



Under Our Wings

Literacy Program



Under Our Wings is an outreach program that fosters literacy, foundational character building, and environmental stewardship through its mentorship initiative, interactive games, and dual language series, Avian Kingdom: Feathered Tales. The program delivers these life lessons through the aid of sponsors and volunteers who share the same values and community spirit.



Literacy



Character Building



Environmental Stewardship

Getting Involved is easy. You can volunteer, sponsor, or simply donate to create a brighter future for at-risk youth.

Volunteer

- Local Under Our Wing Chapters
- Event Planners and Logistics Liaisons
- In-Kind Readers, Mentors, and Chaperones

Sponsor

- Community Ambassadors
- Corporate Partners
- In-Kind Sponsorships



Donate

- Individual and Corporate Donors
- Earmarked Donations to Charity of Choice



Awards and Nominations



Sponsors receive a turnkey PR strategy that resonates in both traditional media outlets and social networks. The Avian Kingdom team (AK-team) manages all logistics (with venue and charity/non-profit) for your unique Under Our Wings outreach event to ensure its success. Avian Kingdom provides all media collateral collected during the event and features your organization in the following:

- Generation gap marketing
- Social media boost and positioning
- Lasting goodwill and top-of-mind awareness

Sponsor Packages

Ambassador — Yearlong

- Branded award-winning books
- Minimum of two outreach events/per month in your name, coordinated by AK-team
- Minimum reach of 2,000 kids/per month
- Company logo highlighted as presenting sponsor on event marketing materials, save the date invitations, and event signage
- Recognition in quarterly press releases +linking
- Recognition in quarterly media alerts +linking
- Sponsor mentioned in event announcements
- B2C branding, awareness and marketing
- Social media content
- Co-branding on collateral (where applicable)
- Exposure on Avian Kingdom website and social networks
- Branded print and digital collateral
 - Logo on print promotions
 - Digital assets download link

Main Event — One-time

- Branded award-winning books
- One outreach event in your name, coordinated by AK-team
- Company logo highlighted as presenting sponsor on event marketing materials, save the date invitations, and event signage
- Recognition in press release +linking
- Recognition in media alerts +linking
- Sponsor mentioned in event announcements
- B2C branding, awareness and marketing
- Social media content
- Co-branding on collateral (where applicable)
- Exposure on Avian Kingdom website and social networks
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Community — Co-Sponsorship

- Recognition in event press release +linking
- Recognition in event media alert +linking
- Sponsor mentioned in event announcements
- B2C branding, awareness and marketing
- Social media content
- Exposure on Avian Kingdom website and social networks
- Branded print and digital collateral
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Social — On-going Sponsorship

- Sponsor mentioned in event announcements
- B2C branding, awareness and marketing
- Exposure on Avian Kingdom website and social networks
- Social media content
- Branded print and digital collateral
 - Digital assets download link

Outreach Events

engage individuals and organizations with their communities. Explore a few of our recent highlights and discover how you can get involved.

Live, Interactive Readings

Games and Activities



Environmental Stewardship Presentations



Meet your Avian Heroes



Environmental Stewardship

Texas Children's Hospital Donations



Field Trip Events



Austin ISD Literacy Tour



Join the movement. Support at-risk youth in your community.

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