2022 SPONSORSHIP OPPORTUNITIES

25th Anniversary Edition
Thank you for your interest in sponsoring Mobile Baykeeper. With the help of our sponsors, members, and dedicated community, we continue to advance our work as the Mobile Bay region’s foremost environmental watchdog working for clean water, clean air, and healthy communities.

As we venture into another year of opportunities for growth and learning, we are grateful for the continued support that your generosity provides.

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ABOUT US

OUR MISSION
Mobile Baykeeper’s mission is to provide citizens the 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 more than **2,600** volunteers, Mobile Baykeeper is working hard to ensure future generations can swim, fish, work, and play in Alabama’s coastal waterways.

HOW WE HELP YOUR BUSINESS

Mobile Baykeeper helps sponsors reach their target audiences and gain exposure through defined channels in person, in print, and online. Sponsors profit from our 9,000+ email subscribers, 5,350 print newsletter recipients, 64,000+ unique website visitors, 107,000+ page views, and 4,000+ in-person event attendees.

Our sponsors benefit when they are aligned with our efforts and showcase their commitment to protecting our environment and way of life to their potential customers. Here are a few ways we can help deliver your marketing objectives and enhance your brand and reach:

- Build Brand Loyalty by linking your business to a cause people care about
- Strengthen Your Brand Image by sponsoring a mission that people trust
- Generate PR & Media Coverage through events and programs
- Create Employee Brand Advocates who demonstrate your brand’s commitment
- Strengthen Community Ties by being a part of our Coastal Alabama network
Choose between any combination of our four main events or some of the following additional opportunities. If you are interested in one or more of the below opportunities, please contact Development Coordinator Cece Pless (cpless@mobilebaykeeper.org) to find out how we can help you optimize your marketing dollars with a tailored sponsorship package.

Bay Splash Events
In addition to our keystone fundraising events, we host a series of smaller Bay Splash gatherings such as Trivia, Cooking Classes, and Art Classes. We are always looking for new ways to partner with you.

Programmatic Sponsorships
If your business is looking for hands-on activities or more direct connections to our clean water efforts, consider funding one of our programs. We work in education, public health, and citizen engagement.

**SWAMP**
(Strategy Watershed Awareness and Monitoring Program)
Educates 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.

**SWIM**
(Swim Where It’s Monitored)
Water Quality Monitoring Program
Lets citizens know at a glance which waterways around the Bay are safe for swimming, fishing, playing, and working. With assistance from Mobile Baykeeper, sponsors can determine where to test and whether Baykeeper or a trained volunteer will collect the sample.

**MWW**
(Muddy Water Watch)
Construction Site Compliance
State-wide education program training volunteers to monitor for stormwater runoff from construction sites.

Meet the Development Team
We are always looking for new ways to partner within the community. If you are interested in getting a coffee and learning more, please reach out to a member of the development team to discuss how we can work together to boost your brand.

- Cece Pless, Development Coordinator
- Cade Kistler, Baykeeper & Interim Director
- Wesley Wyatt, Membership & Grants Coordinator
- Caine O’Rear, Communications Director
Bay Awakening

Bay Awakening highlights Mobile Baykeeper’s work as the environmental watchdog, informed voice of reason, and collaborator for solutions for our watershed. For this event, Mobile Baykeeper’s Development Committee invites a guest list of potential major donors to enjoy a gourmet meal and hear from a keynote speaker. This event provides unique networking opportunities with government, business, and industry leaders in our community.

