

## ABOUT THE FUNKY CHICKEN COOP TOUR

The Funky Chicken Coop Tour® (FCCT), started in 2009, is a self-guided chicken coop tour in Austin, Texas. It is organized under the nonprofit Urban Poultry Association of Texas, Inc. The fourth annual tour hatches on **April 7, 2012**.

The Funky Chicken Coop Tour

- **Encourages** city residents to raise chickens.
- **Promotes** social and community welfare, the natural environment, and the historic American farming culture.
- **Demonstrates** how poultry housing can responsibly be part of a city residence.
- **Demonstrates** how to incorporate chickens and their manure into household gardening and composting for inexpensive, healthy, and sustainable food.
- **Encourages** people of all income levels to produce food in a zero-mile radius.
- **Raises** awareness of heritage and endangered chicken breeds.



*Photo taken by Andrea Feathers*

## URBAN CHICKENS' POPULARITY EXPLODES

Interest in sustainable living continues to grow, and raising chickens is a big part of it. *Newsweek* reported in 2008 that 65% of major American cities permit urban chickens. It also noted a trend for cities to overturn ordinances banning chickens. Backyardchickens.com, a popular online community, exceeded 100,000 members in 2011, doubling its membership from the previous year.

The number of coop tours in the US has increased nearly 500% since 2002. In 2009, the Austin Funky Chicken Coop Tour reported 1,000 visitors. In 2010, it grew to 1,500. In 2011, the number soared to over 2000, reflecting the increased popularity of and enthusiasm for backyard chickens!

## SPONSORS OF FCCT REACH THEIR TARGET AUDIENCE

Poultry people purchase much more than chicken feed. They need lumber, hardware cloth, construction materials, gardening supplies, and often support green and local business.

In exchange for donating products or money, you can reach people interested in gardening, sustainability, and fresh, home-produced food in the following ways:

- **Feature your business on the Tour social media accounts, our brochure, t-shirt, and other tour-related products.** Our blog/website, social media (Facebook, Twitter, and YouTube), and online photo albums reach an international and virtual audience. *The Chicken Scratch* monthly newsletter provides an active community of 1,000+ poultry-minded people with exciting news and regular updates. The printed brochure includes descriptions and locations of coops on the tour as well as sponsor advertisements.
- **Reach new markets.** Urban chickens are a new phenomenon. Many city dwellers don't know where to find chickens, coops, brooders, feed, and all the products necessary to successfully raise chickens. Coops on the tour have counted nearly 1,300 visitors at a single coop, most with questions about how to get started. Some people came from Houston, Dallas, and even other states and countries! **All of these visitors are your potential customers.**
- **Coop Tour visitors seek food and shelter.** Does your business cater to those looking for a place to dine on local fare or does it offer a bed for weary heads? Don't miss this opportunity to direct them to your door!



*Tour Visitors entering to win their own coop at the 2011 Information Center*

## SPONSOR BENEFITS

We have many levels of opportunities. Our sponsorship levels go to covering tour costs, promoting sponsor products and services, and providing gifts and prizes to coop tour participants.

As an exciting addition for 2012, The Funky Chicken Coop Tour will also be donating a portion of its proceeds after expenses to [Green Corn Project](#), a 501(c)(3) nonprofit which installs organic food gardens for elderly, low-income, and disabled community members as well as for elementary schools, community centers, and shelters in under served areas of Austin.

The Tour Day Information Center at [Buck Moore Feed and Supply](#) showcases sponsors, depending on their level of support. Located in the heart of Austin, the Information Center is the Nerve Center of the Big Day. Accessible by car, bicycle, and public transportation, the Information Center is prominently visible on heavily trafficked North Lamar Boulevard. This is a photo from the 2011 Information Center:



*Photo courtesy of GardenAustin.com*

## Benefits at a Peck...

		Best in Show	Best in Breed	Rooster	Hen	Chick
See the Appendix for more detailed explanations of sponsor benefits. <i>Allow 1-2 weeks for new sponsorship approval.</i>						
	Approved Sponsor Benefit Expires on	\$2000 and above	\$1100 - \$1999	\$600 - \$1099	\$250 - \$599	\$100 - \$249
<b>Website/Blog</b>						
Updated regularly with fresh content and followed by an active community						
Logo on every page of <a href="#">Tour website</a> sidebar through May 2012		★	★			
Sponsor Name every page of <a href="#">Tour website</a> sidebar through May 2012				★		
Free click-through advertising through Tour Day on <a href="#">The Austin Backyard Poultry Meetup</a> , the 2nd largest Chicken Meetup in the world!	3/1/2012	★	★ (up to 4 months)	★ (up to 2 months)	★ (up to 1 month)	
Hyperlink on Tour homepage noting Premier sponsors		★				
Hyperlink on Tour homepage noting Contributing sponsors			★			
Sponsor hyperlink and information on Sponsors page of Tour website		★	★	★	★	
Sponsor name and information on Sponsors page of Tour website						★
<b>Social Media</b>						
Regular social media promotion of your business through our Tour's social media accounts						
Social tagging and mentions on our <a href="#">Tour's Facebook</a> and <a href="#">Twitter</a>		★	★	★	★	★
<a href="#">Tour Facebook</a> favorite and <a href="#">Twitter</a> follow/listing of your business		★	★	★	★	★
<a href="#">Facebook</a> / <a href="#">Twitter</a> promotion of Sponsor products and discount promotional codes		★				
Sponsor logo as intro to Tour coop videos on <a href="#">our YouTube channel</a>	2/1/2012	★				
Sponsor logo at end of Tour coop videos on <a href="#">our YouTube channel</a>	2/1/2012		★			
Sponsor logo on Thank You splash screen between select videos on Coop Preview playlist on <a href="#">our YouTube channel</a>	3/1/2012	★	★	★		
YouTube Coop Tour channel optional 1-minute video, provided by sponsor	3/1/2012	★				

