

IRC NATIVES FOR YOUR NEIGHBORHOOD SPONSORSHIP

Dear Business Owner;

The Institute for Regional Conservation hosts the website Natives for Your Neighborhood which is based on data collected by us and published in the Floristic Inventory of South Florida. Natives for Your Neighborhood encourages land owners and plant enthusiasts to contribute to conservation through the use of native plants in landscaping and habitat restoration on private lands. With increasing awareness of the environmental and ecological benefits of native plants as well as local governments and HOAs increasing the ordinances requiring and incentives encouraging native planting, the demand for information about native plants will only grow. 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.

Native for Your Neighborhood receives on average approximately 200 visitors a day averaging 6000 visitors monthly. Of that number approximately 25% are repeat visitors, meaning that each month you would expect your sponsorship to be seen by 1500 people multiple times and 4500 unique visitors. Natives for your Neighborhood is a trusted source for many reputable environmental organizations and approximately 40% of our traffic is referred by one of those organizations' websites. These sites include the Miami Dade extension office of the University of Florida, Broward County's Naturescape program, the Miami Blue chapter of the North American Butterfly Association, various local native nurseries, and wildflower.org.

By supporting Natives for Your Neighborhood through a sponsorship not only will you be contributing to this invaluable resource but you will also be directing interested individuals and plant nurseries to your expertise and services. You will generate more business for your nursery, landscape company, or green business and be providing a valuable service to our users by letting them know where they can find the plants and labor they are looking for!

Thank you for your support;

Lindsey Nieratka

lnieratka@regionalconservation.org

305-247-6547

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Annual Sponsorship Levels

(pro rated by quarter)

\$100 – Herbaceous

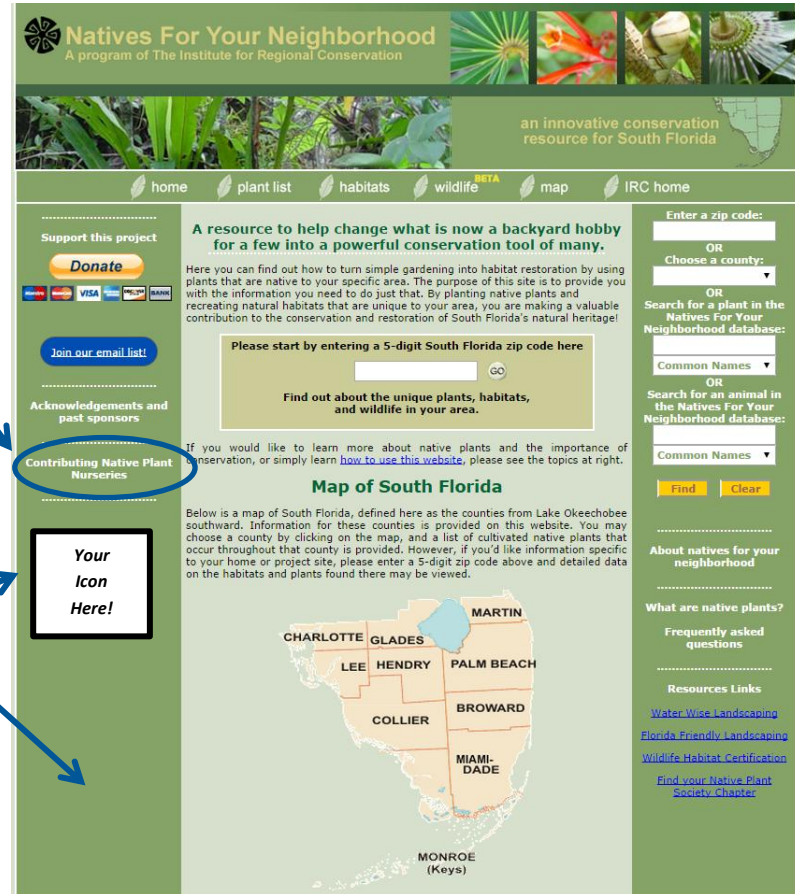
Your name and a link to your website under “Contributing Native Plant Nurseries”

\$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 plant lists and plant details. *(contributors ranked according to sponsorship level)*

\$750+ – Emergent

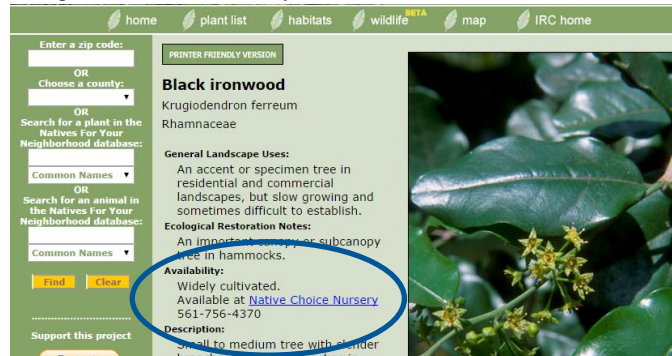
Your icon and/or name with a link to your website on the left bar visible on all pages and guaranteed to be in a top three spot. *(contributors ranked according to sponsorship level)*



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

Example: Native Choice Nursery



Price: Included in your sponsorship! 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 a sponsor of Natives for Your Neighborhood!

Company Information:

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

Sponsorship Level:

- Herbaceous - \$100/yr** - Your name and a link to your website under “Contributing Native Plant Nurseries”
- 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 plant lists and plant details. *(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 and guaranteed to be in a top three spot. *(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 |

Mail this form and checks to:

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

Email logo and additional plants to:

irc@regionalconservation.org
 subject: NFYN sponsorship

For Questions contact Lindsey Nieratka:

lnieratka@regionalconservation.org
 305-247-6547