Mobile Baykeeper is gearing up for another banner year in 2021. Since Covid-19 took root in the U.S., our organization has faced numerous challenges. With the help of our sponsors, members, and dedicated community, we managed to finish 2020 better than expected. Throughout the tumult of the past year, we continued to fight tooth and nail for the Mobile Bay Watershed. And despite adopting a more virtual approach for fundraising and educational events, we made as much of an impact as any year prior.

The natural resources of Coastal Alabama provided the best regimen for our physical and mental health throughout 2020, which meant Mobile Baykeeper was called upon more than ever. We took more water-quality samples so you knew when and where it was safe to swim. We followed up on more pollution reports because you saw a problem and wanted it addressed. And we created more opportunities for projects like Do-It-Yourself cleanups by providing kits on both sides of the Bay.

We do not know how 2021 will unfold, but whether our events are in-person or virtual affairs, we expect to keep growing Mobile Baykeeper and tapping into new sectors of our community, giving your brand more reach than ever before. But we can't do it alone. We need your financial support to keep fighting for our watershed and coastal communities.
ABOUT US

OUR MISSION
Mobile Baykeeper provides citizens a means to protect the beauty, health, and heritage of the Mobile Bay Watershed and our coastal communities.

OUR WORK
Mobile Baykeeper works to
- Educate and engage the community
- Resolve environmental issues
- Protect our future

With a growing membership of more than 5,000 members and nearly 2,500 volunteers, Mobile Baykeeper is working hard to ensure future generations can swim, fish, and work in Alabama’s coastal waterways.

HOW WE CAN HELP YOUR BUSINESS

Mobile Baykeeper is the only nonprofit organization dedicated to serving as your environmental watchdog, informed voice of reason, and collaborator for solutions for clean water, clean air, and healthy communities. Our sponsors and supporters benefit when they are aligned with our cause and presented to the community as a business dedicated to protecting our way of life. Here are a few ways we can help deliver your marketing objectives and enhance your brand and reach:

- Build Brand Loyalty
- Strengthen Brand Image
- Generate PR & Media Coverage
- Create Employee Brand Advocates
- Strengthen Community Ties

According to the Furman Center for Corporate and Professional Development, 97% of marketing executives believe “cause-marketing” is a valid business strategy. When choosing between two brands of equal quality and price, 90% of U.S. shoppers are likely to switch to a “cause-branded” product. Our sponsorship opportunities will make your business look good and feel even better. Our development team is happy to promote and enhance your brand as a responsible corporate citizen.
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BY THE NUMBERS
Mobile Baykeeper helps sponsors reach their target audiences and gain exposure through defined channels in person, in print, and online.

19,000 email subscribers
5,350 print newsletter recipients
64,400 unique website visitors (yearly avg.)
107,200 pageviews (yearly avg.)

SOCIAL MEDIA FANS
16.7k Facebook fans
5.18k Twitter followers
4.95k Instagram followers
100,000 impressions per month (average)

Average Audience Demographics Year-Over-Year

GENDER
Female 55.9%
Male 44.1%

AGE

LOCATION

Alabama Outside Mobile & Baldwin 12%
Outside Alabama 9.2%
Baldwin County 25.9%
Mobile County 53%
TAILOR YOUR CORPORATE PARTNERSHIP

Help sponsor Mobile Baykeeper’s mission with a partnership agreement between your company and ours. This is not just about raising funds – it’s about matching two visions to further benefit our community. So tap into the event opportunities that resonate with your target audience and support your company’s mission. We’ll ensure your organization is supporting the event(s) that best suit your marketing initiatives and needs.

Partnerships are available across three areas: education (Strategic Watershed Awareness & Monitoring Program), public health (Swim Where It’s Monitored), and citizen engagement (Muddy Water Watch). When you support clean water, Alabama’s coastal communities support you.
CORPORATE SPONSORSHIP
One-to-Five Year Commitment

Let us help you optimize your marketing dollars with a tailored sponsorship package. Committing to Mobile Baykeeper at a financial level of your choosing will enhance your brand as a responsible corporate citizen. We can work together to ensure you shine in front of your target audience and improve the impact of your message.

