

Appalachian Laboratory 301 Braddock Road Frostburg, MD 21532 Tel: 301-689-7100 Fax: 301-689-7200 www.umces.edu

Richard CA. Johnson

Environmental Education Award

# **CORPORATE SPONSORSHIP FORM**

2016 marks the 25<sup>th</sup> anniversary of the Johnson Environmental Education Award which was first given to Ken Hodgdon, a science and environmental educator and the founder of Outdoor School, in 1991.

The **Marcellus Shale Stream Monitoring Coalition** (Department of Natural Resources, Friends of Deep Creek Lake, Mid-Atlantic Council of Trout Unlimited, Mountain Laurel Garden Club, Mountain Ridge High School, Savage River Watershed Association, and the Youghiogheny River Watershed Association) will receive the 2016 award during a reception in their honor on April 28, 2016 at 6:00 pm at the Appalachian Laboratory in Frostburg.

To become a corporate sponsor, you may use this link, <u>https://www.usmf.org/forms/please-make-a-gift-to-umces-al/</u>, or complete and return the form below to: Kristin Kehrwald, UMCES-Appalachian Laboratory, 301 Braddock Road, Frostburg, MD 21532. Checks should be made payable to the UMCES Foundation, Inc. Please contact Kristin at 301-689-7102 for additional information.

Thank you in advance for your invaluable support of the Johnson Environmental Education Achievement Award Fund. We are truly grateful for your company's sponsorship.

Company Name		
Contact Name		
Address		
Email/website		
Phone		
Sponsorship Level:	□\$2500	Bald Eagle
	□\$1500	Osprey
	□\$1000	American Kestrel
	□\$750	Scarlet Tanager
	□Other	American Goldfinch

Charitable gifts to Appalachian Laboratory are made payable to the UMCES Foundation, Inc., a 501(c)3 corporation, and may be tax deductible according to the advice of your financial advisor.



# **CORPORATE SPONSORSHIP LEVELS**

This year's sponsorship categories are named after birds in Western Maryland in recognition of Mrs. Barbara Johnson's love of birdwatching, a hobby shared with her husband, Dr. Richard "Dick" Johnson, for whom the award is named. To mark the 25<sup>th</sup> anniversary of the Johnson Environmental Education Award, the Appalachian Laboratory offers the following corporate sponsorship levels:



# Bald Eagle – \$2500

Both the national bird and animal of the United States, the bald eagle is a powerful flier who soars on thermal convection currents with a vertical dive speed between 75–99 mph. This sponsorship level offers companies the opportunity to soar above the rest. Benefits include: information table presence, special event recognition, logo inclusion on *all* event, web, and signage materials.



### Osprey- \$1500

Named for a Greek king who was transformed into an eagle, the Osprey is a fisheating bird of prey and one of the largest raptors, and is sometimes known as a fish eagle, sea hawk, river hawk, and fish hawk. This sponsorship level offers companies a royal list of benefits, including: special recognition at the event, logo inclusion on event signage and presentations, website, and all printed materials.



### American Kestrel – \$1000

Sometimes known as the sparrow hack, the American Kestrel is actually a small falcon, the smallest of all falcons and raptors found in North America. Kestrels have black spots on each side of their nape which theoretically appear as "false eyes" to protect them from potential attackers. This sponsorship level provides companies with the chance to stand out without tricks. Benefits include: logo inclusion of event signage and presentations, website, and all printed materials.



### Scarlet Tanager – \$750

You may think you're hearing a cardinal, but you may hear the vocalizations of the Scarlet Tanager, a medium-sized songbird. With its bright plumage, this passerine offers a distinctive song in the forest interior. Your company will be heard with this level of sponsorship support, including logo inclusion on website and printed materials.



# American Goldfinch – Other \$\_

Unlike the American or Eastern Goldfinch, your company won't need vibrancy to be conspicuous. The male gold finch is a vibrant yellow in the summer but turns an olive color in winter months. But with this level of sponsorship, you select your level of corporate sponsorship, and we'll provide benefits accordingly.