

# 35th Annual HummerBird Celebration



## 2023 Sponsorship Proposal

# HummerBird Celebration

## Purpose & Mission Statement

**Mission:** To provide informative and educational programming, centered around the hummingbird migration, to tourists and residents.

**Vision:** To promote the protection of habitat and of the hummingbirds as well as the natural phenomenon of the fall migration of all birds.



# **35th Annual HummerBird Celebration**

## **History**



In 1988, Jesse Grantham, then Audubon Manager for the Corpus Christi District and Betty Baker, a local birder, went out to bird watch one sunny, pleasant day. They saw the vast numbers of Ruby-throated Hummingbirds and their crazy phenomenon of a feeding frenzy. After returning from this trip they decided this may be the vehicle to use to teach this community about nature tourism. Instead of building a water park or some other tourist attraction, the HummerBird Celebration began to evolve with a resource they already had occurring in our community. Jesse and Betty were developing ecotourism before the word was even created.

Ordinarily, a Chamber of Commerce has different agendas and priorities. But, because of this unique idea and the focus it had, Jesse and Betty were able to build relationships within the community to put the pieces together to launch this event. Betty approached the Tourism Development Council of the Rockport-Fulton Chamber of Commerce for \$10,000 in seed money to design and complete the entire event. At the time, \$10,000 was not a small investment as it was one tenth of the budget. The Council agreed to assist Baker if she would commit to remain in charge of the event. The first event had 200 attendees; the second 700 attendees, third 1,500 attendees and built itself up to a solid stream of 5,000 people attending the event each year. It was necessary for the Council to fund the event with \$10,000 for the first three years, after which time the event has become self-sufficient. This event is not designed as a fundraiser for the chamber, purpose of the event is to achieve awareness and cover expenses at the same time.

# History Cont.



The HummerBird Celebration is designed to increase community and national awareness of our natural resource – the hummers and the spectacular fall migration while boosting the local economy during slow period. The event is in its 35th year, infusing an estimated \$1 million dollars into our economy and to our community. Betty Baker was chairman of the event for eight years and then passed the baton to Cynthia Womack, Martin Cabaniss, Lamar Story, Bron Rorex and Ernie Edmundson, Steve Reisinger, Glenn Gomez, and current chairman, Melody Waggoner. These chairmen have worked countless hours to support this wonderful event.

Unlike a circus that comes to town and leaves with most of the revenue, this event boosts the local economy, leaving the revenue it creates to support the city and its surrounding areas year after year. Through this event our community has learned to nurture, appreciate and care for our native habitat. This unique migration is no longer taken for granted but rather embraced by our local community, with hopes of raising awareness across the nation with media exposure and increased advertising efforts to expand and teach the public about our amazing resource. Many homes have hummingbird feeders in their backyards helping prepare the hummingbirds for their challenging journey across the Gulf of Mexico to their winter homes in Mexico and beyond. The hummers pause here before the most arduous leg of their migration. Our community has become aware of this 800-plus mile journey the hummers endure and is thrilled to do its part – one part sugar and four parts water that is!

# **Diamond Level Sponsor**

## **\$5,250 Ruby-Throated Hummingbird Sponsor**

### **Media Relations**

Logo and link on HummerBird Celebration Website  
[www.rockporthummingbird.com](http://www.rockporthummingbird.com).

Logo in HummerBird Celebration Program  
\*(3,000 printed)

Logo in Thank You ad in the Rockport Pilot newspaper

### **On-Site Visibility**

Complimentary table in a highly visible area.

Display of corporate banner at the event.

Recognition on signage in both speaker areas and  
HummerBird Malls as a top level sponsor.

Logo on screen prior to each speaker program.

### **Complimentary Products**

Receive 4 Rockport HummerBird Celebration T-Shirts.

Receive 10 All Program Passes to the event.