All sponsorships include:

- Your business logo with hyperlink featured on the event webpage for one full year
- Your business name included in digital and print advertising for the event
  - Your business banner and logo featured at the event site
  - Verbal recognition from the event emcee
  - Complimentary tickets to the event

SPONSORSHIP LEVELS

PRESENTING SPONSOR $5,000

- Official presenting sponsor of Bay Awakening
- Business, including logo, mentioned prominently in media, digital, and print advertising
- The opportunity to deliver a message in between speaking segments and video presentation
- Personalized social media post

GIFT SPONSOR $2,500

- Business, including logo, included in media, digital, and print advertising
- Personalized social media post

TABLE SPONSOR $1,000

- Logo will be used to decorate one table at the event site
The Publix Grandman Triathlon: Presented by Altaworx

The Publix Grandman Triathlon: Presented by Altaworx is a time-honored tradition on Mobile Bay. For nearly two decades, Mobile Baykeeper hosts hundreds of local and out-of-town athletes, in addition to thousands of spectators and volunteers, for an exciting weekend that illustrates how clean water is connected to healthy communities. With this sponsorship, you will reach more than 2,000 individuals on race day, and thousands more across the Southeast before and after the event.

The opportunities for engagement with other sponsors, racers, the community, and Mobile Baykeeper range from tabling to volunteering to participating in the race itself.

All sponsorships include:

- Your business logo with hyperlink featured on the event webpage for one full year
  - Your business name on print materials related to the event
  - Your business banner and logo featured at the event site
- An option for a 10x10-ft space at the post-race event celebration with hundreds of racers and spectators present
  - Complimentary tickets to the event
  - Access to products that include your business logo
  - The right to use the Grandman logo

* Sponsorship levels marked with an asterisk have already been reserved for the Grandman 2022
SPONSORSHIP LEVELS

**TITLE SPONSOR** $10,000
- Official title sponsor of the Grandman
- Unique event logo design featuring business logo
- Logo will appear on winner's pint glasses distributed to each winner (shared with presenting sponsor)
- Logo will appear on the awards backdrop (hundreds of racer photos taken against this backdrop)
- Logo will appear on each finisher's medal lanyard and swim cap (approx. 800 medals and swim caps - shared with presenting and gear sponsors)
- Logo will appear prominently on the race (dri-fit) t-shirt
- Business will benefit from additional media advertising for the event

**PRESENTING SPONSOR** $7,500
- Official presenting sponsor of the Grandman
- Logo will appear on winner's pint glasses distributed to each winner (shared with title sponsor)
- Logo will appear on the awards backdrop (hundreds of racer photos taken against this backdrop)
- Logo will appear on each finisher’s medal lanyard and swim cap (approx. 800 medals and swim caps - shared with title and gear sponsors)
- Logo will appear prominently on the race (dri-fit) t-shirt
- Business will benefit from media advertising for the event

**GEAR SPONSOR** $5,000
- Official gear sponsor of the Grandman
- Logo will appear on the awards backdrop (hundreds of racer photos taken against this backdrop)
- Logo will appear prominently on each finisher's medal lanyard and swim cap (approx. 800 medals and swim caps - shared with title and presenting sponsors)
- Logo will appear on the race (dri-fit) t-shirt
- Business will benefit from media advertising for the event

**VIP POST-RACE PARTY VENDOR SPONSOR** $1,500
- Logo will appear on the awards backdrop (hundreds of racer photos taken against this backdrop)
- Logo will appear on the race (dri-fit) t-shirt

**WATER STOP SPONSOR** $750
- Business will have table with their logo and signage positioned prominently on the run course to hand out water to racers

**POST-RACE PARTY VENDOR SPONSOR** $500
- Business will receive all general sponsorship benefits for this event
Hosted by our Young Advisory Council (YAC) Leadership Committee, Bay Bites is an annual food truck festival that highlights the Mobile Baykeeper mission by bringing the community together alongside the Mobile River. The event boasts the region's best food trucks, premium craft beer and wine, live music, lawn games, and a variety of family-friendly entertainment on the riverfront of downtown Mobile.

One of the unique features about Bay Bites is that the demographics of the event skew younger, allowing businesses to increase their exposure to Mobile's young professionals. This can be a great opportunity for businesses looking to recruit bright talent, build their brand, or those who are looking to target young professionals as prospective lifetime customers. As with other events, your employees will have plenty of options for engaging volunteer opportunities and a number of complimentary tickets will be available through your sponsorship.

