



**Discover Life in America**  
**Sponsorship Opportunities**

*Connecting communities and  
scientists in discovering,  
understanding and  
conserving the natural world.*



**Our mission**

**DLiA**  
Discover Life in America

# All Taxa Biodiversity Inventory



- **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

Our flagship project: Smokies ATBI



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*We can't protect species  
if we don't know they exist.*



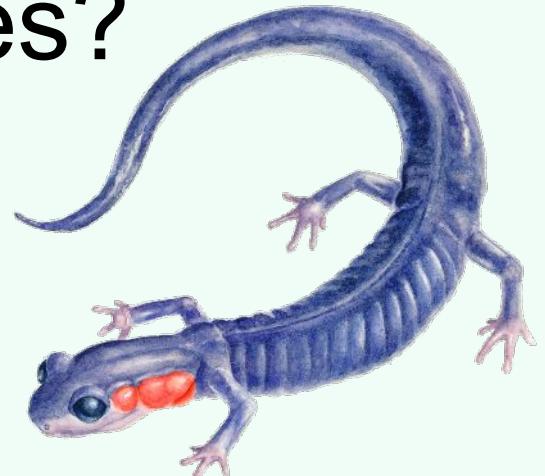
Abbott Nature Photography

Our motto

**DLiA**  
Discover Life in America



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

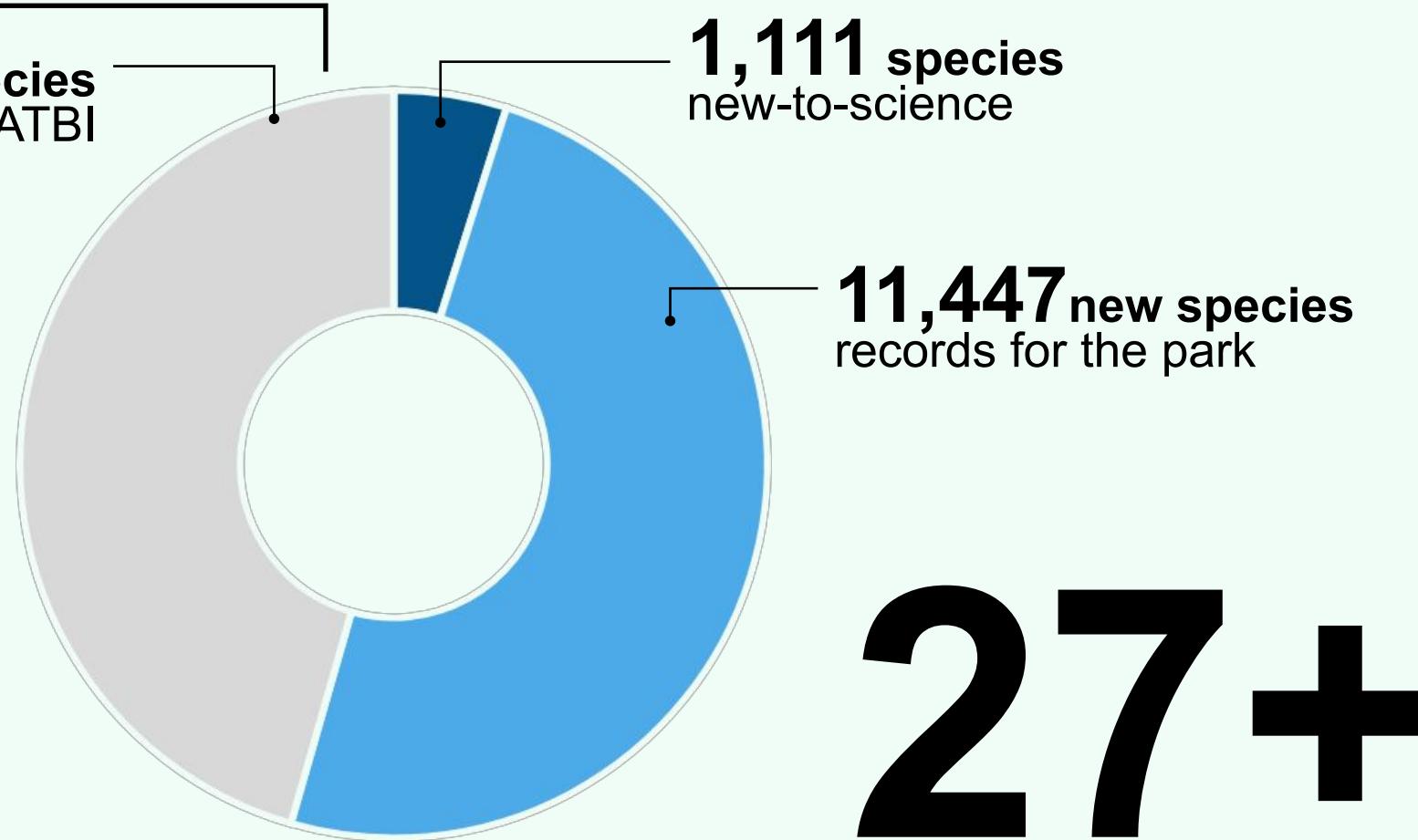


LeAnn Carter

Smokies ATBI: answering four questions

Since ATBI began in 1998

**22,893**  
species known to park  
**60K–80K**  
species living in park (est)



**Smokies ATBI: By The Numbers**



# *Sponsorship Opportunities*





ALL-TAXA BIODIVERSITY INVENTORY



SMOKIES MOST WANTED



SUMMER INTERNSHIPS



FIREFLIES AT NORTON CREEK



ISCIENCE PROGRAM

# Sponsorship Opportunities



- All Taxa Biodiversity Inventory
- Mini-grants for scientists and taxonomists to identify species
- DNA barcoding to expedite the identification of priority species
- Science and research funding to provide a technician to work exclusively on preparing specimens for DNA barcoding and cataloging data.



- 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 43 regional middle schools participating

## iScience Middle School Program

- 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



**Fireflies Event at Norton Creek**



## Summer Internships

- 10-week paid 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



**Smokies: Most Wanted**



# *Sponsorship Levels*



	Kingdom \$10,000 +	Phylum \$7,500	Class \$5,000	Order \$2,500	Family \$1,000	Genus \$750