		Best in Show	Best in Breed	Rooster	Hen	Chick
See the Appendix for more detailed explanations of sponsor benefits. <i>Allow 1-2 weeks for new sponsorship approval.</i>	Approved Sponsor Benefit Expires on	\$2000 and above	\$1100 - \$1999	\$600 - \$1099	\$250 - \$599	\$100 - \$249
	<a href="#">YouTube Coop Tour channel</a> optional 30-second video, provided by sponsor	3/1/2012	★			
2 total scrolling Thank You credits between videos on Coop Preview playlist <a href="#">our YouTube channel</a>	3/1/2012				★	
<b>Tour Commemorative T-shirt</b> Short-sleeved, 100% cotton, and fabulous!						
Logo on back of t-shirt	2/1/2012	★	★			
Sponsor Name on back of t-shirt				★	★	★
Free Commemorative Sponsor Tour t-shirts	2/1/2012	★ (5 shirts)	★ (4 shirts)	★ (3 shirts)	★ (2 shirts)	★ (1 shirt)
<b>Information Center</b> The launching point for the big event!						
Logo on Information Center Tour Day banner	2/1/2012	★				
Sponsor name on Information Center Tour Day banner	2/1/2012		★	★	★	★
Outdoor 10x10 space for exhibit booth at Information Center. <i>Sponsors supply their own tables, chairs, tent, and other materials.</i>	2/1/2012	★				
Outdoor 8x8 space for exhibit booth at Information Center. <i>Sponsors supply their own tables, chairs, tent, and other materials.</i>	2/1/2012		★	★		
Potential for shared exhibit booth space at Information Center, based on space availability					★	
May put out sponsor flyer at Tour Information Booth at Information Center, if choose not to have booth		★	★	★	★	★
Option to hold 30-minute lecture at Information Center "Learning Center" (4 lecture spaces total)	12/15/2012	★				
<b>Tour Brochure</b> Visitors must have a brochure as the "ticket" to visit coops on the Tour.						
Company logo on brochure front cover	2/1/2012	★				
Sponsor full page ad with promotional offers in middle of brochure	2/1/2012	★				

		Best in Show	Best in Breed	Rooster	Hen	Chick
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	Sponsor 1/2 page ad and promotional offer in brochure	2/1/2012	★			
Sponsor 1/4 page ad and promotional offer at back of brochure	2/1/2012			★		
Sponsor logo on "Thank you to our Sponsors" page	2/1/2012	★				
Sponsor name on "Thank you to our Sponsors" page	2/1/2012		★	★	★	
Free Tour Day "Tickets" (brochures)	3/15/2012	★ (10 tix)	★ (8 tix)	★ (4 tix)	★ (2 tix)	★ (1 tix)
<b>Other Opportunities</b>						
Logo on "Thank You to Our Sponsors" sign at each coop site	2/1/2012	★				
Sponsor name on "Thank You to Our Sponsors" sign at each coop site	2/1/2012		★	★	★	★
<b>Special Early Bird Specials</b> The early bird gets the worm - and the \$avings!						
Receive 10% credit toward any sponsorship level	11/30/2011	★	★	★	★	★
Receive 5% credit toward any sponsorship level	12/31/2011	★	★	★	★	★

If you are a non-profit, accredited K-12 institution, or other educational facility, contact us about our **Green Goodie** sponsorship level special offers!

*Have additional questions?* You are welcome to call us anytime with your questions or interests.