CORPORATE SPONSORSHIP LEVELS
All Packages include listing as an official Corporate Sponsor of Mobile Baykeeper on our website and print materials for the duration of your commitment.

$25,000 per year
- Speckled Trout Sponsor – Bay Bites Food Truck Festival ($2,500 value)
- Pre-Race Event Sponsor – Publix Grandman Triathlon ($5,000 value)
- Title Sponsor – Bay Awakening ($10,000 value)
- Osprey Sponsor – Bay Bash ($2,500 value)
- Sponsor a new Swim Where It's Monitored (SWIM) site ($1,500 value)
- Inclusion in major donor events – dates and events to be determined ($1,500 value)
  *pending vaccine/Covid Etc.*

$15,000 per year
- Red Fish Sponsor – Bay Bites Food Truck Festival ($1,000 value)
- Swim Cap Sponsor – Publix Grandman Triathlon ($2,500 value)
- Speaker Sponsor – Bay Awakening ($5,000 value)
- Great Blue Heron Presenting Sponsor ($7,500 value)
- Inclusion in major donor events – dates and events to be determined ($1,500 value)
  *pending vaccine/Covid Etc.*

$10,000 per year
- Transition Area Sponsor – Publix Grandman Triathlon ($3,500 value)
- Gift Sponsor – Bay Awakening ($2,500 value)
- Osprey Sponsor – Bay Bash ($2,500 value)
- Inclusion in major donor events – dates and events to be determined ($1,500 value)
  *pending vaccine/Covid etc.*
### Event Sponsorship Opportunities

<table>
<thead>
<tr>
<th>Event Name</th>
<th>Target Audience</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>BAY BITES FOOD TRUCK FESTIVAL</strong> (Summer)</td>
<td>Young professionals and families, up-and-coming local leaders and influencers</td>
</tr>
<tr>
<td><strong>PUBLIX GRANDMAN TRIATHLON (May 22)</strong></td>
<td>Adult athletes across the Southeast and local families</td>
</tr>
<tr>
<td><strong>BAY SPLASH EVENTS</strong></td>
<td>Date varies according to the event</td>
</tr>
<tr>
<td><strong>BAY AWAKENING (Spring)</strong></td>
<td>Individuals, local businesses, local leaders, and influencers</td>
</tr>
<tr>
<td><strong>BAY BASH (Fall)</strong></td>
<td>Sophisticated, well-established local leaders, business owners, and professionals</td>
</tr>
</tbody>
</table>
Hosted by our Young Advisory Council (YAC) Leadership Committee, Bay Bites is an annual food truck festival that highlights the Mobile Baykeeper mission. The event boasts the region’s best food trucks, premium craft beer, live music, lawn games, and a variety of family-friendly entertainment on the riverfront of downtown Mobile. Tickets typically sell out early.

**About the Attendees (Average Year-over-year)**

- **Gender**: Male 48%, Female 52%
- **Age**: 18-24: 25%, 25-34: 25%, 35-44: 20%, 45-54: 15%, 55+: 10%
- **Home Location**: Baldwin County 21.3%, Mobile County 54.8%, Outside Alabama 14.9%

**ROI for Sponsors**

*Over 1,350 attendees & volunteers in past years*

This festive event provides you with:

- Logo/name acknowledgement by media outlets and in heavy advertising online, in print and on radio
- Excellent exposure to a young, trendy audience
- Engaging volunteer opportunities for your employees
- Confidence that your investment has a positive impact on the health of the Mobile Bay Watershed and our coastal communities
SPONSORSHIP LEVELS
(Benefit represents the dollar value that is not tax-deductible)

SNAPPER TITLE SPONSOR $5,000 ($250 BENEFIT)
- Business will be the official title sponsor of Bay Bites Food Truck Festival
- Business banner featured at main entrance of event
- Business prominently mentioned in press releases, social media posts, and advertising
- Business logo will appear on promotional posters related to the event
- Business logo with hyperlink featured on Bay Bites webpage for one full year
- Business logo featured in Bay Waves eNewsletter
- 25 complimentary tickets to event