**All sponsorships include:**

- Your business logo with hyperlink featured on the event webpage for one full year
  - Your logo on promotional materials related to the event
  - Your business banner and logo featured at the event site
- An option for a 10x10-ft space at the event with hundreds of attendees present
  - Complimentary tickets to the event
SPONSORSHIP LEVELS

TITLE SPONSOR $7,500
- Official title sponsor of Bay Bites Food Truck Festival
- Banner featured at the main entrance of event
- 500 branded huggers to first 500 guests (shared with beverage and presenting sponsors)
- Business mentioned as title sponsor in press releases, social media posts, and advertising

PRESENTING SPONSOR $5,000
- Official presenting sponsor of Bay Bites Food Truck Festival
- 500 branded huggers to first 500 guests (shared with title and beverage sponsors)
- Business prominently mentioned in press releases, social media posts, and advertising

BEVERAGE and ENTERTAINMENT SPONSOR $1,500
- 500 branded huggers to first 500 guests (shared with title and beverage sponsors) or additional branding associated with entertainment at the event site
- Business prominently mentioned in press releases, social media posts, and advertising

POST-RACE PARTY VENDOR SPONSOR $500
- Business will receive all general sponsorship benefits for this event
Bay Bash
25th Anniversary Celebration

Bay Bash is our year-end celebration of Mobile Bay and its coastal communities. The event features local restaurants, artisanal cocktails, live entertainment, a silent auction, and our limited-edition Bounty of the Bay gift baskets - just in time for Christmas! The baskets are a great way for sponsors to get their products in the hands of our community during the Holiday season. Bay Bash serves as our annual member meeting and fundraiser, but it’s mainly 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 who know and love Mobile Bay and are committed to ensuring future generations can enjoy its natural wonder just like they have.

The networking opportunities presented by Bay Bash are incomparable. In addition to branding and advertising on-site and in advance of the event, the exposure to Mobile Baykeeper’s membership audience of affluent, well-educated individuals is an opportunity you will not want to miss. Help us celebrate 25 years of Mobile Baykeeper!

All sponsorships include:

- Your business logo with hyperlink featured on the event webpage for one full year
  - Your business name on print materials related to the event
  - Your business banner and logo featured at the event site
    - Complimentary tickets to the event
  - Your business logo featured within the Bounty of the Bay Gift Basket
- Additional branding opportunities through the Bounty of the Bay Gift Baskets
SPONSORSHIP LEVELS

MOBILE BAYKEEPER®

PRESENTING SPONSOR $7,500
• Official presenting sponsor of Bay Bash
• Banner featured at main entrance of event
• Business will have a reserved table at the event
• Business logo will be distributed with a party favor to all guests (shared with entertainment and gift sponsors)
• Business name will appear on table pamphlets at the event as the presenting sponsor
• Business will benefit from media and digital advertising for the event

ENTERTAINMENT SPONSOR $5,000
• Business will have a reserved table at the event
• Business logo will be distributed with a party favor to all guests (shared with presenting and gift sponsors)
• Business name will appear on table pamphlets at the event
• Business will benefit from media and digital advertising for the event

GIFT SPONSOR $2,500
• Business logo will be distributed with a party favor to all guests (shared with presenting and entertainment sponsors)
• Business name will appear on table pamphlets at the event
• Business will benefit from digital advertising for the event

TABLE SPONSOR $1,000
• Business name will appear on table pamphlets at the event

EVENT SPONSOR $500
• Business will receive all general sponsorship benefits for this event
THANK YOU TO OUR 2021 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 how to best meet your advertising and charitable giving needs.

Contact us
development@mobilebaykeeper.org
251.433.4229

We look forward to working with you!

Cece Pless
Development Coordinator
Cade Kistler
Interim Director & Baykeeper