



# The Butterflies of the World Foundation

A non-profit organization

The Butterflies of the World Foundation (BOTWF) is dedicated to improving public awareness of the conservation of butterflies and butterfly habitat and enhancing public enjoyment of butterflies through educational programs and presentations using world-class photography.

What we do:

- Give presentations and field trips about butterflies and butterfly conservation to museums, libraries, universities, schools and clubs such as Audubon and Sierra Clubs
- Photography of all aspects of butterflies for use in...
  - o Our presentations
  - o Magazines such as Discover, Outdoor Photographer, Birds and Blooms, Highlights for Children and many more
  - o Publications of The Nature Conservancy and National Geographic Society
  - o Educational materials
  - o Numerous books, post cards, calendars and nature center/museum displays
  - o Pro bono for research scientists and universities
  - o Organizations such as the Lepidopterists' Society and Xerces Society
  - o Television programs such as Oklahoma Gardening
  - o Websites including our own
- BOTWF website, [www.botwf.org](http://www.botwf.org)
  - o Butterfly conservation and what people can do in their day-to-day lives to help butterflies
  - o Comprehensive, taxonomically correct, species treatments
  - o Currently over 200 species comprising thousands of photos
  - o Each page includes information on lifecycle, host plants, habitats, and more
  - o Each page has very high quality photographs of in-nature butterflies
  - o Many pages have photos of larval food plants, immature butterflies, habitats and more





## What we've done so far

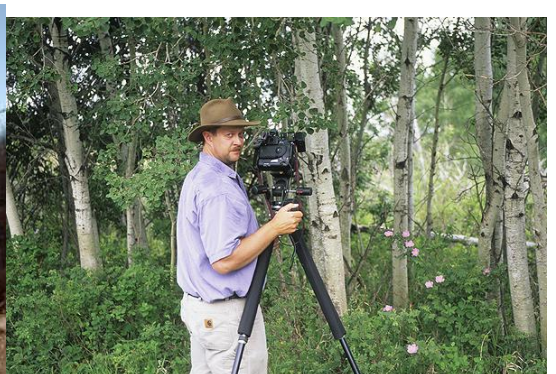
- Numerous trips for presentations and/or photography to:
  - Texas, including the Lower Rio Grande Valley, a major U.S. butterfly destination
  - North Dakota
  - New Mexico
  - Arkansas
  - Oklahoma
  - Kansas
  - Missouri
  - South Dakota
  - Montana
  - Wisconsin
  - Minnesota
  - Colorado
  - South Carolina
  - Manitoba
  - Ontario
  - Trinidad and Tobago
  - Suriname
- As of 1 July we've been on 23 photography trips for 2012
- Last year we gave 28 presentations to places such as:
  - Wichita National Wildlife Refuge
    - Four presentations in Visitor's Center during the weekends of Spring Break
    - Over 4,000 people visited
  - The Nature Conservancy's 25<sup>th</sup> Year in Oklahoma Festival
    - over 200 people attended
  - Oklahoma BioBlitz 2011
    - 333 people attended
  - Arbuckle-Simpson Nature Festival
    - Over 2,000 people attended
  - Mt. Magazine Butterfly Festival
    - Close to 4,000 people attended
  - Monarch Migration Festival
    - Over 1,000 people attended
  - Oklahoma Native Plant Society 34<sup>th</sup> Annual Wildflower Workshop
    - 100's of people attended





## Media Exposure

- BOTWF website
  - Averages 15,000 hits/month as high as 30,000 hits/month (data from 2010/11)
- Facebook Fan Page
  - Thousands of 'people reached'
- Magazine pieces with BOTWF prominently mentioned:
  - Oklahoma Living July 2011 issue
    - 650,000 monthly readers
  - Oklahoma Magazine May 2011 issue
    - 117,500 monthly readers
- Non-profit organizations
  - Lepidopterists' Society
    - Over 1,000 members
    - Regular photos used in *News of the Lepidopterists' Society* with credit line
  - Xerces Society for Invertebrate Conservation
    - Over 5,000 members
    - Regular photos used in *Wings* with credit line
- Newspapers
  - Countless interviews and newspaper spots usually in conjunction with presentations
- Television
  - Monthly butterfly segment on Oklahoma Gardening program
  - 180,000 weekly viewership





## How can we help you?

- Your company and the product you supply, will be prominently shown on the BOTWF website
  - A separate sponsor page will be maintained with links to your website
  - High quality photos of the product being used at expedition sites will be obtained and shown throughout our website
- Your company and product will be highlighted and regularly shown on the Facebook Fan Page
- Your company and product will be mentioned during all presentations
  - In addition to being mentioned during presentations, your product will be displayed
  - Participants can view it in person and we can discuss the benefits directly with them
  - Your brochures can be handed out
- Your company and product will be extensively used during all photography expeditions around North America
  - We always make it a point to discuss butterfly conservation, photography, and all the gear we use, including yours, with the like-minded people we find at these sites
- High quality photos of your product being used at some of North America's remotest locations can be provided to you for your advertising