



CAROLINA RAPTOR CENTER

CORPORATE PARTNERSHIP PROGRAM

2026-2027



OPPORTUNITIES FOR SUPPORT

Annual Sponsorship 4

Program Sponsorship 6

Naming Sponsorship 10

Fundraiser Sponsorship .. 14

WHERE CONSERVATION TAKES

Flight!



REHABILITATION

In our cutting-edge Raptor Hospital, we treat sick, injured, and orphaned raptors to protect these vital species.



EDUCATION

Our Raptor Trail, a zoo featuring birds of prey, creates meaningful connections to conservation for visitors of all ages.



CONSERVATION

We collaborate with local and global research programs to protect raptor populations for generations to come.

GET TO KNOW US

Carolina Raptor Center has been an impactful member of the Charlotte community since our founding in 1981, serving as an industry-leading facility for raptor rehabilitation, education, and conservation.

46,000
VISITORS



From the Carolinas & beyond every year

OVER 20
SPECIES OF
RAPTORS



On the Raptor Trail

 **10,000**
STUDENTS

Educated in programs annually

 VOTED
**BEST FAMILY
ATTRACTION**

Through Charlotte's Best by the Charlotte Observer

800+
PATIENTS



Admitted to the Raptor Hospital each year

 **10,000+**
RAPTORS RELEASED

After successful rehabilitation

 **128,000**
FOLLOWERS

Across Facebook, Instagram, and TikTok

7,500 
SUBSCRIBERS

To our e-newsletter



WAYS TO SUPPORT

Sponsorships

All gifts listed in the following pages are based on cash valuation. Sponsorships are considered non-exclusive unless otherwise noted in the description.

Your sponsorship commitment includes recognition benefits outlined in your sponsorship agreement, with varying levels designed to highlight your partnership and impact.

Employee Giving

Do you offer an employee giving program or gift matching? We'd love to connect and explore how these opportunities can multiply your impact for raptors and our community.

Gifts In-Kind

Carolina Raptor Center welcomes in-kind donations at any sponsorship level. A sponsorship may be fulfilled by providing goods or services that help reduce our expenses. These opportunities are reviewed on a case-by-case basis to ensure they align with our needs and mission.

Volunteering

Does your organization offer volunteer time for employees? Some sponsorship opportunities include the option to volunteer, a perfect way to step out of the office and spend the day making a difference! We'd love to talk about how your team can get involved at the Carolina Raptor Center.



ANNUAL SPONSORSHIP

Annual Sponsorships provide year-round support to Carolina Raptor Center’s mission and benefits to you.

Annual Sponsorships last 12 months from the date the sponsorship agreement is signed.

Sponsorships may be paid in a single or quarterly payments.



Public Promotion

Listing on website sponsor page	✓	✓	✓	✓	✓	✓
Recognition in Annual Report	✓	✓	✓	✓	✓	✓
Sponsor window decal or digital badge	✓	✓	✓	✓	✓	✓
Recognition in e-newsletter	4x/Year	4x/Year	4x/Year	2x/Year	1x/Year	
Social media highlight	4x/Year	4x/Year	2x/Year	1x/Year		
Sponsorship of public event <i>Such as Baby Shower, Eagle Extravaganza</i>	2x/Year	1x/Year				
Logo placement on campus signage	✓					

Employee Engagement

Free passes to Carolina Raptor Center	50	35	25	20	15	10
Private guided tour of Carolina Raptor Center	Up to 10 People	Up to 10 People	Up to 10 People	Up to 6 People	Up to 6 People	
Employee volunteer day <i>(Scheduled with CRC)</i>	✓	✓	✓			
Program with avian ambassador at your location <i>(Restrictions Apply)</i>	✓	✓				
Opportunity to host a custom corporate event onsite <i>(Restrictions Apply)</i>	✓					

PROGRAM SPONSORSHIP

Carolina Raptor Center connects the public to birds of prey through a variety of educational programming, from daily offerings to large-scale events.

Program sponsorship platforms your brand alongside impactful programs designed to give participants defining moments with the natural world.



