



WILD FOR WILDERNESS ONLINE AUCTION April 16-25, 2021

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Durango, CO 81301
970-385-9577
www.greatoldbroads.org
auction.greatoldbroads.org



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 Colorado to Maine. 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 at our last auction 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 **12,000** 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

April 16–25, 2021

The **Wild for Wilderness Online Auction** is our largest fundraising effort. Proceeds support our work to preserve America's wild public lands through training and mobilizing advocates across the nation to rally for wilderness designation and public land protections. Learn more about us at 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 and 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 acknowledgement on the auction website.

Sponsor logo link on all auction 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 any paid radio spots.

Mention in emails to Broads' local chapters.

Recognition on Broads' Facebook, Twitter, and Instagram pages.

\$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 acknowledgement on the auction website.

Sponsor logo link on all auction promotional emails.

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

Mention in emails to Broads' local chapters.

Recognition on Broads' Facebook, Twitter, and Instagram pages.

\$500 - RACHEL CARSON

Advanced the global environmental movement.

Sponsor logo and link on the auction page of Great Old Broads' website and acknowledgement on the auction website.

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

Recognition on Broads' Facebook, Twitter, and Instagram pages.

**To discuss a sponsorship or for more information,
email auction@greatoldbroads.org or call 970-385-9577.**

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