



**Second Annual Monarch Festival at Sandy Creek Park, Saturday October 8<sup>th</sup>**  
*Festival Sponsorship information*

Celebrate the remarkable 2000-mile journey of the Monarch Butterfly and learn how to help protect this important pollinator species. Free admission, food trucks, games, children's activities, butterfly releases, music, and more!

**When:** Saturday, October 8, 2016 | 10am-4pm

**Where:** Sandy Creek Park, 3510 Sandy Creek Park Drive, Durham, NC

**Festival Coordinating Partners:** Keep Durham Beautiful, Durham Parks and Recreation, Friends of Sandy Creek and the Triangle Land Conservancy

Keep Durham Beautiful is the fiscal agent for this festival. All contributions are tax deductible to the extent of the law. Keep Durham Beautiful's tax ID # is 02-0735076.

## Monarch Festival Fast Facts:

- The purpose of the Monarch Festival is to raise awareness of the Monarch butterfly and how we can help the Monarchs and other important pollinator species here in North Carolina. Monarch butterfly populations are quickly declining due to habitat loss and insecticide use. In 2000, there were as many as 1 billion Monarchs migrating between Canada and Mexico; in 2014, only 56 million made the journey.
- Sandy Creek Park is a certified waystation for Monarch butterflies as they migrate throughout North America. This unique 103-acre Durham Park, once a sewage treatment plant, has been transformed into an important Monarch stopover location featuring milkweed, nectar sources and shelter that help sustain Monarchs throughout their migration to Mexico for the winter.
- The event is free and open to the public and features live music, family friendly activities, a butterfly parade, educational talks, butterfly releases, and food trucks.
- Free children's activities include a Monarch Reading Corner with stories for all ages, butterfly puppet making, butterfly themed crafts, face painting, yard games, butterfly balloon animals and the spectacular butterfly parade!
- For more information and the full schedule of events, visit the event website:  
<http://keepdurhambeautiful.org/monarchfestival/>

	Monarch (≥\$500) Single Sponsor	Chrysalis (\$250)	Caterpillar (\$150)	Pollinator (Plant Vendor) (\$30)	NPO Vendor Rate* (\$30)
Logo on Festival T Shirt	X				
Logo and website link on festival email blasts	X				
Logo and website link on festival website	X	X	X		
Logo/acknowledgement on festival poster	X				
Logo/acknowledgement on festival brochure	X	X			
Acknowledgement on Facebook event page	X	X	X		
Cross posting on Keep Durham Beautiful, Durham Park Foundation, and Durham Parks and Recreation Facebook pages(several separate pages)	X	X			
Recognition at festival	X	X	X	X	X
10x10 booth space	X	X	X	X	X

\*Fee will be waived with a comparable donation to the festival raffle.

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Please make checks payable to: Keep Durham Beautiful

You can deliver donated products or payments to:

Keep Durham Beautiful  
2011 Fay Street  
Durham, NC 27704