



# WILD FOR WILDERNESS ONLINE AUCTION October 29–November 12, 2017

P.O. Box 2924  
Durango, CO 81302  
970-385-9577  
www.greatoldbroads.org  
auction.greatoldbroads.org



## WHO WE ARE

Great Old Broads for Wilderness is a national grassroots organization made up of feisty, active, outdoorsy women (and men) dedicated to preserving and protecting Wilderness and wild lands for future generations.

## OUR STORY

Conceived in 1989 by a group of older women who loved wilderness, Broads has given a voice to millions of Americans who want to protect their public lands. We bring knowledge, commitment, and humor to the movement to protect our last wild places on Earth.

## WHAT WE DO

Education, advocacy, stewardship, and fun across the U.S. with nearly 40 Broadband chapters across 15+ states.

## NON-PROFIT (501C3)

We are funded through memberships, grants, donations, and our Wild for Wilderness Online Auction, which generates more than \$60,000 per year.

## HOW YOU CAN HELP

Your donations help us raise funds to support our grassroots advocacy programs. Your sponsorship dollars help cover the cost of presenting the auction—which takes a big bite out of the proceeds!

## WHAT'S IN IT FOR ME?

- Tax deductible
- Exposure, Exposure, Exposure
  - **89,700+** auction site page views
  - **4,200+** auction site users
  - Receive up to **18,400** reach on Facebook
  - Reach **8,000+** Broads' members and friends
- That feel-good feeling when you help support an organization that does good things for Mother Earth.

ARE YOU **WILD** FOR WILDERNESS?



Great Old  
**Broads**  
For Wilderness  
*Get Into The Wild*

**DONOR/SPONSOR INFORMATION**  
**WILD FOR WILDERNESS**  
**ONLINE AUCTION**  
*October 29–November 12, 2017*

The **Wild for Wilderness Online Auction** is our largest annual fundraising effort. Proceeds go directly to our work to preserve our work to preserve America's wild public lands. We invite you to review our programs, ask questions, or visit us online at [www.greatoldbroads.org](http://www.greatoldbroads.org).

## DONATION OPPORTUNITIES:

Donate an item (or as many as you like!) to our auction. It's another great way to get your name and product out in front of a lot of people. We seek a variety of product and services including:

**Outdoor adventures • Outdoor gear • Books and music • Restaurants/food  
Vacation stays • Events/things to do • Artwork/jewelry...and more**

**In return for your generous donation, you will receive:**

- Your company logo with a website link on your donated item page(s) on the auction site.
- Your company website link will remain on our "Past Auction Donors" page (after the auction) for a year.
- High value and interesting items promoted on Broads' Facebook and Twitter pages.
- A receipt for your donation for tax purposes.

## CORPORATE SPONSORSHIP

Our corporate sponsorship packages commemorate WILD (Women in Loving Defense) wilderness warriors:

### **\$2,500 - MARDY MURIE**

*"Grandmother" of the Conservation Movement*

Sponsor logo link on auction page of Great Old Broads' website, home page and top rotating banner of auction website.

Sponsor logo link on all auction-related promotional emails.

Recognition on auction-related press releases, flyers, and other printed materials.

Recognition in Broadsides newsletter (print and email distribution of more than 3,500).

Mention in paid radio spots.

Mention in emails to Broads' local chapters.

Listed on Broads' website and auction site sponsor pages.

Recognition on Broads' Facebook page and Twitter feed.

### **\$1,000 - CELIA HUNTER**

*First woman to head a national conservation organization*

Sponsor logo link on auction page of Great Old Broads' website, home page and top rotating banner of auction website.

Sponsor logo link on all auction-related promotional emails.

Recognition in Broadsides newsletter (print and email distribution of more than 3,500).

Mention in Broadband email communications.

Listed on Broads' website and auction site sponsor pages.

Recognition on Broads' Facebook page and Twitter feed.

### **\$500 - RACHEL CARSON**

*Advanced the global environmental movement.*

Category Sponsor (appears throughout 1 item category)

Recognition in Broadsides newsletter (print and email distribution of more than 3,500).

Listed on Broads' website and auction site sponsor pages.

Recognition on Broads' Facebook page and Twitter feed.



To make a donation, please visit: <http://www.greatoldbroads.org/wild-for-wilderness-donate/>

To visit the auction site: <http://auction.greatoldbroads.org/>

**TO DISCUSS A SPONSORSHIP OR FOR MORE INFORMATION, EMAIL ADMIN@GREATOLDBROADS.ORG OR CALL 970-385-9577.**