KEEPER CHAT



SUMMER BIRD SHOW



MEET A RAPTOR



HOSPITAL TOUR

★ SUMMER BIRD SHOW

Summer Bird Shows feature our team of avian ambassadors showcasing their incredible talents. Your sponsorship includes:

- Logo listing on website sponsor page
- Recognition on all marketing materials for Summer Bird Show
- Verbal recognition at the beginning of every Summer Bird Show
- Private guided tour of Carolina Raptor Center for up to 6 people
- 25 complementary tickets to the Raptor Trail

PRESENTING SPONSOR: \$10,000

🐱 MEET A RAPTOR

In our Meet a Raptor programs, guests learn what makes a raptor unique with the help of an avian ambassador. Your sponsorship includes:

- Logo listing on website sponsor page
- Recognition on all marketing materials for Meet a Raptors
- Verbal recognition at the beginning of every Meet a Raptor
- 20 complementary tickets to the Raptor Trail

PRESENTING SPONSOR: \$5,000

📢 KEEPER CHAT

Keeper Chats allow guests to learn about our avian ambassadors from the people who know them best. Your sponsorship includes:

- Logo listing on website sponsor page
- Recognition on all marketing materials for Keeper Chats
- Verbal recognition at the beginning of every Keeper Chat
- 15 complementary tickets to the Raptor Trail

PRESENTING SPONSOR: \$2,500

+ HOSPITAL TOUR

In our Hospital Tours, guests can get a peek into what it takes to care for more than 800 sick and injured raptors each year. Your sponsorship includes:

- Logo listing on website sponsor page
- Recognition on all marketing materials for Hospital Tours
- Verbal recognition at the beginning of every Hospital Tour
- 15 complementary tickets to the Raptor Trail

PRESENTING SPONSOR: \$2,500

OWL-O-WEEN



Owl-O-Ween is a signature fall event at the Carolina Raptor Center, welcoming hundreds of guests for a day of festive, nature-based Halloween fun.

Event Highlights:

- **Trick-or-Treat Adventure** – Stroll along the Raptor Trail collecting candy at themed stations for a safe and fun wildlife-inspired Halloween experience.
- **Festive Family Fun** – Show off your creativity in costume contests with prizes for best bird, non-bird, and group costumes.
- **Learning Through Play** – Explore interactive educational tables to discover how Carolina Raptor Center cares for and protects birds of prey.

Sponsorship Options:

PRESENTING SPONSOR

Sponsorship Includes:

- Primary logo placement on event marketing and signage
- 10 complimentary tickets to Owl-O-Ween
- Opportunity for employees to hand out candy on the Trick-or-Treat trail

VALUE: \$2,500

CANDY SPONSOR

Sponsorship Includes:

- Logo placement on Trick-or-Treat trail
- 4 complimentary tickets to Owl-O-Ween
- Opportunity for employees to hand out candy on the Trick-or-Treat trail

VALUE: \$1,000

STEAM ON THE WING



Our annual STEAM on the Wing event connects guests to more than a dozen local partners for meaningful engagement with science, technology, engineering, arts, and mathematics.

Event Highlights:

- **Partner Engagement** – This event brings together local companies and organizations to represent a diverse array of STEAM careers.
- **High Attendance, High Impact** – STEAM on the Wing draws some of our highest attendance of the year with its blend of education and fun.
- **STEAM for All** – We offer free or reduced tickets to this event for community members who face a financial barrier to admission.

Sponsorship Options:

PRESENTING SPONSOR \$5,000

Sponsorship Includes:

- Primary logo placement on event marketing and signage
- Opportunity for employee volunteering at STEAM on the Wing
- 20 complimentary passes to Carolina Raptor Center

VALUE: \$5,000

PROGRAM SPONSOR \$2,500

Sponsorship Includes:

- Logo placement on Trick-or-Treat trail
- Opportunity for employee volunteering at STEAM on the Wing
- 15 complimentary passes to Carolina Raptor Center

VALUE: \$2,500

FACILITY SPONSORSHIPS



CLASSROOM

Thousands of people pass through our **Classroom**, whether through educational classes or nose-to-beak visitor programs.

Your sponsorship includes logo or name recognition on an 18"x24" panel at the entrance to the area, recognition on our website, and a social media highlight.

VALUE: \$10,000



PICNIC AREA

The **Picnic Area** is a central hub where families, schools, groups, and parties gather during their visit.

Your sponsorship includes logo or name recognition on an 18"x24" panel at the entrance to the area, recognition on our website, and a social media highlight.

VALUE: \$5,000



TRAIL SECTION

The **Raptor Trail** is a ¾ mile loop where more than 40,000 people annually meet birds of prey from around the world.

Your sponsorship includes logo or name recognition on an 18"x12" panel on the Raptor Trail and recognition on our website.

