

buzzards
BAY
COALITION



SPONSORSHIP 2023



Event Sponsorship

The Buzzards Bay Coalition's annual outdoor fundraising events connect participants to our local environment in a fun, active, dynamic, and meaningful way. Event sponsorship offers the opportunity to support our mission while sharing your brand with thousands of participants, spectators, volunteers, and community members. Your business or personal support will be highlighted and associated with positive comments and environmental and healthy lifestyle messaging.



1.2 mile open water swim
from New Bedford
to Fairhaven, MA

- **Promotional window:** February-June (5 months)
- **Swimmers:** 350 (plus 100+ volunteers and spectators)
- **Digital/print audience:** 15,000+



7.1 mile run with
Team Buzzards Bay at the
Falmouth Road Race

- **Promotional window:** June-August (3 months)
- **Runners:** 30
- **Digital/print audience:** 15,000+



100, 75, & 35 mile cycling
routes from Little Compton, RI
to Woods Hole, MA

- **Promotional window:** May-October (5 months)
- **Cyclists:** 475 (plus 150+ volunteers and spectators)
- **Digital/print audience:** 15,000+





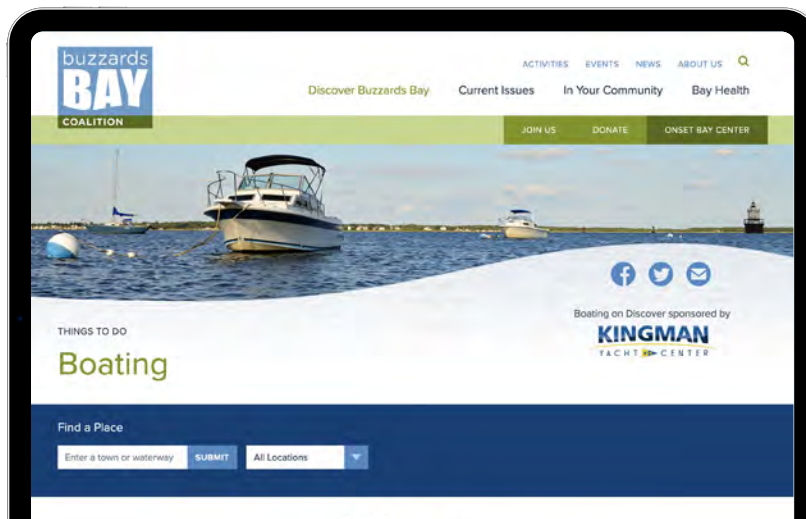
Discover Sponsorship

Discover Buzzards Bay is the Coalition's online tool that provides easy to access information about the myriad parks, trails, and beaches the South Coast and Upper Cape have to offer. From hiking and biking to fishing and paddling, the Discover tool encourages users to get outside and enjoy the local environment..

A Discover sponsorship provides the opportunity for your business to be linked to the outdoor destination of your choosing, directly associating your brand with the movement to get outdoors and enjoy healthy living.

Sponsor a specific location page in your neighborhood, such as [Goodwill Park](#) or [Round Hill Beach](#), or a specific activity page related to your business, such as [paddling](#) or [bicycling](#). We'll be happy to provide recommendations and help with your decision.

Your logo will be displayed prominently at the top of the webpage of your choosing. See below for an example, as well as our most visited pages from 2022.



Page Views in 2022 (Places to Go)

- 1 Cape Cod Canal: 24,463
- 2 Onset Beach: 14,292
- 3 Old Silver Beach: 12,275
- 4 Phoenix Bike Trail: 8,275
- 5 Gooseberry Island: 7,703

Page Views in 2022 (Things to Do)

- 1 Hiking/Walking: 7,722
- 2 Paddling: 4,748
- 3 Bicycling: 3,788
- 4 Dog Walking: 3,539
- 5 Boating: 3,387



Corporate Sponsorships are for the calendar year in which the financial contribution is made to the Coalition.

All sponsors will have their company’s name featured by sponsorship level on the Coalition’s website; be listed in the Coalition’s Annual Report; receive Coalition bumper stickers, window decals, and a discount on Coalition merchandise.

	Gold \$1,000	Platinum \$2,500	Diamond \$5,000	Premier \$15,000
LEVELS & BENEFITS (Event Sponsor – select one event)				
Event registrations	2	4	6	6
Event t-shirts	2	4	6	6
Logo size on event t-shirt	small	medium	large	large
Logo size on Ride jersey (if applicable)	small	medium	large	large
Logo on emails to participants	✓	✓	✓	✓
Thank you signage and business banner at event	✓	✓	✓	✓
Table at event		✓	✓	✓
Logo on event flyer		✓	✓	✓
Recognition in Coalition event press releases			✓	✓
	OR	OR	OR	AND
LEVELS & BENEFITS (Discover Sponsor)				
Social media exposure	✓	✓	✓	✓
Bay Buzz recognition	✓	✓	✓	✓
Logo on local Discover Buzzards Bay webpages		1	2	2
Co-branded radio spots on WCAI (38,950 listeners)		9	18	18
Digital ad on WCAI website (2,000 impressions/week)		✓	✓	✓
Volunteer opportunities		✓	✓	✓
Team-building activities				✓
Logo on Discover Buzzards Bay landing page				✓

Company name on the Coalition sponsor webpage, listing in the Annual Report, Coalition bumper sticker and decal, discount on Coalition merchandise, social media exposure	<input type="checkbox"/> \$500 Partner Level
Company name on the Coalition sponsor webpage, listing in the Annual Report, Coalition bumper sticker and decal, discount on Coalition merchandise	<input type="checkbox"/> \$250 Bronze Level

Presenting Sponsorships are also available for the Buzzards Bay Swim and the Watershed Ride, the Coalition’s signature events.
For more information, contact Jonah Guerin at (508) 999-6363 x207 or guerin@savebuzzardsbay.org.