

Rio Grande Valley Birding Festival Officers

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Mission Statement

The Rio Grande Valley Birding Festival, Harlingen, Texas, is an annual event designed to utilize the area's unparalleled natural resources and bird watching opportunities to create a significant impact and a positive enhancement on the economic systems, conservation goals, and environmental education for the residents of Harlingen and the Rio Grande Valley.

Greetings!

Preparations are in full swing for the 25th annual Rio Grande Valley Birding Festival. The dates are 7-11 November 2018. With field trips, seminars, trade show, and worldwide participants the Festival will be as exciting and rewarding as ever. Our non-profit organization needs your help to attract some of the birders of the U.S. and the world to Harlingen this November.

The immediate economic impact of the 5-day Festival itself on Harlingen is well over five million dollars. **Over 463 million dollars is spent per year in the Valley by birders**, according to a 2011 Texas A&M study. Birding supports some 6,613 jobs full and part time jobs annually in the RGV.

The RGV Birding Festival is often used as a birder's first visit to the Valley, most return and return again for multiple visits. Harlingen is well-located as a central 'birding



base' for the Valley, and having Southwest Airlines at Valley International Airport is a big asset. Not only do they visit but they come to live after retirement in order to be in the middle of the best birding in the U.S.A. Many of these people volunteer their time and efforts for the benefit of the Festival.

There are 48 million birdwatchers in the U.S., according to a 2006 USFW Study. Many of these birders 'list' the birds they see and travel to see new species. The Valley boasts the highest concentration of unique species in the U.S. with as many as 30 appearing nowhere else in the U.S.

After reviewing this information in this newsletter, we feel sure you will want to help us support our annual festival goals. With tax deductible donations we can continue to utilize our natural resources and enhance the environmental integrity of the Rio Grande Valley.

This newsletter contains information about the levels of sponsorship available. Call or email us and we will be happy to help you put together a package including cash, in-kind items or services, swaps or silent auction items.

Sponsorship Committee Rio Grande Valley Birding Festival
Irma Gavito - Sponsorship Chair
sponsorships@rgvbf.org

Registration registration@rgvbf.org 956-423-5565

RGV Birding Festival sponsor related Committee Leaders

Marilyn Vincent Trade Show	tradeshow@rgvbf.org	956-367-2800
Irma Gavito Sponsorship	sponsorships@rgvbf.org	956-341-9881
Norma Friedrich Silent Auction	silentauction@rgvbf.org	361-676-6416

RGVBF SPONSORSHIP LEVELS (Non-vendor)

Levels for sponsorship by cash, silent auction and/or in-kind will receive:

GREAT KISKADEE \$5000+

- Home Page *rgvbf.org* top prominent Banner listing with Logo
- Festival Poster in poster frame if requested.
- Prominent Logo listing in Brochure (ask about deadline)
- Website Listing with Logo and Link to your web site under Sponsors tab
- Recognition on RGVBF Facebook page and at the Festival Roost Cafe
- Festival T-shirts or Caps (4)
- Kiskadee Pass (4)
- Invite to Kick-Off Reception
- Ability to place Insert in Registrants Packets (if delivered by early October)

RED-CROWNED PARROT \$2500 +

- Prominent Logo listing in brochure (ask about deadline)
- Website listing with Logo and Link to your web site under Sponsors tab
- Recognition on RGVBF Facebook page and at the Festival Roost Cafe
- Festival T-shirts or Caps (2)
- Kiskadee Pass (2)
- Invite to Kick-Off Reception
- Ability to place Insert in Registrants Packets (if delivered by early October)

RINGED KINGFISHER \$1000 +

- Listing in Brochure (ask about deadline)
- Website listing with Link to your website under Sponsors tab
- Recognition on RGVBF Facebook page and at the Festival Roost Cafe
- Kiskadee Pass (2)
- Invite to Kick-Off Reception
- Ability to place Insert in Registrants Packets (if delivered by early October)

CHACHALACA \$250 +

- Website listing with Link under Sponsors tab
- Recognition on RGVBF Facebook page and at the Festival Roost Cafe
- Invite to Kick-Off Reception
- Ability to place Insert in Registrants Packets (if delivered by early October)

FEATHERED FRIENDS \$50 +

- Website listing under Sponsors tab. (No-link)
- Recognition on RGVBF Facebook page and at the Festival Roost Café
- Invite to Kick-Off Reception
- Ability to place Insert in Registrants Packets (if delivered by early October)

Donors \$25 to \$49 - (No inserts)

For more information email sponsorships@rgvbf.org or mail form provided.

GOALS of the RIO GRANDE VALLEY BIRDING FESTIVAL

To impact Harlingen and Rio Grande Valley economic development through wildlife-related tourism in the form of the organization and implementation of an annual international festival which focuses on the area's unique and natural ecological attractions.

To encourage the overall growth of nature tourism in the Rio Grande Valley by increasing travelers and therefore bringing new dollars into the local economy.

To educate the local population regarding both the economic and quality of life values offered by the natural resources of South Texas.

To foster a climate of cooperation and understanding between varying groups and individuals in order to prove that conservation, traditional economic development, and quality of life can all walk hand-in-hand in the Rio Grande Valley.

History of the RIO GRANDE VALLEY BIRDING FESTIVAL

The Rio Grande Valley Birding Festival began in 1994 when the Harlingen Area Chamber of Commerce began to realize the potential economic benefits of promoting birding and ecotourism. A committee of citizens was established in March 1994 and the first Festival was scheduled for 3-6 November 1994. The Festival was comprised of field trips to birding hotspots throughout the Valley, seminars and keynote lectures by internationally renowned birding experts, a trade show, and educational programs for children. The Festival was an immediate success with 750 participants from throughout the nation and abroad. Festival attendance has remained vibrant, reaching several thousand adults and children, both local and visiting, during its yearly four- to five-day span.

The Rio Grande Valley Birding Festival, Inc. is now a 501(c)(3) non-profit corporation organized under the Texas Non-Profit Corporation Act. The Festival has no paid staff, but receives significant staff support from the Harlingen Area CofC, and the Harlingen CVB. Planning and implementing the five-day Festival each November involves approximately 200 dedicated volunteers.

The Rio Grande Valley Birding Festival has maintained a significant monetary force for Harlingen and the Rio Grande Valley. A birding tourism economic impact study in 2011 by Texas A&M showed a Valley input of four hundred and sixty-three million dollars. In addition, the Festival and the national attention it has garnered for the Rio Grande Valley has helped develop Harlingen and the Valley as a year-round birding destination.

Rio Grande Valley Birding Festival Nov. 7-11, 2018
Sponsorship/Donor Pledge

Complete and return to Irma Pye Gavito/RGVBF, PO Box 3162, Harlingen, TX 78551
or email to sponsorships@rgvbf.org

Sponsor Name/ Company: _____

Address: _____

City: _____ Zip: _____

Company Contact: _____

Business Phone: _____ Cell: _____

Email: _____

Pledge: Do you wish to receive an email invoice _____ YES _____ NO

Great Kiskadee \$5000+ Cash _____ In Kind _____
Silent Auction Item _____ Value _____

Red-Crowned Parrot \$2500+ Cash _____ In Kind _____
Silent Auction Item _____ Value _____

Ringed Kingfisher \$1000+ Cash _____ In Kind _____
Silent Auction Item _____ Value _____

Chachalaca \$250+ Cash _____ In Kind _____
Silent Auction Item _____ Value _____

Feathered Friends \$50+ Cash _____ In Kind _____
Silent Auction Item _____ Value _____

Donors \$25 - \$49 Cash _____ In Kind _____
Silent Auction Item _____ Value _____