



NORMAN BIRD  
SANCTUARY

Est. 1949

Seven Decades of Conservation,  
Education, and Community



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# Sponsorship Overview

Sponsoring the Norman Bird Sanctuary connects you with thousands of people who share a passion for wildlife, nature, education, and community.

By sponsoring the Sanctuary in 2025, you show our audience your commitment to conservation and environmental education in the Aquidneck Island community.

<b>Sponsor</b>	<b>Level</b>	<b>Commitment</b>
<i>Hawk</i>	Presenting Sponsor	\$20,000
<i>Heron</i>	Premier Sponsor	\$10,000
<i>Owl</i>	Lead Sponsor	\$5,000
<i>Plover</i>	Featured Sponsor	\$2,500
<i>Catbird</i>	Supporting Sponsor	\$1,000
<i>Chickadee</i>	Sanctuary Friend	\$500

A group of children and adults are gathered around a pile of seaweed on a beach. They are looking down at the seaweed with interest, some touching it. The scene is outdoors, and the background is slightly blurred, focusing attention on the group and their activity.

***Our mission is to  
spark people's  
curiosity to explore,  
steward, and find  
peace and joy in  
nature.***

## About Us

Norman Bird Sanctuary is a nonprofit wildlife sanctuary and environmental education center with more than 300 acres of diverse habitats and 7 miles of hiking trails. **We preserve and protect the habitats in our care and we provide environmental education to a diverse community of all ages and abilities.** We have positively impacted the quality of life on Aquidneck Island and across the state for more than 75 years.

Our mission is to spark people's curiosity to explore, steward, and find peace and joy in nature. **To carry out our mission, year after year, we commit to:**



Community partnerships that are activated by expansive, diverse programming at our **inclusive and accessible** campus.

**Land and habitat management** that is comprehensive and informed by science.

Serving as a **vibrant living laboratory**, inspiring “kids,” young and young at heart, to engage with and protect our local environment.

***“The Sanctuary is a very special place on Aquidneck Island. A real treasure, showcasing the strength and possibilities of preservation.”***

**-Norman Bird Sanctuary visitor**

# Our Campus

**8**

Teaching  
Gardens

**300+**

Migratory Bird  
Nest Boxes

**CURIOSITY  
LAB**  
Learning Lab  
for All Ages

**7**

Miles of Hiking  
Trails

**11**

Restored  
Buildings

# Bird's Eye View

Norman Bird Sanctuary offers Aquidneck Island visitors and residents **unique, thoughtful opportunities to connect with nature** through dynamic programs, engaging educational activities, and meaningful events.

**A sponsorship with the Norman Bird Sanctuary puts your business in front of a vibrant digital network and community of supporters throughout an annual calendar of 150+ events and programs.**

**12,000**

Newsletter  
subscribers

**16,000**

Social media  
followers

**156,000**

Annual  
website views

**20,000**

Annual trail  
visitors

**10,000**

Annual  
program  
attendees

**40+**

Partner  
organizations

**150+**

Annual  
programs

**250+**

Annual  
volunteers

**800**

Summer  
Campers

# Helping Hands

Caring for 300 acres of open space and wildlife habitat is no small task. Each year, **incredible business supporters like you help us** to preserve, protect, and steward this land for generations to come.





# Your Place in Our Community

Community is at the heart of the Norman Bird Sanctuary. For more than 75 years, the Sanctuary has been Aquidneck Island's premier destination to explore and learn in nature.

When you join our community, **you are part of a 75-year legacy** that includes birders, hikers, scientists, artists, and lovers of nature who have dedicated themselves to preserving this ecologically valuable land for the benefit of the humans, animals, and birds that find sanctuary here.

**Sponsorship provides you with exclusive opportunities to engage with Norman Bird Sanctuary's audience while showing your commitment to environmental stewardship, dynamic educational programming, and community building.**



# Sponsorship Levels

## *ALL SPONSORS RECEIVE:*

- Recognition in Annual Report
- Logo feature on Annual Meeting print collateral
- Logo featured on staff, volunteer, and Green Team Harvest Fair tee shirts
- 10% discount on rentals of NBS facilities
- Year-round unlimited trail use for employees
- Employee volunteer opportunities



