

SPONSORSHIP OPTIONS

Support the Industry. Gain Exposure.



The Wild Bird Feeding Institute (WBFI) is an association dedicated to the progressive expansion of the backyard wild bird and backyard wildlife feeding industry. WBFI is excited to introduce new sponsorship opportunities available to WBFI Members to showcase their companies and support the industry.

A La Carte Sponsorship Opportunities! We're offering flexible sponsorship options, designed to maximize your visibility throughout the year. Choose from a wide range of opportunities to create the mix that best supports your goals. Recognition is provided across WBFI's platforms, ensuring your brand stands out to our engaged community.

SPONSORSHIP LEVELS

Recognition is based on the total minimum spend of both package options and will be featured on our dedicated sponsorship webpage.

BLUE JAY - \$10,000
CHICKADEE - \$8,000

GOLDFINCH - \$6,000
CARDINAL - \$4,000

JUNCO - \$2,000
SPARROW - \$1,000

A LA CARTE VISIBILITY ITEMS

ITEMS	COST
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Holiday Gift Guide

Quarter-Page ad	\$500
Half-Page ad	\$750
Full-Page ad	\$1,500
Two-Page article	\$2,000

Website (*Listing on PWB and WBFI Websites*)

Listing on homepage footer	\$500/year
Dedicated landing page	\$1,000/year

Media

Featured banner in footer of newsletter	\$250/email
Dedicated Social Posts (PWB)	\$250/social post (max 6/year)
Dedicated Social Posts (WBFI)	\$500/social post (max 6/year)
Exclusive E-mail to Network	\$750/email (max 4/year)
Hosted Webinar (1 hour)	\$1,000/webinar (max 4/year)

Ask Your Target Market Study

Raw Data - U.S.	\$750
Raw Data - Canada	\$750
Raw Data - North America	\$1,250

Partner with PROJECT WILDBIRD to reach a passionate, growing community of nature lovers while demonstrating your commitment to the wild bird feeding industry. Our cross-channel campaigns connect your brand to engaged consumers.

Partner with WBFI to connect your brand to the leading network in the wild bird feeding industry — from manufacturers and distributors to retailers and conservation allies. Our B2B advertising solutions put your message in front of decision-makers



PROJECT WILDBIRD®

WBFI ANALYTICS



WEBSITE

Over 103K annual visits



E-NEWS

1,613 subscribers



SOCIAL MEDIA

5,193 followers