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# FRIENDS OF OATLAND ISLAND ANNUAL SPONSORSHIP OPPORTUNITIES

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Let the world know that your company is committed to supporting the wonderful animal and environmental educational programs that Oatland Island Wildlife Center offers. Our sponsorships are offered at various levels and run for one full year from the date of commitment.



## COMPANY VISION, MISSION, AND GOALS

Friends of Oatland's Mission is to act as a physical and financial support organization for Oatland Island Wildlife Center in order to assist the Savannah-Chatham County Schools and Board of Education in preserving the ecosystem and education programs and maintaining the Visitor's Facility as a community asset.

The mission of the Oatland Island Wildlife Center of Savannah is to provide guests with memorable experiences to help them make stronger connections to the natural world.

The Friends of Oatland Island is a 501c3 organization established in 2001.



# SAVANNAH COMMUNITY EXPOSURE

## FOO + OATLAND BY THE NUMBERS

### Oatland Island Wildlife Center Audience and Reach

- Oatland serves almost 100,000 visitors each year
- 28,000 school students attend field trips at Oatland each year
- Annual Events each draw between 2,000-4,000 attendees
- 23,000 Facebook followers and 2,900 Instagram followers

### Friends of Oatland Island Audience and Reach

- 600 Annual Membership families representing 15 US states and 75 zip codes
- 8,850 Facebook followers and 1,850 Instagram followers
- 16,800 Blog subscribers

### What's New in 2023

- We have invested in Member Relationship Management software that will allow us to streamline handling of recurring gifts, fundraising campaigns, and member communication.
- We've expanded our marketing efforts and will be able to leverage member data for targeted marketing and to provide ROI metrics to our sponsors.
- We are planning and looking forward to celebrating OIWC's 50th Anniversary in 2024!

	\$750.00 Fox Level	\$1,000.00 Alligator Level	\$2,000.00 Eagle Level	\$3,000.00 Cougar Level	\$5,000.00 Wolf Level
Social Media Thank You Post	1	1	1	2	2
FOO Membership	2	2	2	4	4
Company on Sponsor Plaque	✓	✓	✓	✓	✓
Company Logo on FOOsletter	✓	✓	✓	✓	✓
Plaque to Display at Your Business		✓	✓	✓	✓
Supporter Way Engraved Board			✓	✓	✓
Company Logo on FOO Table			✓	✓	✓
8"x6" Exhibit Plaque				✓	✓
10"x8" Exhibit Plaque					✓
Sponsor Membership Day					✓