Social Media Recognition	✓	✓	✓	✓	✓	✓
Website Logo Placement (linked to your site)	✓	✓	✓	✓	✓	✓
Verbal Recognition at Events	✓	✓	✓	✓		
Logo Placement on Event Signage	✓ Company sign, highly visible, in registration area	✓ Company sign, highly visible, in registration area	✓ Company logo on a banner	✓		
Event Registrations	10	6	4	2	0	0

# Sponsorship Levels



# Past Sponsors

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*Thank you, sponsors!*



**BREEDLOVE,  
DENNIS &  
ASSOCIATES, INC.**

LAW OFFICES OF  
**Steven L. Bohleber**

*Logo placement on event poster*

**Examples of sponsor visibility**

## UPCOMING EVENTS

**18 JUN 2021**  
Science at Sugarlands: Herbarium  
The park's herbarium houses thousands of plant species.

**26 JUN 2021**  
Bioblitz at Abrams Creek  
Help DLiA sample pollinators and other insects in the Smokies.

**16 JUL 2021**  
Science at Sugarlands: Birds  
Birds of the Smokies Keith Watson, local bird expert.

[All events](#)

## BLOG

 Tennessee Naturescapes partners with DLiA to go native!  
May 12, 2020 - 4:15 pm

 Blue ghosts: spirits of the forest  
August 22, 2019 - 2:13 pm

 A Day at Conservation Fisheries  
July 6, 2018 - 10:00 pm

 A Bioblitz Well Spent  
June 22, 2018 - 4:22 pm

## SMOKIES ATBI BY THE NUMBERS

HOW MANY SPECIES LIVE IN GREAT SMOKY MOUNTAINS NATIONAL PARK?

**1031**

new-to-science species

**10471**

new species records

**21126**

total known species

[Read more](#)

## OUR SPONSORS

Our work is made possible in part by contributions from the following generous sponsors.

Interested in sponsoring DLiA? Find out how!



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*Logo placement on our website*



# Thank you!



[dlia.org](http://dlia.org)





**Discovering, understanding and conserving  
biological diversity in the Smokies and beyond!**



**Your contribution makes a difference!**