## **HAWK \$20,000** *Presenting Sponsor*

- Sponsor spotlight in 52 *NBS This Week* weekly newsletters
- Sponsor spotlight in 26 *NBS E-News* bi-weekly newsletters
- Prominent logo and business link feature on NBS website
- Sponsor features on NBS Instagram and Facebook
- On-site recognition in NBS Welcome Center and Curiosity Lab
- Logo featured on all event print collateral
- Tabling opportunities at NBS events throughout the year
- Free rental of Mabel's Studio and Lawn meeting space (*subject to availability*)
- Free two-night rental of Paradise Farmhouse for up to 16 guests (*subject to availability*)
- Invitations and tickets to special events



## **HERON \$10,000** *Premier Sponsor*

- Sponsor spotlight in 52 *NBS This Week* weekly newsletters
- Logo and business link feature on NBS website
- Sponsor feature on NBS Instagram and Facebook
- On-site recognition in NBS Welcome Center
- Logo featured on all event print collateral
- Tabling opportunities at Birds & Breakfast, Beach Bash, and Harvest Fair
- Free rental of Mabel's Studio and Lawn meeting space (*subject to availability*)
- Invitations and tickets to special events



**OWL \$5,000** *Lead Sponsor*

- Sponsor spotlight in 26 *NBS E-News* bi-weekly newsletters
- Logo and business link featured on NBS website
- Sponsor features on NBS Instagram and Facebook
- Logo featured on event print collateral May through October (Birds & Breakfast through Harvest Fair)
- Tabling opportunities at Birds & Breakfast and Harvest Fair
- Free rental of Mabel's Studio and Lawn meeting space (*subject to availability*)
- Invitations and tickets to special events



**PLOVER \$2,500** *Featured Sponsor*

- Sponsor spotlight in 12 *NBS This Week* newsletters (monthly feature)
- Logo and business link featured on NBS website
- Sponsor features on NBS Instagram and Facebook
- Tabling opportunities at Birds & Breakfast and Harvest Fair
- Invitations and tickets to special events



**CATBIRD \$1,000** *Supporting Sponsor*

- Sponsor spotlight in 6 *NBS This Week* newsletters (bi-monthly feature)
- Logo featured on NBS website
- Tabling opportunity at Harvest Fair
- Invitations and tickets to special events



**CHICKADEE \$500** *Sanctuary Friend*

- Sponsor spotlight in 4 *NBS This Week* newsletters (quarterly feature)
- Logo featured on NBS website

# 2025 Special Events and Programs

## MARK YOUR CALENDAR!

*Norman Bird Sanctuary's special events and programs build community and inspire people of all ages. Gain exposure at lively, educational, and memorable events and programs throughout the year.*

**MAY 17**  
**8:00 - 11:00 AM**

**Birds & Breakfast:** Celebrate spring and join the Norman Bird Sanctuary for a beloved community event. Gather your flock for a buffet breakfast, guided bird walks, Hawk Talks, crafts for kids, live music, and more!



**MAY 23**  
**TO MAY 30**

**Paint Paradise Plein Air Week:** Plein Air Week will honor the artistic legacy of our founder, Mabel Norman Cerio, and the cultural significance of the Sanctuary's landscape. This will be a free, week-long event for artists of all disciplines to be inspired by and create work across our 300-acre campus.



**MAY 30**  
**5:30 - 8:00 PM**

**Paint Paradise Reception and Juried Benefit Show:** Plein Air Week's culminating cocktail reception featuring a juried benefit show and sale.

**JUNE**  
**THROUGH**  
**AUGUST**

**Summer Concert Series:** Join the Norman Bird Sanctuary and Newport Live for the fifth installment of the Summer Concert Series! Enjoy music from critically acclaimed musicians on the Sanctuary's serene Studio Lawn at sunset.

**SUMMER**  
**CONCERT SERIES**

**JULY 30**  
**5:30 - 7:30 PM**

**Beach Bash:** Family and friends of all ages will gather on Third Beach for a summer celebration featuring games, live music, s'mores, bonfires, and more.



**OCTOBER 4 & 5**  
**10:00 AM -**  
**5:00 PM**

**Harvest Fair:** This award-winning event is a fall favorite on Aquidneck Island. Challenge friends to a sack race, compete in the Home & Garden Competition, peruse the Crafter's Tent, enjoy live music, and so much more during this weekend of festivities for the whole family!



