



Great Old
Broads
For Wilderness
Get Into The Wild

SPONSOR/DONOR INFORMATION

12th Annual
WILD FOR WILDERNESS
ONLINE AUCTION
October 31–November 13, 2016

Great Old Broads for Wilderness is a national non-profit organization that ignites and engages the activism of elders to preserve and protect wilderness and wild lands. With more than 8,000 members and friends and 37 chapters in 16 states, we bring boots-on-the-ground grassroots advocacy to conservation efforts.

The **Wild for Wilderness Online Auction** is our largest annual fundraising effort, providing the primary support for our programs. Your funding as a WILD sponsor or donor will help us reach our 2016 goal of earning \$75,000, which will help defray the costs of hosting this event and ensure more of the proceeds go directly to our work to preserve our last wild places on earth. We invite you to review our programs, ask questions, or visit us online at www.greatoldbroads.org.

CORPORATE UNDERWRITING

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 4,500).

Mention in paid radio spots.

Mention in Broadband email communications.

Listed on Broads' website and auction site sponsor pages.

Recognition on Broads' Facebook page and Twitter feed (min 4X).

\$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 4,500).

Mention in Broadband email communications.

Listed on Broads' website and auction site sponsor pages.

Recognition on Broads' Facebook page and Twitter feed (min 2X).

\$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 4,500).

Listed on Broads' website and auction site sponsor pages.

Recognition on Broads' Facebook page and Twitter feed (min 1X).

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

AUCTION FACTS

- During October and November 2015, the auction site had more than **83,700** page views where top tier sponsor logos were displayed.
- We have more than **2,250** registered bidders.
- More than 12 auction-related emails were sent to more than **4,000** people = **48,000+** impressions.
- Nearly **8,000** followers on social media and more than **40** auction posts reaching **>20,000**.

ADDITIONAL DONATION OPPORTUNITIES 



Great Old
Broads
For Wilderness
Get Into The Wild

SPONSOR/DONOR INFORMATION

12th Annual

**WILD FOR WILDERNESS
ONLINE AUCTION**

October 31–November 13, 2016

ADDITIONAL AUCTION 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:

- Restaurants/food
- Vacation stays
- Outdoor adventures
- Outdoor gear
- Books and music
- 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 on our "Past Auction Donors" page on Great Old Broads for Wilderness web site.
- Potential highlight of your item on Facebook or Twitter during auction promotion.
- A receipt for your donation for tax purposes.



To make a donation, please visit: greatoldbroads.org/auction/

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

For more information, email admin@greatoldbroads.org or call **970-385-9577**.

OUR MISSION:

Great Old Broads for Wilderness is a national organization that engages and ignites the activism of elders to preserve and protect wilderness and wild lands.

Conceived by older women who love wilderness, Broads gives voice to the millions of older Americans who want to protect their public lands as Wilderness for this and future generations. We bring knowledge, commitment, and humor to the movement to protect our last wild places on earth.