo representation on the 2022 pollinator poster | |
| 100 copies of the 2022 pollinator poster | |
| Copper Sponsor | \$1,000 |
| <i>Same as below plus:</i> | |
| 50 copies of the 2022 pollinator poster | |
| Pollinator Friend | \$500 or product contribution |
| Acknowledgement of support during NAPPC Conference | |
| Acknowledgement of support during Pollinator Week | |

Pollinator Partnership's Giving Policy

Diversity of funding sources is an essential part of P2's commitment to the spirit of its diversity of stakeholders and the execution of its programs. P2 is committed to seeking funding from a broad spectrum of organizations and individuals whose support will advance P2's goals and objectives. P2 will only accept financial support from donors who accept the following criteria. Funders must recognize and respect P2's mission; funders must understand and accept that they have no right or power to determine the content of P2 programs, opinions, or information materials, nor influence the selection of issues. Funders are aware that contributing to P2 does not bind them to P2 positions nor does it authorize P2 to speak for the contributing organization. Acceptance of a grant does not imply that P2 approves nor endorses the funder's activities or products. [Click Here](#) to view P2's Gift Acceptance Policy.