Discover Life in America
Sponsorship Opportunities
Discovering, understanding & conserving biological diversity

Our mission
Our flagship project: Smokies ATBI

**WHAT:** An intensive survey of ALL biodiversity in Great Smoky Mountains National Park

**WHO:** Partnership of scientists, government agencies, research institutions, volunteers, educators

**HOW:** Integration of science, conservation, stewardship, and education

**WHY:** Assist the Park in protecting its rich biological diversity
We can’t **protect** species
if we don’t know they **exist**.
1. What species live in the Smokies?
2. Where do they live?
3. How common are they?
4. How do they interact with each other
Since ATBI began in 1998:
- 9,624 species known to park before ATBI
- 1,031 species new-to-science
- 10,471 new species records for the park

21,126 species known to park

60K–80K species living in park (est)

23 years ATBI has been running in Smokies
Sponsorship Opportunities
Smokies: Most Wanted
Internships
Fireflies Event at Norton Creek
Smokies Eco Adventure
Salamander Ball

Sponsorship Opportunities
Students (grades 5-8) explore the biodiversity living right on their school grounds

- Fosters stewardship and interest in S.T.E.M. fields through experiential, nature-based learning
- Currently have 16 regional middle schools participating
- Goal: 25 schools by 2022
Annual firefly-centered fundraising event
Showcases the magic of synchronous firefly displays in an intimate setting
Guests enjoy food, drink and guided firefly viewing experience
200 guests per year
Our annual family-friendly masquerade ball fundraiser

Features live music, local scientist speakers, activities for kids, a biodiversity-themed silent auction, and more

200-250 guests per year
12-week summer internship program

Provides undergraduate students with unique hands-on experience working with a nonprofit

Interns assist with scientific research, programming, public relations, and more

We host 3-4 interns each summer
Community-involvement program empowering visitors to document organisms they encounter in the Smokies

Using iNaturalist, park visitors help contribute data for our ATBI

Hundreds of community scientists engaged each year
Partnership with A Walk in the Woods to provide an exclusive 3-day, 2-night camping experience in a luxurious off-grid setting

- Includes guided nature hikes plus great local food & drink
- Scheduled for August 29-31, 2021
Sponsorship Levels
<table>
<thead>
<tr>
<th>Sponsorship Levels</th>
<th>Kingdom $10,000+</th>
<th>Phylum $7,500</th>
<th>Class $5,000</th>
<th>Order $2,500</th>
<th>Family $1,000</th>
<th>Genus $750</th>
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</thead>
<tbody>
<tr>
<td>Social Media Recognition</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>Website Logo Placement (linked to your site)</td>
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<tr>
<td>Verbal Recognition at Events</td>
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<td>✓</td>
<td>✓</td>
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<td>✓</td>
</tr>
</tbody>
</table>
| Logo Placement on Event Signage | ✓  
Company sign, highly visible, in registration area | ✓  
Company sign, highly visible, in registration area | ✓  
Company logo on a banner | ✓  
Company logo on a banner | ✓            | ✓          |
| Event Registrations | 10             | 6            | 4           | 2           | 0            | 0          |
| Logo presence on ALL materials | ✓              | ✓            | ✓           | ✓           | ✓            | ✓          |
Logo placement on event poster

Logo placement on our website

Examples of sponsor visibility