# **Platinum Level Sponsor**

## **\$3,250 Black-Chinned Hummingbird Sponsor**

### **Media Relations**

Logo and link on HummerBird Celebration Website  
[www.rockporthummingbird.com](http://www.rockporthummingbird.com).

Logo in HummerBird Celebration Program  
\*(3,000 printed)

Logo in Thank You ad in the Rockport Pilot newspaper

### **On-Site Visibility**

Complimentary table in a highly visible area.

Display of corporate banner at the event.

Recognition on signage in both speaker areas and  
HummerBird Mall as a top level sponsor.

Logo on screen prior to each speaker program.

### **Complimentary Products**

Receive 4 Rockport HummerBird Celebration T-Shirts.

Receive 8 All Program Passes to the event.



# **Gold Level Sponsor**

## **\$1,700 Rufous Hummingbird Sponsor**



### **Media Relations**

Business name and link on HummerBird Celebration  
Website [www.rockporthummingbird.com](http://www.rockporthummingbird.com).

Business name in HummerBird Celebration Program \*  
(3,000 printed)

Business name in Thank You ad in the Rockport Pilot  
newspaper

### **On-Site Visibility**

Display of corporate banner at the event.

Recognition on signage in both speaker areas and  
HummerBird Mall as a sponsor.

Logo on screen prior to each speaker program.

### **Complimentary Products**

Receive 3 Rockport HummerBird Celebration T-Shirts.

Receive 6 All Program Passes to the event.

# **Silver Level Sponsor**

## **\$1,250 Buff-Bellied Sponsor**

### **Media Relations**

Business Name and link on HummerBird Celebration  
Website [www.rockporthummingbird.com](http://www.rockporthummingbird.com).

Business Name in HummerBird Celebration Program \*  
(3,000 printed)

Business Name in Thank You ad in the Rockport Pilot  
newspaper

### **On-Site Visibility**

Display of corporate banner at the event.

Recognition on signage in both speaker areas and  
HummerBird Mall as a sponsor.

Business Name on screen prior to each speaker  
program.

### **Complimentary Products**

Receive 2 Rockport HummerBird Celebration T-Shirts.

Receive 4 All Program Passes to the event.





# **Bronze Level Sponsor**

## **\$750 Calliope Sponsor**



### **Media Relations**

Business Name and link on HummerBird Celebration Website

[www.rockporthummingbird.com](http://www.rockporthummingbird.com).

Business Name in Thank You ad in the Rockport Pilot newspaper

### **On-Site Visibility**

Display of corporate banner at the event.

Business Name on screen prior to each speaker program.

### **Complimentary Products**

Receive 1 Rockport HummerBird Celebration T-Shirt.

Receive 2 All Program Passes to the event.

# 35th Annual HummerBird Celebration Sponsorship Agreement

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Our company/organization would like to support the 34th Annual HummerBird Celebration by sponsoring the:

\_\_\_\_\_ in the amount of \$

Company/Organization Name: \_\_\_\_\_

Address: \_\_\_\_\_

PrimaryContact: \_\_\_\_\_

Telephone: \_\_\_\_\_ Cell: \_\_\_\_\_ Email: \_\_\_\_\_

Signature of  
Authorized  
Representative: \_\_\_\_\_ Title: \_\_\_\_\_

## PAYMENT METHOD:

Company check is enclosed. (Make check payable to: Rockport-Fulton Chamber of Commerce.)

\_\_\_\_\_ VISA or \_\_\_\_\_ MasterCard Card Number: \_\_\_\_\_  
Exp. Date: \_\_\_\_\_ CVC: \_\_\_\_\_ Zip Code: \_\_\_\_\_

SEND TO: Rockport-Fulton Chamber of Commerce  
319 Broadway  
Rockport, TX 78382  
361-729-6445  
email: tourism@1rockport.org

For your records: Rockport-Fulton Chamber of Commerce, Inc. is a 501(c)6 organization. Tax ID#74-1066091