



# EMERGE



**Butterfly Pavilion's Anniversary Celebration**

## SPONSORSHIP OPPORTUNITIES



**BUTTERFLY PAVILION**

**ASSOCIATION  
OF ZOOS &  
AQUARIUMS**



BUTTERFLY PAVILION

# 26 ~~25~~ YEARS OF CONSERVATION

Founded in 1995 and accredited by the Association of Zoos and Aquariums in 2014, Butterfly Pavilion is the first and only accredited stand-alone invertebrate zoo in the world. Over the past 26 years, Butterfly Pavilion has used its unique position to shed a new light on nature's tiny giants, and has become a leader in invertebrate knowledge, conservation research, awareness and education. Whether it is providing unique hands-on learning experiences in our exhibits and through our education programs, conducting new research that sets the standard for zoos across the country or building innovative solutions for species and habitat conservation in countries around the world, Butterfly Pavilion is leading the way to ensure invertebrates are protected for the future.





# LOOKING FORWARD TO THE NEXT 25 YEARS

*This year, Butterfly Pavilion will celebrate our past while looking toward the future.*

Butterfly Pavilion serves more than 340,000 guests each year at our facility in Westminster, Colorado and more than 60,000 K-12 students through on-site and outreach programs in the Greater Denver Metro Area. In addition, Butterfly Pavilion leads innovative programs and projects achieving significant global impact in invertebrate research and conservation.

Butterfly Pavilion's current facility is no longer large enough to support our ever-growing visitor base, expanding education and community programs and research and conservation efforts. To meet our growing needs and our vision of becoming a global hub for invertebrate research and conservation, Butterfly Pavilion is planning to build a new 81,000-square-foot, state-of-the-art building at the Baseline development in Broomfield, Colorado at I-25 and Highway 7. The new building will have greatly expanded exhibits, public spaces and research laboratories. Our new home will position Butterfly Pavilion to be the preeminent local, national and global center for invertebrate knowledge, research, conservation, awareness and education.



## AN EVENING OF CELEBRATION

Last year, we were unable to gather in person to celebrate our milestone 25th Anniversary due to the COVID-19 pandemic. So this year, we will continue our celebration on October 1, 2021. Join Butterfly Pavilion and 300 guests for an evening of food, fun and fundraising at our 26th Anniversary Celebration. During this momentous event, we will welcome a special guest speaker and Pulitzer Prize-winning author of *The Sixth Extinction*, Elizabeth Kolbert, to speak about the importance of invertebrate conservation. We will gather to celebrate our history of impactful work and look ahead to the next 25 years, including building our new home at the Baseline development in Broomfield, Colorado.

## HOW YOU CAN HELP

We invite you to join Butterfly Pavilion in making our vision for the future a reality. By becoming a sponsor of the 26th Anniversary Celebration, you can support our efforts in invertebrate research, conservation, awareness and education. Your sponsorship will highlight your company as a community leader and valuable partner to Butterfly Pavilion.



# SPECIAL GUEST SPEAKER

## ELIZABETH KOLBERT

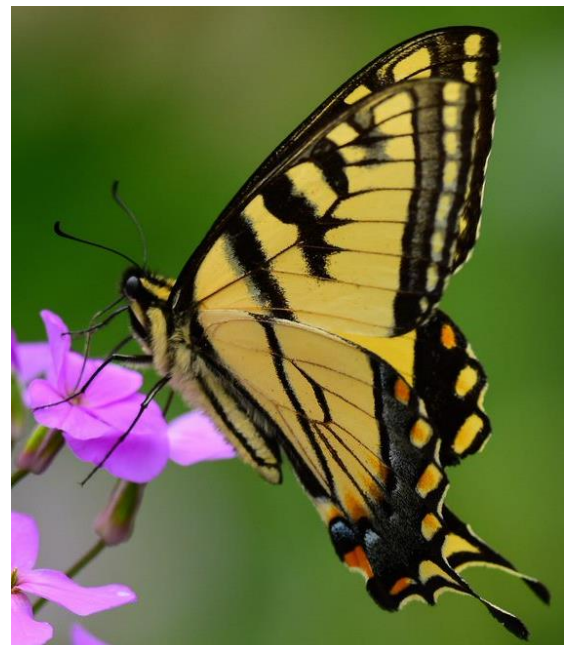
Elizabeth Kolbert is a Pulitzer Prize winning author of *The Sixth Extinction: An Unnatural History*, which discusses mass extinctions by weaving intellectual and natural history with reporting in the field. She has traveled from Alaska to Greenland, and visited top scientists to get to the heart of the debate over global warming. Her newest book, *Under a White Sky: The Nature of the Future*, was released by Random House on February 9, 2021.



Photo courtesy of Nicholas Whitman

Elizabeth Kolbert has been a staff writer for *The New Yorker* since 1999 and has written dozens of pieces for the magazine. Her series on global warming, "The Climate of Man," won the American Association for the Advancement of Science's magazine award in 2005. Ms. Kolbert has won numerous awards, including the National Academy of Sciences Communication Award in the newspaper/magazine category, a Lannan Writing Fellowship, and the prestigious Heinz Award which recognizes individuals who are addressing global change caused by the impact of human activities and natural processes on the environment. She also was named the 12th Janet Weis Fellow in Contemporary Letters at Bucknell University, was the recipient of the 2016 Sam Rose '58 and Julie Walters Prize at Dickinson College for Global Environmental and was the recipient of the Pell Center Prize for Story in the Public Square.

