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www.greatoldbroads.org  
auction.greatoldbroads.org

# WILD FOR WILDERNESS ONLINE AUCTION September 24–October 4, 2020



*To cherish what remains of the Earth and to foster its renewal is our only legitimate hope of survival. – Wendell Berry*

## WHO WE ARE

Great Old Broads for Wilderness is a national grassroots organization, led by women, that engages and inspires activism to preserve and protect wilderness and wild lands.

## OUR STORY

Conceived in 1989 by a group of feisty older women, Broads give voice to millions of Americans who want to protect America's public lands. We bring knowledge, commitment, and humor to the movement to protect our last wild places on Earth.

## WHAT WE DO

Using education, advocacy, stewardship, and fun, we stand up for public lands across the U.S. with nearly 40 Broadband chapters in more than 17 states from the Pacific Northwest to Maine to Georgia. We are one of the few women-led organizations known for our training programs that prepare, inspire, and support women to take a leadership role as advocates for America's public lands and waters.

## NON-PROFIT 501(C)(3)

We are funded through memberships, grants, donations, and our Wild for Wilderness Online Auction, which generated more than \$56,000 in 2019.

## 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
  - **56,000+** auction site page views
  - **4,000+** unique visitors
  - Reach **8,500+** Broads' members and friends
  - More than **11,000** followers on social media
- That feel-good feeling when you help support an organization that does good things for Mother Earth.



Donate an Item at: <http://www.greatoldbroads.org/wild-for-wilderness-donate/>



## DONOR/SPONSOR INFORMATION

### WILD FOR WILDERNESS ONLINE AUCTION

September 24–October 4, 2020

The **Wild for Wilderness Online Auction** is our largest annual fundraising effort. Proceeds support our work to preserve America's wild public lands through training and mobilizing advocates in communities across the nation to rally for wilderness designation and public land protections. Learn more about us at [greatoldbroads.org](http://greatoldbroads.org).

### DONATION OPPORTUNITIES:

Making a donation to our auction is a great way to get your name and product out in front of a lot of people. Please consider donating:

**Outdoor Gear • Outdoor adventures • Outdoor, Travel and Nature Books • Restaurants/Food  
Vacation Stays • Homestays • Events/Things to do • Gift Certificates...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.
- Promotion of high value and interesting items highlighted on Broads' Facebook and Twitter pages.
- A receipt for your donation for tax purposes.

### SPONSORSHIP OPPORTUNITIES

Our sponsorship packages celebrate women in conservation:

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

*"Grandmother" of the  
Conservation Movement*

Sponsor logo and link on the auction page of Great Old Broads' website; and logo and link on 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 3,000).

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

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 and link on the auction page of Great Old Broads' website; and logo and link on 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 3,000).

Mention in Broadsides 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 one auction category)

Recognition in Broadsides newsletter (print and email distribution of more than 3,000).

Listed on Broads' website and auction site sponsor pages.

Recognition on Broads' Facebook page and Twitter feed.

**TO DISCUSS A SPONSORSHIP OR FOR MORE INFORMATION, EMAIL [ADMIN@GREATOLDBROADS.ORG](mailto:ADMIN@GREATOLDBROADS.ORG) OR CALL 970-385-9577.**



Donate an item at: <https://www.greatoldbroads.org/wild-for-wilderness-donate/>

Visit the auction site at: <http://auction.greatoldbroads.org/>