VALUE: \$2,500; 3 AVAILABLE



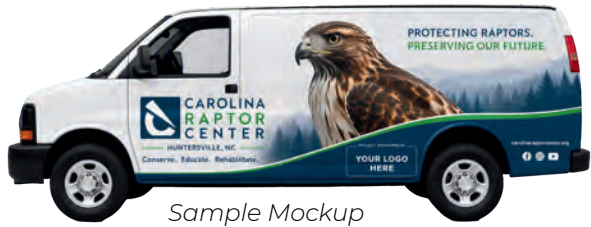
DOCENT STATION

At **Docent Stations** around the Raptor Trail, you'll find passionate volunteers with engaging activities.

Your sponsorship includes logo or name recognition on an 18"x12" panel on a Docent Station and recognition on our website.

VALUE: \$1,000; 4 AVAILABLE

VEHICLE SPONSORSHIPS



Sample Mockup

OUTREACH VAN

Your sponsorship includes logo recognition on our Outreach Van, which transports our team to educational programs throughout the region.

VALUE: \$25,000 FOR 5 YEAR SPONSORSHIP



Sample Mockup

MAINTENANCE TRUCK

Your sponsorship includes logo recognition on our Maintenance Truck, which is used across the site to ensure our facility is safe and enjoyable.

VALUE: \$20,000 FOR 5 YEAR SPONSORSHIP

PRODUCT SPONSORSHIPS



Sample Mockup

VISITOR MAPS

Your sponsorship logo recognition on maps that are given to every group visiting Carolina Raptor Center, which includes more than 40,000 guests each year.

VALUE: \$5,000



Sample Mockup

UNIFORMS

Your sponsorship includes logo recognition on polos for our staff. Every team member has a public-facing role, ensuring brand recognition.

VALUE: \$4,000

ENCLOSURE SPONSORSHIP

Sponsoring an enclosure gives your brand prominent exposure alongside our avian ambassadors.

Annual enclosure sponsorships are available for a wide range of species throughout the Raptor Trail.

The welfare of our avian ambassadors is always our top priority. In the event that your requested species no longer occupies your sponsored enclosure, we will work to ensure your brand is highlighted through an enclosure or experience of equal value.

MAJOR ENCLOSURE



BALD EAGLE & AFRICAN FISH EAGLE



ANDEAN CONDOR

Major Enclosures are home to some of the most iconic species at the Carolina Raptor Center, where guests often spend extra time taking in their awesome presence.

Major Enclosures Include: Bald Eagles, African Fish Eagle, Andean Condor

VALUE: \$20,000

Your sponsorship includes:

- Logo listing on website sponsor page
- Logo recognition on 18"x24" panel mounted in front of enclosure
- 35 complimentary passes to Carolina Raptor Center

STANDARD ENCLOSURE



EURASIAN EAGLE OWL



RED-LEGGED SERIEMA



KING VULTURE

Standard Enclosures feature many ambassadors who are fan favorites for those who visit Carolina Raptor Center often.

Standard Enclosures Include: Eurasian Eagle Owl, Red-legged Seriema, Red-tailed Hawk, Golden Eagle, King Vulture

VALUE: \$10,000

Your sponsorship includes:

- Logo listing on website sponsor page
- Logo recognition on 12"x18" panel mounted in front of enclosure
- 25 complimentary passes to Carolina Raptor Center

BASIC ENCLOSURE



BLACK VULTURE



LANNER FALCON



GREAT HORNED OWL



LESSER YELLOW-HEADED VULTURE

Basic Enclosures are home to many species that can be found throughout the Carolinas as well as several birds native to other parts of the world.

Basic Enclosures Include: Turkey Vulture, Black Vulture, Great Horned Owl, Barred Owl, Lanner Falcon, Lesser Yellow-Headed Vulture

VALUE: \$5,000

Your sponsorship includes:

- Logo listing on website sponsor page
- Logo recognition on 8"x12" panel mounted in front of enclosure
- 20 complimentary passes to Carolina Raptor Center



BIRDS & BREWS

Birds & Brews is a 21+ fall fundraiser at the Carolina Raptor Center that brings a variety of beverage vendors to the Raptor Trail for a unique afternoon of birds, brews, and fun.

Event Highlights:

- **Craft Beverage Experience** – Sample from local breweries and beverage partners with unlimited tastings, creating a fun and social atmosphere.
- **Up-Close Raptor Encounters** – Enjoy live raptor programs that bring guests face-to-face with birds of prey.
- **Food, Music & Festival Atmosphere** – Relax with live music, light bites, and a lively outdoor setting perfect for a fall afternoon.
- **Supporting Wildlife Conservation** – Every sponsorship helps fund Carolina Raptor Center’s mission of raptor rehabilitation, education, and conservation.



