



NORMAN BIRD
SANCTUARY

Est. 1949

Seven Decades of Conservation,
Education, and Community



Table of Contents

- 02 Sponsorship Overview
- 04 About Us
- 06 Bird's Eye View
- 07 Helping Hands
- 08 Join Our Community
- 09 Sponsorship Levels
- 11 Customize Your Sponsorship
- 13 Sponsor Commitment Form

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 2026, you show our audience your commitment to conservation and environmental education in the Aquidneck Island community.

Sponsor	Level	Commitment
<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



***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 76-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

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 2026 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.

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



Giving@NormanBirdSanctuary.org



401-846-2577



583 Third Beach Road Middletown, RI 02842