Growing out of a groundbreaking three-part series in *The New Yorker*, *Field Notes from a Catastrophe: Man, Nature, and Climate Change* brings the environment into the consciousness of the American people and asks what, if anything, can be done, and how we can save our planet. She explains the science and the studies, draws frightening parallels to lost ancient civilizations, unpacks the politics, and presents the personal tales of those who are being affected most—the people who make their homes near the poles and, in an eerie foreshadowing, are watching their worlds disappear. *Field Notes from a Catastrophe: Man, Nature, and Climate Change* was chosen as one of the 100 Notable Books of the Year (2006) by *The New York Times* Book Review.



# SPONSORSHIP OPPORTUNITIES

| Sponsorship Recognition                                                            | PRESENTING SPONSOR*<br>\$25,000 | SUSTAINING SPONSOR<br>\$10,000 | PARTNER SPONSOR<br>\$5,000 | PATRON SPONSOR<br>\$2,500                  |
|------------------------------------------------------------------------------------|---------------------------------|--------------------------------|----------------------------|--------------------------------------------|
| <b>PRE-EVENT</b>                                                                   |                                 |                                |                            |                                            |
| Recognition in Event Save-The-Date (22,000+ email recipients)                      | ✓                               | —                              | —                          | —                                          |
| Recognition in Event Invitation (1,500 printed) <sup>1</sup>                       | Logo                            | Logo                           | Logo                       | Logo                                       |
| Recognition in Butterfly Pavilion E-Newsletter (10,500+ recipients) <sup>2</sup>   | Logo + Website Link             | Logo                           | Name                       | Name                                       |
| Recognition on Butterfly Pavilion Event Webpage (7,000+ visits)                    | Logo + Website Link             | Logo + Website Link            | Name + Website Link        | Name + Website Link                        |
| Recognition in Event Emails (2 emails sent to 22,000+ recipients) <sup>1</sup>     | Logo                            | Logo                           | Name                       | Name                                       |
| Complimentary Butterfly Pavilion General Admission Tickets                         | 40                              | 30                             | 20                         | 10                                         |
| <b>ON-SITE</b>                                                                     |                                 |                                |                            |                                            |
| Speaking Opportunity at Event.                                                     | ✓                               | —                              | —                          | —                                          |
| Recognition on Large Banner at Event Entrance                                      | ✓                               | —                              | —                          | —                                          |
| Logo Projected at Event                                                            | ✓                               | —                              | —                          | —                                          |
| On-site Event Signage <sup>2</sup>                                                 | Logo                            | Logo                           | Name                       | Name                                       |
| Recognition in Printed Event Program <sup>2</sup>                                  | Logo                            | Logo                           | Name                       | Name                                       |
| Recognition on Screen During Event Program                                         | Logo                            | Logo                           | Name                       | Name                                       |
| Recognition by On-Stage Event Emcee                                                | Opening + Closing Remarks       | Opening + Closing Remarks      | Opening Remarks            | Name Included in On-Screen Sponsor Listing |
| Complimentary Seats at Event                                                       | 2 Tables (16 seats)             | 1 Table (8 seats)              | 1 Table (8 seats)          | 4 seats                                    |
| Premier Seating                                                                    | ✓                               | ✓                              | —                          | —                                          |
| Table Stanchions                                                                   | Logo                            | Logo                           | Name                       | Name                                       |
| <b>POST EVENT</b>                                                                  |                                 |                                |                            |                                            |
| Thanked via Butterfly Pavilion Social Media (49,000+ followers)                    | ✓                               | ✓                              | —                          | —                                          |
| Inclusion in Post Event Article in E-Newsletter (10,500+ recipients)               | Logo + Website Link             | Logo                           | Name + Website Link        | Name + Website Link                        |
| Recognition in Post Event Thank You Email (22,000+ recipients)                     | Logo + Website Link             | Logo                           | Name                       | Name                                       |
| Behind the Scenes and Guided Tour of Butterfly Pavilion with Executive Team Member | ✓ up to 6 people                | ✓ up to 4 people               | —                          | —                                          |
| Recognition in 2020 Annual Report                                                  | ✓                               | ✓                              | ✓                          | ✓                                          |

\*Industry Exclusivity at Presenting Level

<sup>1</sup>Deadline for logo inclusion on event invitation is August 9, 2021

<sup>2</sup>Deadline for logo inclusion in event signage and program is September 1, 2021



BUTTERFLY PAVILION

26 ~~25~~ YEARS  
OF CONSERVATION

## 2021 SPONSORSHIP COMMITMENT FORM

Yes, I/we will proudly sponsor Butterfly Pavilion's 26th Anniversary Celebration:

- ☐ \$25,000 Presenting Sponsor
- ☐ \$10,000 Sustaining Sponsor
- ☐ \$5,000 Partner Sponsor
- ☐ \$2,500 Patron Sponsor

Amount Enclosed: \$ \_\_\_\_\_

☐ Credit Card

☐ Check Enclosed

☐ Please Invoice

Name: \_\_\_\_\_

Company Name: \_\_\_\_\_

Title: \_\_\_\_\_ Phone: \_\_\_\_\_

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

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Email: \_\_\_\_\_

Card Number: \_\_\_\_\_ CVC Code: \_\_\_\_\_

Card Type: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Name on Card: \_\_\_\_\_

Cardholder Signature: \_\_\_\_\_

*\*Please make checks payable to Butterfly Pavilion*

### Please Return To:

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