DIAMOND SPONSOR - \$10,000

Sponsorship Includes:

- Primary logo placement on Birds & Brews promotions, including website, printed materials, and t-shirts
- 2 dedicated social media highlights
- Option of 5 VIP tickets OR 10 General Admission tickets to Birds & Brews
- 16 free passes to the Raptor Trail
- Private raptor release at a location of your choice (*conditions apply*)
- Employee volunteer day opportunity for up to 20 people



PLATINUM SPONSOR - \$5,000

Sponsorship Includes:

- Logo on Birds & Brews promotions, including website, printed materials, and t-shirts
- Dedicated social media highlight
- Option of 4 VIP tickets OR 8 General Admission tickets to Birds & Brews
- 12 free passes to the Raptor Trail
- Private raptor release at a location of your choice (*conditions apply*)



GOLD SPONSOR - \$2,500

Sponsorship Includes:

- Logo on Birds & Brews promotions, including website, printed materials, and t-shirts
- Mention on social media
- Option of 2 VIP tickets OR 4 General Admission tickets to Birds & Brews
- 8 free passes to the Raptor Trail



SILVER SPONSOR - \$1,000

Sponsorship Includes:

- Logo on Birds & Brews promotions, including website, printed materials, and t-shirts
- 2 General Admission tickets to Birds & Brews
- 4 free passes to the Raptor Trail



BRONZE SPONSOR - \$500

Sponsorship Includes:

- Name on Birds & Brews promotions, including website and printed materials
- 1 General Admission ticket to Birds & Brews



BIRDIES FOR BIRDIES

Tee up for conservation at Birdies for Birdies, our spring fundraiser and a one-of-a-kind opportunity to test your putting skills while surrounded by birds of prey.

Event Highlights:

- **9 Holes of Mini Golf** – Put your putting to the test with a round of mini golf in a setting like no other - the Raptor Trail.
- **Fun for All Ages** – With a Family Night and an Adults Night, Birdies for Birdies offers a lively environment for anyone to enjoy.
- **Make a Statement** – With a photo op, unique signage, and engaging entertainment, your brand is nestled into an iconic theme.
- **For the Birds** – Every sponsorship helps fund Carolina Raptor Center's mission of raptor rehabilitation, education, and conservation.

PREMIERE TIERS

CONDOR SPONSOR - \$5,000

Sponsorship Includes:

- Priority logo placement on all event promotions - webpage, newsletter, and printed materials
- 2 dedicated social media highlights
- 14 Tickets to Birdies for Birdies

EAGLE SPONSOR - \$2,500

Sponsorship Includes:

- Logo placement on all event promotions - webpage, newsletter, and printed materials
- Dedicated social media highlight
- 12 tickets to Birdies for Birdies

BIRDIE SPONSOR - \$1,000

Sponsorship Includes:

- Name placement on all event promotions - webpage, newsletter, and printed materials
- 10 tickets to Birdies for Birdies

BASIC TIERS

SCORECARD SPONSOR - \$750

Sponsorship Includes:

- Logo on scorecards & pencils
- 8 tickets to Birdies for Birdies

HOLE SPONSOR - \$500

Sponsorship Includes:

- Logo at one hole
- 6 tickets to Birdies for Birdies

PHOTO BOOTH SPONSOR - \$250

Sponsorship Includes:

- Logo at photo booth
- 4 tickets to Birdies for Birdies

OUR MISSION

To ignite a passion for raptors and a responsibility for our shared natural world.

OUR VISION

The Carolina Raptor Center fosters communities where raptors and people thrive thanks to our unique blend of innovation, research, and education.

We are a world-class destination for avian rehabilitation, and our dedication to the birds in our care provides visitors a gateway to the natural world.

OUR VALUES



COMMUNITY



EXCELLENCE



LEARNING



STEWARDSHIP



IMPACT

READY TO MAKE YOUR IMPACT SOAR?

We look forward to partnering with you to help our mission take flight!

To get started, contact us at
donate@carolinaraptorcenter.org
or by phone at **(704)875-6521**.

Carolina Raptor Center is a 501(c)(3) nonprofit organization that relies on support from our generous donors to propel our mission.

EIN: 56-1349170