SPECKLED TROUT SPONSOR $2,500 ($150 BENEFIT)
- Business banner prominently featured at event
- Business prominently mentioned in press releases, social media posts, and advertising
- Business logo will appear on promotional posters related to the event
- Business logo with hyperlink featured on Bay Bites webpage for one full year
- Business logo featured in Bay Waves eNewsletter
- 15 complimentary tickets to event

RED FISH SPONSOR $1,000 ($80 BENEFIT)
- Business banner featured at event
- Business mentioned in press releases, social media posts, and advertising
- Business logo will appear on promotional posters related to the event
- Business logo with hyperlink featured on Bay Bites webpage for one full year
- Business logo featured in Bay Waves eNewsletter
- 8 complimentary tickets to event

FLOUNDER SPONSOR $500 ($60 BENEFIT)
- Business banner featured at event
- Business logo will appear on promotional posters related to the event
- Business logo with hyperlink featured on Bay Bites webpage for one full year
- Business logo featured in Bay Waves eNewsletter
- 6 complimentary tickets to event

BLUE CRAB SPONSOR $250 ($40 BENEFIT)
- Business banner featured at event
- Business logo will appear on promotional posters related to the event
- Business logo with hyperlink featured on Bay Bites webpage for one full year
- Business logo featured in Bay Waves eNewsletter
- Business will be able to have a booth or table at the event
- 4 complimentary tickets to event

58,000 event reach
9,000 subscribers
3,000 pageviews
The Publix Grandman Triathlon Weekend is a time-honored tradition on Mobile Bay. For nearly two decades, Mobile Baykeeper has hosted local and out-of-town athletes, in addition to thousands of spectators and volunteers, for an exciting weekend that showcases the beauty of our Bay. With this sponsorship, you will reach more than 700 racers and 1,900 spectators on race day, and hundreds more months in advance and after the event.

The Publix Grandman Triathlon is one of Mobile Baykeeper’s premiere annual events, attracting individual and team-racers of all ages and skill levels from the Southeast and beyond. Grandman begins on Saturday morning at Fairhope Pier with a one-third mile swim, followed by an 18-mile bike ride through the city of Fairhope and surrounding countryside, ending with a 5k run along the Bay to the finish line at Fairhope Park, where the athletes receive medals and refreshments from cheering volunteers.

About Our Racers (Average Year-over year)

![Gender Distribution](image)

- **AGE**
  - Female
  - Male
  - Total

- **TOP LOCATIONS**

- **AVERAGE INCOME:** $100K+

ROI for Sponsors

*More than 2,600 attendees, volunteers, & racers in recent years!*

Grandman is Mobile Baykeeper’s largest fundraiser of the year with the promotional efforts to match. As a sponsor, you’ll receive:

- Logo/name acknowledgement by media outlets as well as presence in advertising for online, print, and radio
- Excellent exposure to an active audience from the Southeast and beyond
- Fun volunteer opportunities for your business to help out in the fight for clean water
SPONSORSHIP LEVELS

TRANSITION AREA SPONSOR $5,000 ($750 BENEFIT)
- Business will have the right to use the Grandman logo and claim itself as the official Transition Area Sponsor
- Business logo will appear on banners and signs at race site in and around the transition area
- Business logo will appear on the race technical (dri-fit) t-shirt
- Business will benefit from print and media advertising for the event
- Business logo with hyperlink featured on the official Grandman Triathlon website for one full year
- 10 official Grandman Triathlon technical t-shirts and 8 complimentary entries for the Grandman Triathlon

FINISHER’S MEDAL SPONSOR $3,000 ($400 BENEFIT)
- Business will have the right to use the Grandman logo and claim itself as the official Finisher’s Medal Sponsor
- Business logo will appear on banners and signs at race site
- Business logo will appear on each finisher’s medal lanyard along with the title sponsor (approx. 800 medals)
- Business logo will appear on the race technical (dri-fit) t-shirt
- Business will benefit from print and media advertising for the event
- Business logo with hyperlink featured on the official Grandman Triathlon website for one full year
- 8 official Grandman Triathlon technical t-shirts and 4 complimentary entries for the Grandman Triathlon

