



**ANZA
BORREGO**
FOUNDATION

Dear Desert Lover,

I am writing on behalf of the Anza-Borrego Foundation (ABF) to propose a sponsorship opportunity for our upcoming BioBlitz event, which will be free for participants. This event, hosted in partnership with the breathtaking Anza-Borrego Desert State Park, aims to bring together community members, scientists, and nature enthusiasts to explore and document the incredible biodiversity of the desert ecosystem. The event is in collaboration with the City Nature Challenge, an annual global effort with heavy involvement in San Diego to engage community members in nature and the outdoors.

Event Overview: Anza-Borrego BioBlitz

- Date: April 26th and 27th
- Location: Anza-Borrego Desert State Park, San Diego, California
- Duration: April 26th, 6:00pm - 10:00pm, April 27th 6:00am - 12:00pm
- Audience: Local residents of San Diego, Los Angeles, Riverside, and Imperial Counties, tourists, scientists, educators, schoolchildren, and families
- Reach: Our email list is sent directly to 14,000 people, our social media following is 45,000, and our website visits are currently around 30,000 per month.

About Anza-Borrego Foundation: The Anza-Borrego Foundation is a non-profit organization dedicated to preserving and protecting the natural landscapes, wildlife, and cultural heritage of Anza-Borrego Desert State Park. Through our conservation efforts, environmental education programs, and community engagement initiatives, we strive to foster a deeper appreciation for the desert's unique beauty and ecological significance. We are the official non-profit partner of Anza-Borrego Desert State Park and support our Park Partner by raising funds for initiatives in the Park, acquiring land for conservation, educating the public about the Park's resources, and funding research relevant to our region.

Goals of the Anza-Borrego BioBlitz:

1. Engage the Community: Provide an opportunity for people of all ages and backgrounds to connect with nature and learn about the importance of biodiversity conservation.
2. Scientific Exploration: Facilitate hands-on experiences for participants to discover, observe, and document the diverse flora and fauna found within the Park.
3. Education and Awareness: Offer interpretation by trained Nature Interpreters and Outdoor Educators to raise awareness about the ecological significance of the desert ecosystem and the threats it faces.
4. Data Collection: Collect valuable scientific data through participatory science activities, contributing to the Park's ongoing research and monitoring efforts.

Sponsorship Benefits:

By becoming a sponsor of the Anza-Borrego BioBlitz, your organization will receive the following benefits:

- **Brand Visibility:** Prominent recognition in event promotional materials, including website listings, social media posts, press releases, and event signage.
- **Marketing Opportunities:** Opportunity to distribute branded promotional materials and engage directly with event attendees through sponsor booths or presentations.
- **Community Engagement:** Demonstrate your commitment to environmental stewardship by supporting a beloved local community organization.
- **Corporate Social Responsibility:** Align your brand with a respected conservation organization that has been around since 1967 and showcase your dedication to corporate social responsibility and sustainability.

Sponsorship Levels:

We offer multiple sponsorship levels to accommodate varying budgets and marketing objectives. Each level includes a range of benefits tailored to maximize your organization's visibility and impact. We are also open to discussing customized sponsorship packages to better meet your specific needs and preferences.

Gold Sponsorship Level: \$5,000 or more

- Logo prominently displayed on all event promotional materials, including website, social media, and print materials.
- Dedicated sponsor recognition during opening and closing remarks at the event.
- Opportunity to have a branded booth space for product demonstrations or interactive activities at the event.
- Recognition as a Gold Sponsor in all post-event communications and reports.

Silver Sponsorship Level: \$2,500 - \$4,999

- Logo featured on event signage and promotional materials.
- Verbal recognition during the event's opening remarks.
- Opportunity to provide branded promotional items or literature for event attendees.
- Recognition as a Silver Sponsor in post-event communications and reports.

Bronze Sponsorship Level: \$1,000 - \$2,499

- Logos included in event promotional materials, such as website and print materials.
- Acknowledgment on event signage.
- Recognition as a Bronze Sponsor in post-event communications and reports

In-Kind Sponsorship Level: Value of goods or services provided

- Recognition on event materials and website as an in-kind sponsor.
- Opportunity to provide event goods or services (e.g., refreshments, equipment).
- Acknowledgment in post-event communications and reports.

Community Sponsorship Level: Any amount appreciated

- Recognition on event materials and website as a community sponsor.
- Opportunity to provide a modest donation to support the event.
- Acknowledgment in post-event communications and reports.

Customized Sponsorship Level: Amount based on negotiated benefits and contributions

- Tailored sponsorship packages to meet your specific needs and objectives.
- Flexible benefits based on sponsor preferences and contributions.

Conclusion:

Partnering with the Anza-Borrego Foundation to support our BioBlitz presents a unique opportunity for your organization to showcase its commitment to environmental conservation, education, and community engagement. Your support will not only help make this event possible but also contribute to the long-term preservation of one of California's most treasured natural landscapes - Anza-Borrego Desert State Park.

We invite you to join us in this exciting endeavor and make a positive difference for Anza-Borrego Desert State Park and the communities it serves. Together, we can inspire a deeper appreciation for the wonders of nature and empower future generations to become stewards of our planet.

Thank you for considering this sponsorship opportunity. We look forward to the possibility of partnering with you and creating a memorable and impactful event for all involved.

Sincerely,

Samantha Young

Education Manager

Anza-Borrego Foundation

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