

33rd Annual HummerBird Celebration



2021 Sponsorship Proposal



HummerBird Celebration Mission Statement

The purpose of the HummerBird Celebration is for the Tourism Development Council of the Rockport-Fulton Chamber of Commerce to hold an annual event centered around one of our most beautiful natural resources, the birds of our region, and a truly fascinating natural history phenomenon; the fall migration of the hummingbirds. The event promotes appreciation of Rockport-Fulton's natural heritage and enhances tourism throughout our area. The HummerBird Celebration is an informative, educational, and stimulating programming to both tourists and local citizens venturing to our celebration. It provides crucial educational information as to the necessity of preserving and protecting the natural resources.

History of the HummerBird Celebration

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, the purpose of the event is to achieve awareness and cover expenses at the same time. 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 an economic slow period. The event is in its 32nd year infusing an estimated \$1 million dollars to 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!



HummerBird Celebration

Rockport and Fulton, Texas

PLATINUM LEVEL

\$5,000 Ruby-throated Hummingbird Sponsorship

Media Relations

- Logo and link on HummerBird Celebration Website www.rockporthummingbird.com.
- Logo in HummerBird Celebration Program *(3500 printed)
- Logo in Thank You ad in the Rockport Pilot newspaper
- Logo on Brochure as Top Level Sponsor *(3500 printed)
- Logo on billboard in the Rockport-Fulton Area

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.
- Logo on podium in main speaker area (3,000 seats filled throughout event)

Complimentary Products

- Receive 4 Rockport HummerBird Celebration T-Shirts.
- Receive 10 All Program Passes to the event.



HummerBird Celebration

Rockport and Fulton, Texas

GOLD LEVEL

\$1,500 Black-Chinned Hummingbird Sponsorship

Media Relations

- Logo and link on HummerBird Celebration Website www.rockporthummingbird.com.
- Logo in HummerBird Celebration Program *(3500 printed)
- Logo in Thank You ad in the Rockport Pilot newspaper

On-Site Visibility-

- Signs on event Shuttle.
- 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 3 Rockport HummerBird Celebration T-Shirts.
- Receive 8 All Program Passes to the event.



HummerBird Celebration

Rockport and Fulton, Texas

SILVER LEVEL

\$1,000 Rufous Hummingbird Sponsorship

Media Relations

- Logo and link on HummerBird Celebration Website www.rockporthummingbird.com.
- Logo in HummerBird Celebration Program *(3500printed)
- Logo in Thank You ad in the Rockport Pilot newspaper

On-Site Visibility-

- Logo on back of bus, boat, and field trip tickets
- 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 2 Rockport HummerBird Celebration T-Shirts.
- Receive 6 All Program Passes to the event.



HummerBird Celebration

Rockport and Fulton, Texas

BRONZE LEVEL

\$500 Buff-bellied Sponsorship

Media Relations

- Logo and link on HummerBird Celebration Website www.rockporthummingbird.com.
- Logo in Thank You ad in the Rockport Pilot newspaper

On-Site Visibility-

- Display of corporate banner at the event.
- Logo on screen prior to each speaker program.

Complimentary Products

- Receive 1 Rockport HummerBird Celebration T-Shirt.
- Receive 2 All Program Passes to the event.

SPONSORSHIP AGREEMENT

YES! Our Company/Organization would like to support the 33rd Annual HummerBird

Celebration by Sponsoring the _____ in the amount of
\$ _____

Company/Organization Name:

Address: _____

Name of Contact Person: _____

Telephone: _____ Cell: _____ Fax: _____

Email Address: _____

Signature of Authorized Representative: _____ Title: _____

PAYMENT METHOD:

Company Check is enclosed-

Make Check payable to Rockport-Fulton Chamber of Commerce

VISA MasterCard

Account #

Zip Code _____

Expiration Date: _____

CVV Code (on back of card) _____

SEND TO:

Rockport-Fulton Chamber of Commerce

319 Broadway

Rockport, TX 78382

361-729-6445 FAX: 361-729-7681

Email: tourism@lrockport.org

For Your Records: Rockport-Fulton Chamber of Commerce, Inc. is a 501 (c) 6 organization.
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