SWIM CAP SPONSOR $2,500 ($375 BENEFIT)
- Business will have the right to use the Grandman logo and claim itself as the official Swim Cap Sponsor
- Business logo will appear on banners and signs at race site
- Business logo will appear on the swim cap of every racer
- Business logo will appear on the race technical (dri-fit) t-shirt
- Business will benefit from print and media advertising for the event
- Business logo with hyperlink featured on the official Grandman Triathlon website for one full year
- 6 official Grandman Triathlon technical t-shirts and 4 complimentary entries for the Grandman Triathlon

POSTER SPONSOR $2,000 ($275 BENEFIT)
- Business will have the right to use the Grandman logo and claim itself as the official Poster Sponsor
- Business logo will appear on banners and signs at race site
- Business logo prominently featured on the official Grandman poster and technical (dri-fit) t-shirt
- Business will benefit from print and media advertising for the event
- Business logo with hyperlink featured on the official Grandman Triathlon website for one full year
- 6 official Grandman Triathlon technical t-shirts and 4 complimentary entries for the Grandman Triathlon
TECHNICAL T-SHIRT SPONSOR $1,250 ($200 BENEFIT)

- Business will have the right to use the Grandman logo and claim itself as a Technical T-shirt Sponsor
- Business logo will appear on banners and signs at race site
- Business logo will appear on the race technical (dri-fit) t-shirt distributed to each racer and available for sale at packet pick-up locations and race day
- Business will benefit from print and media advertising for the event
- Business logo with hyperlink featured on the official Grandman Triathlon website for one full year
- 4 official Grandman Triathlon technical t-shirts and 2 complimentary entries for the Grandman Triathlon

WATER STOP SPONSOR $750 ($100 BENEFIT)

- Business will have the right to use the Grandman logo and claim itself as a Water Stop Sponsor
- Business will be able to set up a table on the run course to hand out water to racers as they pass
- Business logo will appear on banners and signs at race site
- Business will benefit from media and print advertising for the event
- Business logo with hyperlink featured on the official Grandman Triathlon website for one full year
- 2 official Grandman Triathlon technical t-shirts and 1 complimentary entry for the Grandman Triathlon

POST-RACE PARTY SPONSOR $500 ($50 BENEFIT)

- Business will have the right to use the Grandman logo and claim itself as a Post-Race Party Sponsor
- Business able to set up a table at the post-race event celebration with all racers and spectators present
- Business logo will appear on banners and signs at race site at the post-race event celebration
- Business will benefit from media and print advertising for the event
- Business logo with hyperlink featured on the official Grandman Triathlon website for one full year
- 2 official Grandman Triathlon technical t-shirts and 1 complimentary entry for the Grandman Triathlon

VENDOR SPONSOR $250 ($15 BENEFIT)

- Business name will appear on banners at the event
- Business will benefit from media and print advertising for the event
- Business logo with hyperlink featured on the official Grandman Triathlon website for one full year
- 2 official Grandman Triathlon technical t-shirts
Bay Awakening

Bay Awakening is an event that highlights Mobile Baykeeper’s work as the environmental watchdog, informed voice of reason, and collaborator for solutions as we work to protect the Mobile Bay Watershed and our coastal communities. Over the course of an evening, guests enjoy a gourmet meal while listening to a guest speaker, watching a Baykeeper video, and receiving a copy of our annual report. Executive Director Casi Callaway and select board members will speak on ways to get involved with our work.

About the Attendees (Average Year-over-year)

The average gender distribution is 60% male and 40% female. The average age range is 30-40 years old, with a significant number of attendees aged 20-30 and 40-50 years old. The location breakdown shows the majority of attendees are from Mobile County, with a smaller portion from Baldwin County.

Title Sponsor $10,000 ($5,400 Benefit)

More than 200 attendees in 2019!

