

IRC NATIVES FOR YOUR NEIGHBORHOOD SPONSORSHIP

Dear

The Institute for Regional Conservation (IRC) is a 501(c)3 non-profit organization dedicated to the protection, restoration, and long-term management of biodiversity on a regional basis, and to the prevention of regional extinctions of rare plants, animals and ecosystems. As an important part of our mission, we make environmental education a top priority through the development of online resources that are free to the public and conducting educational programs for people of all ages.

In support of these goals, IRC has designed the ***Natives For Your Neighborhood*** website to present accurate, specific, and up-to-date information on cultivated native plants in South Florida. This project promotes broad participation in native plant gardening and habitat restoration at the local and regional levels, and encourages landowners and plant enthusiasts to contribute to conservation through the use of native plants in landscaping and habitat restoration on private lands.

One thing we hear consistently is that landowners are unsure where to go to obtain native plants or to get landscaping support. We are giving you the opportunity to support the continued development and quality of Natives for Your Neighborhood while at the same time promoting your business and providing our users with a source of plants and expert guidance.

Our website gets almost 200,000 views per month and Natives For Your Neighborhood specifically has 60,000 page views. This means that each week, nearly 15,000 pages are being viewed by users of this free, online resource. Natives For Your Neighborhood is a trusted source for many reputable environmental organizations including local chapters of the Florida Native Plant Society, extension offices of the University of Florida, Broward County's Naturescape program, the North American Butterfly Association, the Florida Wildflower Foundation and many local native nurseries. For more information please visit our website at www.regionalconservation.org.

We look forward to partnering with you!

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305-304-6610

IRC NATIVES FOR YOUR NEIGHBORHOOD ANNUAL SPONSORSHIP

Annual Sponsorship Levels

(pro rated by quarter)

\$50 – Herbaceous

Your name and a link to your website under “Contributing Native Plant Nurseries”

\$100 – Shrub

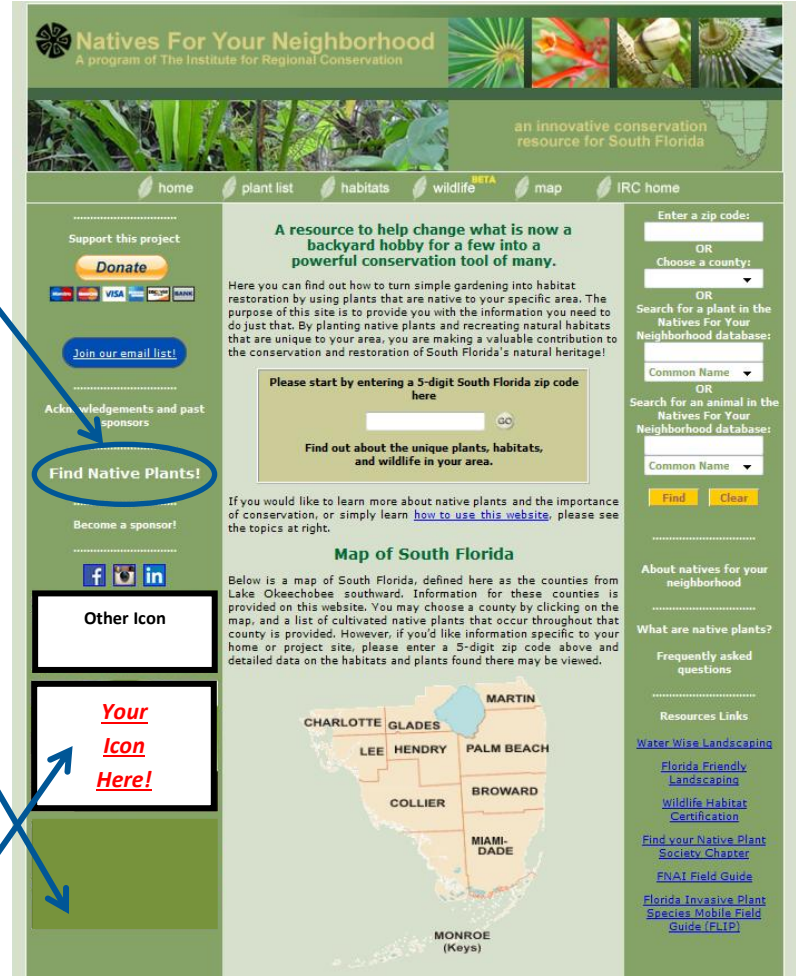
Your name and a link to your website under “Contributing Native Plant Nurseries” and 10 free plant listings.

\$250+ – Canopy

Your icon and/or name and a link to your site on the left bar on the home page and visible on all subsequent pages including 10 free plant listings. (contributors ranked according to sponsorship level)

\$750+ – Emergent

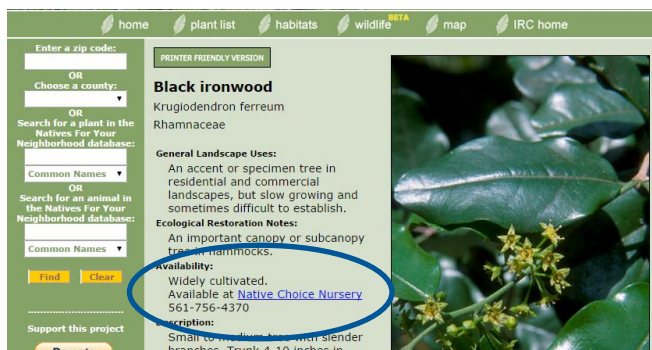
Your icon and/or name with a link to your website on the left bar visible on all pages, 10 free plant listings and guaranteed to be in a top three spot. (contributors ranked according to sponsorship level)



Plant Listings

In addition to the above annual sponsorship levels, you may choose to list the plants you carry and include a link on the plant page. This will allow our users to get straight from the plants they want to the

Example: Native Choice Nursery



nurseries which carry them! (must be a sponsor to list)

Price: Included in sponsorship levels shrub and above! 10 plants listed for free. A service fee of \$3.00/yr will be charged for each additional plant over 10 and for additions or deletions.

YES! I would like to become an Annual Sponsor of Natives for Your Neighborhood!

Company Information:

Name: _____
 Address: _____
 Website: _____
 Phone and Email: _____

Sponsorship Level:

- Herbaceous - \$50/yr** - Your name and a link to your website under “Contributing Native Plant Nurseries”
- Shrub - \$100/yr** – Your name and a link to your website under “Contributing Native Plant Nurseries” and 10 free plant listings.
- Canopy - \$250+/yr** - Your icon and/or name and a link to your site on the left bar on the home page and visible on all subsequent pages including 10 free plant listings. (*contributors ranked according to sponsorship level*)
- Emergent - \$750+/yr** - Your icon and/or name with a link to your website on the left bar visible on all pages, 10 free plant listings and guaranteed to be among the top three spots. (*contributors ranked according to sponsorship level*)

Plant Listings:

#	Common Name	Scientific Name	Cost
1			FREE!
2			FREE!
3			FREE!
4			FREE!
5			FREE!
6			FREE!
7			FREE!
8			FREE!
9			FREE!
10			FREE!
11			\$3.00
12			\$3.00
13			\$3.00
14			\$3.00
15			\$3.00

** If desired, additional plant listings can be added and attached on a separate sheet of paper.

Mail this form and checks to:

The Institute for Regional Conservation
 ATTN: NFYN sponsorship
 100 E Linton Blvd, Suite 302B
 Delray Beach, FL 33432

For Questions contact Cara Abbott:
abbott@regionalconservation.org
 305-304-6610