Contact: Michelle Hernandez  
 Telephone: 512.487.7737  
 Email: [Sponsors@AustinCoopTour.org](mailto:Sponsors@AustinCoopTour.org)



## APPENDIX

1. Sponsorship. Sponsor application must be received, approved, and financial contribution received to become an approved sponsor. Sponsorship begins once a sponsor application is finalized, not from the date the initial sponsor application is received. Allow 1-2 weeks for new sponsorship approval.
2. Sponsor Benefit Expiration Date. The final date for which a listed benefit is available for an approved sponsor(see "Sponsorship" in Appendix).
3. Logo specifications. To assure quality printing, send us your logo in a high resolution format. Web pages require much less definition than a good print version; do not expect a good print quality downloading your logo from a web page. Please submit your logo in one of the following formats: 300 dpi, tiff or eps file with fonts embedded, a high resolution pdf file, or a packaged InDesign file with all fonts and links included. CMYK files only. Please make sure your logo is not RGB.
4. Logo/name sizing and placement. Size and placement of sponsor logos/names on Tour website, banner, t-shirt, map/brochure, and other tour-related materials will be based on sponsorship level. The highest level sponsor will have the largest/most prominent placement, with other levels being placed and sized in relation to higher level sponsorships.
5. Optional Sponsor YouTube videos. Videos will be required to be submitted following Tour-supplied script format. While videos may be shorter, they may not exceed allowed sponsor level length. Sponsors will be responsible for creating, editing, and submitting video by noted due date.
6. Twitter Lists. The tour @afct Twitter account will set up sponsor lists for the 2012 Tour. Sponsor Twitter handles will be added to the list. Please insure you provide us your Twitter sponsor handle.
7. Information Center Exhibit Space. Sponsor may display company products, including catalogs, photos, brochures, or other non-living company products. Living animals are not permitted. Product orders are welcome at booths. Actual sales of items must be first reviewed and approved the Coop Tour organizers in advance of the Tour by **3/8**. Please check with the Tour Sponsor Liaison in advance if there are special requests or needs for merchandise not noted. Sponsors must bring their own tables, chairs, tent, and other materials.
8. Tour T-shirt. T-shirts is short-sleeved, 100% cotton and fabulous! We work with an artist to custom tailor our theme for each year.
9. Early Bird Savings. Sign up and be approved by the noted due date and receive credit towards a sponsorship level. For instance, a 10% savings on the Best in Show level translates to a \$200 discount on \$2000. This means you can be a Best in Show sponsor for \$1800 or above!

# FCCT SPONSORSHIP AGREEMENT

Name \_\_\_\_\_  
 (as you would like it to be printed on materials)

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Contact Person \_\_\_\_\_ Email \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

Twitter Handle \_\_\_\_\_ Facebook Group/Fan Page Name \_\_\_\_\_

<b>Sponsor Level (select one)</b>	
<input type="checkbox"/> Best in Show .....	Above \$2000 (5 t-shirts)
<input type="checkbox"/> Best in Breed.....	\$1100-\$1999 (4 t-shirts)
<input type="checkbox"/> Rooster .....	\$ 600-\$1099 (3 t-shirts)
<input type="checkbox"/> Hen.....	\$ 250-\$ 599 (2 t-shirts)
<input type="checkbox"/> Chick .....	\$ 100-\$ 249 (1 t-shirt)

Monetary Contrib. (75% or more suggested)	In-Kind Contrib. (25% max suggested)	In-Kind Contribution Description (qty., desc., URL if applicable, MSRP, etc.)	Total Monetary Value
\$	\$		\$
Have other contribution ideas? Please contact us and share your thoughts!			

Enter the quantity and size of t-shirts requested (due 2/1). Quantities beyond sponsorship level benefits are available at a \$15/shirt charge. **No shirt entry will indicate a quantity of "zero" is being requested.**

Description	S	M	L	XL	2XL	Total	Add'l. shirt charges
2012 Sponsor T-shirt							\$

**Payment Options:** Credit Card or Business/Personal Check accepted. We will provide payment details upon approval of sponsor application. Please send this completed form to: [sponsors@austincoptour.org](mailto:sponsors@austincoptour.org)

## Thank You For Supporting The Funky Chicken Coop Tour®!!!!

(The Austin Funky Chicken Coop Tour is an event of the Urban Poultry Association of Texas, Inc., a newly formed nonprofit organization currently seeking its 501(c)(3) status.)

### Terms and Conditions

- A. All sponsorships are subject to The Funky Chicken Coop Tour (FCCT) Committee's approval. FCCT reserves the right to reject or cancel a sponsorship without cause.
- B. Positioning of advertisements is at the discretion of FCCT, except where a request for a specific preferred position is acknowledged by FCCT in writing. FCCT shall have no liability for errors in Tour materials.
- C. FCCT shall have the right to hold sponsor liable for such monies as are due and payable to FCCT for sponsorship.
- D. This agreement shall be governed and constructed in accordance with the laws of the State of Texas. In the event that commercial collection or legal proceedings be instituted by FCCT to collect any amount due under the agreement, advertiser agrees to pay reasonable attorney's fees or collections fees of 20% of the unpaid balance plus any other court costs and changes incurred.

**Please "Like" the Funky Chicken Coop Tour & mark us as a Favorite on Facebook! Follow us on Twitter @afct!**