- Table (10 seats) with signage
- Logo listed on event program and featured on screen during event
- Logo with hyperlink featured on Bay Awakening webpage for one full year
- Logo included in event invitation/e-blasts (sent to 18.9k+ email subscribers)
- Name highlighted in event press release
- Verbal recognition from the event emcee
- Personalized social media post (16.7k+ Facebook followers)
- Recognition in photos at event
**SPEAKER SPONSOR $5,000 ($2,900 BENEFIT)**
At this level, you will receive recognition at the event, including a reserved table for 10.
- Table (10 seats) with signage
- Logo listed on event program
- Logo with hyperlink featured on Bay Awakening webpage for one full year
- Logo included in event invitation/e-blasts (sent to 18.9k+ email subscribers)
- Name highlighted in event press release
- Verbal recognition from the event emcee
- Personalized social media post (16.7k+ Facebook followers)
- Recognition in photos at event

**GIFT SPONSOR $2,500 ($1,400 BENEFIT)**
At this level, you will receive recognition at the event, including a reserved table for 10.
- Table (10 seats) with signage
- Logo listed on event program
- Logo with hyperlink featured on Bay Awakening webpage for one full year
- Logo included in event invitation/e-blasts (sent to 18.9k+ email subscribers)
- Name highlighted in event press release
- Verbal recognition from the event emcee
- Personalized social media post (16.7k+ Facebook followers)
- Recognition in photos at event

**TABLE SPONSOR $1,000 ($400 BENEFIT)**
At this level, you will receive recognition at the event, including a reserved table for 10.
- Table (10 seats) with signage
- Logo listed on event program
- Logo with hyperlink featured on Bay Awakening webpage for one full year
- Logo included in event invitation/e-blasts (sent to 18.9k+ email subscribers)
- Name highlighted in event press release
- Verbal recognition from the event emcee
- Personalized social media post (16.7k+ Facebook followers)
- Recognition in photos at event
Bay Bash is our year-end, annual celebration of Mobile Bay and its coastal communities. The event features signature dishes prepared and served by local restaurants and caterers, artisanal cocktails, live entertainment, a silent auction, and our limited-edition Bounty of the Bay baskets, which boast some of the most coveted items on the Gulf Coast. The baskets are a great way for sponsors to get their products in the hands of our community.

With the exception of 2020, the soiree has taken place on the downtown Mobile waterfront, where guests are treated to a beautiful sunset on the Mobile River. Bay Bash serves as our annual member meeting and fundraiser. But it’s also a time to raise a glass and celebrate our work for clean water, clean air, and healthy communities. Guests must be at least 21 years of age to attend.

Bay Bash guests are always a “who’s who” of local community leaders. These are individuals that know and love Mobile Bay and are committed to ensuring future generations can enjoy its natural wonder just like they have.

About the Attendees (Average Year-over year)

ROI for Sponsors

More than 275 attendees & volunteers in past years!

Bay Bash is a sophisticated event, and sponsors benefit from:
- Logo/name in heavy advertising online, in print and on radio
- Excellent exposure to a well-educated, affluent audience
- Volunteer opportunities for employees
- Confidence that your investment has a positive impact on the health of the Mobile Bay Watershed and our coastal communities
SPONSORSHIP LEVELS

GREAT BLUE HERON PRESENTING SPONSOR

$7,500 ($1,000 BENEFIT)

- Business will be honored as the presenting sponsor of Bay Bash
- Business banner featured at the main entrance to the event
- Business will have reserved table at the event
- Color advertisement in Bay Waves paper newsletter mailed to 5,000+ households
- Business name prominently featured in press releases, social media posts, and advertising
- Business logo will appear on posters promoting the event
- Business logo with hyperlink featured on Bay Bash webpage for one full year
- Business logo with hyperlink included in Bay Waves eNewsletter
- 16 complimentary tickets to the event (food and wine/beer included)
- Business logo will be featured prominently within Bounty of the Bay Gift Basket as Title Sponsor

IBIS SPONSOR $5,000 ($750 BENEFIT)

- Business banner prominently featured at event
- Color advertisement in Bay Waves paper newsletter mailed to 5,000+ households
- Business name mentioned in press releases, social media posts, and advertising
- Business logo will appear on posters promoting the event
- Business logo with hyperlink featured on Bay Bash webpage for one full year
- Business logo included in Bay Waves eNewsletter
- 12 complimentary tickets to the event (food and wine/beer included)
- Business logo will be featured prominently within Bounty of the Bay Gift Basket as Title Sponsor