**OCTOBER 25**  
**1:00 - 4:00 PM**

**Treats Along the Trails:** Wear your best costume for a Halloween exploration of the Sanctuary's trails, featuring yummy treats!



**NOVEMBER 6**  
**5:30 - 7:00 PM**

**Annual Meeting:** Gather with staff, Board, volunteers, and supporters of the Sanctuary to review highlights of the year, applaud volunteer contributions, and learn about goals and plans for the year ahead.

**DECEMBER 12**  
**4:30 - 6:30 PM**

**Holly Days:** 'Tis the season to join the Norman Bird Sanctuary for a festive winter celebration.



SCAN QR CODE TO SEE YEAR-LONG EVENTS CALENDAR

## Customize Your Sponsorship

*We will work with you to tailor a sponsorship opportunity to your business needs while supporting our mission and programming. Explore some of our current partners who have customized their sponsorships.*



11th Hour Racing is the Presenting Sponsor of Harvest Fair. With 11th Hour Racing's support, we corrected 41 vendors from using single-use plastics to more sustainable materials, diverted more than 330 pounds of recycling and compost from the landfill, and educated upwards of 7,500 Fairgoers about zero-waste principles. This collaboration strengthens our efforts to engage in sustainable operational practices with quantifiable environmental benefits, while serving 11th Hour Racing's mission of improving environmental and ocean health.



Ragged Island Brewing Co. is our exclusive beer sponsor and donates their craft brews for use at our special events throughout the year. In honor of our 75th Anniversary in 2024, Ragged Island brewed a special edition *Hanging Rock IPA*, with 10% of proceeds donated to support our mission.



Newport Restaurant Group supports Beach Bash and provides a selection from their catering menu for event attendees. This sponsorship exhibits Newport Restaurant Group's mission of providing exceptional, quality food and service while supporting our goal of connecting community members over joyful experiences in nature.



Discover Newport underwrites trail fees through their customized *Winter in Nature* sponsorship. We are proud to partner with Discover Newport to promote their commitment to providing Aquidneck Island visitors and residents with unique experiences throughout the year, while enhancing access to nature through our trails.



2 Hands Studio sponsors the “Family Chill Zone” tent at Harvest Fair, providing a space to take a break from the hustle and bustle of the Fair, a feeding area for nursing mothers, and a changing area for babies and children. This sponsorship showcases 2 Hands Studio’s commitment to local families and increases our capacity to operate as an accessible hub for people of all ages and abilities.



The Pennfield School sponsors the Harvest Fair Zero-Waste Green Team and engages dozens of students in volunteerism, sustainability education, and community building. We are grateful to spotlight and share the Pennfield School’s dedication to environmental education for the next generation through this partnership.



Bruno Painting supports Birds & Breakfast and Beach Bash by providing activities, like birdhouse painting, that encourage creative exploration of nature. We are passionate about exploring the intersection of art and nature and value Bruno Painting’s partnership in encouraging this.

# Sponsor Commitment Form

I am pleased to support the Norman Bird Sanctuary in 2025 as a:

- Hawk Sponsor (\$20,000)
- Heron Sponsor (\$10,000)
- Owl Sponsor (\$5,000)
- Plover Sponsor (\$2,500)
- Catbird Sponsor (\$1,000)
- Chickadee Sponsor (\$500)
- I'm interested in customizing my sponsorship. Please connect with me to discuss details.



## Contact Information

Company/Individual Name \_\_\_\_\_

Public Listing \_\_\_\_\_

Contact Name \_\_\_\_\_

Email \_\_\_\_\_ Phone \_\_\_\_\_

Street \_\_\_\_\_

Town/City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

## Payment Information

Check made payable to Norman Bird Sanctuary

Please charge my credit card

Credit card # \_\_\_\_\_

Expiration Date \_\_\_\_\_ CVC \_\_\_\_\_ Billing Zip \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

*Please return via mail or email to [Giving@NormanBirdSanctuary.org](mailto:Giving@NormanBirdSanctuary.org).*

*Logo requirements: 160px x 160px .PNG of at least 100KB*



NORMAN BIRD SANCTUARY

# PLEASE JOIN US!

For more information, please  
be in touch with the Giving Team



[www.NormanBirdSanctuary.org](http://www.NormanBirdSanctuary.org)



[Giving@NormanBirdSanctuary.org](mailto:Giving@NormanBirdSanctuary.org)



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