53,000 event reach

9,000 subscribers

1,000 pageviews
OSPREY SPONSOR $2,500 ($375 BENEFIT)
• Business banner featured at event
• Color advertisement in Bay Waves paper newsletter mailed to 5,000+ households
• Business name mentioned in press releases, social media posts, and advertising
• Business logo will appear on posters promoting the event
• Business logo with hyperlink featured on Bay Bash webpage for one full year
• Business logo included in Bay Waves eNewsletter
• 6 complimentary tickets to the event (food and wine/beer included)
• Business logo will be featured prominently within Bounty of the Bay Gift Basket as Title Sponsor

BROWN PELICAN TABLE SPONSOR $1,000 ($250 BENEFIT)
• Business banner featured at event
• Business will have reserved table with signage at the event
• Business logo will appear on posters promoting the event
• Business logo with hyperlink featured on Bay Bash webpage for one full year
• Business logo included in Bay Waves eNewsletter
• 4 complimentary tickets to the event (food and wine/beer included)
• Business logo will be featured within Bounty of the Bay Gift Basket informational packet

EGRET SPONSOR $500 ($125 BENEFIT)
• Business banner featured at event
• Business logo will appear on posters promoting the event
• Business logo with hyperlink featured on Bay Bash webpage for one full year
• Business logo included in Bay Waves eNewsletter
• 2 complimentary tickets to the event (food and wine/beer included)
• Business logo will be featured within Bounty of the Bay Gift Basket informational packet

SANDPIPER SPONSOR $250 ($125 BENEFIT)
• Business logo will appear on posters promoting the event
• Business logo with hyperlink featured on Bay Bash webpage for one full year
• Business logo included in Bay Waves eNewsletter
• 2 complimentary tickets to the event (food and wine/beer included)
• Business logo will be featured within Bounty of the Bay Gift Basket informational packet
PROGRAM SPONSORSHIP OPPORTUNITIES

If your business is looking for hands on activities or more direct connections to our clean water efforts, consider funding to support one or more of the following:

Education:
SWAMP (Strategic Watershed and Monitoring Program)
$25,000 per year, per school
- Educate citizens and students on the importance of a healthy watershed, how our actions can impact water quality, and what can be done to protect watersheds.
- Covers watershed basics, threats to water quality, the importance of clean water to our environment, economy, and quality of life, plus how concerned citizens can safeguard precious resources.
- Program presents information to as many schools as possible, using EPA-approved methodology with 10th-12th graders in monthly monitoring sessions.
- Data is uploaded to the Alabama Water Watch database and the Water Rangers web tool for public use.

Public Health:
SWIM (Swim Where It’s Monitored)
$5,000 per site, per season
- Lets citizens know at a glance which areas around the Bay are safe for swimming, fishing, playing, and working.
- Site is updated using most recent water quality testing results from ADEM and Baykeeper’s own Swim Where It’s Monitored (SWIM) program.
- Weekly testing happens in peak swim season (April-September) and monthly testing occurs in the off months (October-March).
- Sponsors pick a site, decide who will collect the samples, and select the day of the week for water quality sampling.

Please contact Programs Director Cade Kistler (ckistler@mobilebaykeeper.org) or Development Coordinator Cece Pless (cpless@mobilebaykeeper.org) if you are interested in sponsoring a SWIM site. With assistance from Mobile Baykeeper, sponsors can determine where to test and whether Baykeeper or a trained volunteer will collect the sample.

Citizen Engagement:
(Muddy Water Watch)
$2,500 per training for 25 people
- State-wide education program training volunteers to monitor for stormwater runoff from construction sites.
- Volunteers learn to recognize when systems are working properly and how to report problems to contractors and/or enforcement agencies when problems persist.
- Program helps to ensure that development and growth respect our natural resources while helping understaffed state agencies monitor construction activities.
PAST & CURRENT SPONSORS

LET’S VISIT!
Mobile Baykeeper wants to learn more about your organization’s mission and goals. We’d love the opportunity to brainstorm and strategize with you how to best meet your advertising and charitable giving needs through a partnership with Mobile Baykeeper.

Contact us
development@mobilebaykeeper.org
251.433.4229

We look forward to working with you!

Casi Callaway
Executive Director & Baykeeper