

15TH ANNUAL SAN FRANCISCO BAY FEBRUARY 11-13, 2011

Flyway Festival

You are invited to be a part of the 15th Annual San Francisco Bay Flyway Festival as we again celebrate the return to the Bay of over one million shorebirds and hundreds of thousands of ducks, geese and hawks which migrate through or winter in the San Francisco Bay Area. The Flyway Festival is headquartered on Mare Island in Vallejo, California where the U.S. Navy's first naval installation in the Pacific was founded in 1854. Situated at the confluence of the Napa River, the Carquinez Strait and San Pablo Bay, the Island is rich in history and scenic vistas and convenient to many "north shore" birding hot spots.

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Our Festival visitors are very often, first time or intermediate bird-watchers. One of the most valued experiences, they tell us, is the opportunity to walk the birdwatching trail out to the Bay and get expert help from bird watching enthusiasts. Please invite members of your organization to offer their skills and passion for bird watching, even for just an hour or two during Saturday or Sunday between 10am and 3pm.

Welcome to the *Flyway Festival*

December 2010

Dear Flyway Festival Exhibitor and Sponsor:

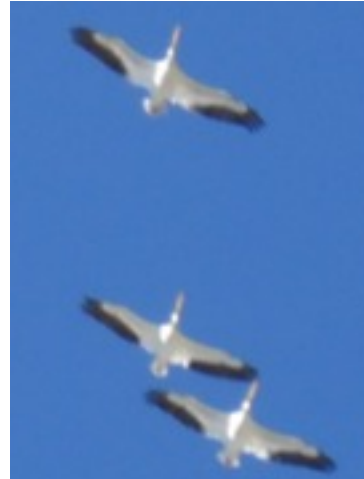
Greetings once again, from Mare Island. I am proud to invite you to exhibit and present at and sponsor our **San Francisco Bay Flyway Festival February 11-13, 2011**. Like me, I imagine that you are drawn outdoors particularly at this time of year because all around you, whether from your car in your daily travels,

and at the same time with its unique assemblage of historic, natural and scenic features, it instantly takes us back to other eras. I experience a certain curiosity and sense of place that fills me with joy and awe as I cross the Napa River onto the island.

Early on a Saturday morning a few weeks ago as I crossed the blue bridge, four white geese or were they swans, flew upriver. (I'm just not a birder,

yet) A few minutes later, as I arrived at the Shoreline Heritage Preserve, a red-tailed hawk so pale that I might have mistaken it

for an osprey earlier in the season, circled low and landed high above me on a lightning rod before hunting for a time over the nearby field. Later in the day as we gathered in the quiet of the Navy's oldest cemetery in the Pacific, with the only sounds the chanting and singing of four Russian Orthodox priests remembering and blessing the 8 Russian sailors buried there nearly 150 years ago. When the call of a red-shouldered hawk pierced through the ancient chants, songs and ringing bells. I



thought to myself, "This is just the kind of day our Flyway Festival guests have come to expect each winter here on the island." I hope you will join us again this year and help ensure another great celebration and gathering of people as passionate about birds, wildlife, nature, history and recreation as you and I are.

Flyway Festival on the move

As magical as Mare Island is, it has been a tremendous challenge to hold the *Flyway Festival* here each year and this year is no different. Given that we had quite a struggle last year with the last minute work of copper thieves that threatened to keep us in the dark, we have been forced to reconsider where we should hold the event. I have considered moving to another town, but am committed to trying to keep the *Flyway Festival* on Mare Island. We have grown quite fond of our Wildlife Expo headquarters location for the past 9 years, but it

appears that we are going somewhere new. I'm excited to report that this year we will gather at **Building 223 near the center of the Island** and our new *Wildlife Walking Trail*. I wish I could say that we have a permanent home, but that doesn't seem to be the way things are here at Mare Island: change seems more the norm.

To keep the Flyway Festival forever free depends on you and me

We will need extra financial and volunteer help to ensure that our new space, wherever it is, both feels welcoming to visitors and meets your needs as exhibitors and presenters. If you believe with all your hearts as I do, that the *Flyway Festival* fills a special need and purpose here on the "north shore" of San



Francisco Bay, I hope you will show your commitment with a generous contribution to help us keep the *Flyway Festival* free and provide the absolutely highest quality experience we can deliver.

Photos left and above: Brian Collett

walking along your favorite stretch of trail or stepping outside your back door, you have noticed the return of shorebirds, waterfowl and hawks to the Bay. They are what brings us together each year for the Flyway Festival, aren't they?

Mare Island Magic Mix

We held our first Flyway Festival here at Mare Island 15 years ago last month. What I love about this location is that Mare Island is surrounded with an abundance of our migrating neighbors from the north



Welcome to the *Flyway Festival*

Good bye Super Bowl Sunday

More change that I hope will be a good change: I have checked in with some of the optics vendors and my volunteers and with their blessings, changed the date to the second weekend in February to avoid Super Bowl Sunday conflicts. I do hope this will work for you.

Please fill out the attached application and return it by mail or email as soon as possible. Wouldn't it be great to have the program all put together by early January to publish details in your newsletters and link to your website?

My team and I will work hard to make that happen, but we will need to hear from you about what you want to offer this year before we can piece the schedule together.

Welcome our new Flyway Festival host

Finally, I am proud to share that the Flyway Festival is now hosted by the **Mare Island Heritage Trust**, a nonprofit organization I helped to found dedicated to ensuring year round public serving access and amenities on Mare Island



Have you ever done something daring in the wilds? Don't tell, but my young friend and Jr. Ranger for the the Shoreline Heritage Preserve, Frances, is proudly standing on a too rickety boardwalk over the reservoir and learning what inspires me to ask for the funding to "fix the place up". I think you will agree that this is what Mare Island and the Flyway Festival are all about: getting kids and people of all ages outside and excited about wild places.

to open Friday through Sunday, 10am-5pm.

Weston Solutions has recently put the finishing touches on the new 2-mile **San Pablo Bay Walking Trail**, a wildlife viewing trail on the western shore of the island which is now open daily. I hope you get a chance to enjoy this spectacular and serene walk during the *Flyway Festival*, along with our guests, but if not, plan to come before or after the Festival to experience it for yourself.

These are exciting times when after years of being "suspended in time", our efforts to provide improved

visitor experiences at Mare Island are beginning to pay off.

Thank you for your pioneering support as an exhibitor and sponsor of the *Flyway Festival*, a harbinger of all the wonderful wildlife viewing and historic, scenic and recreational potential that has been locked away on Mare Island for more than 150 years.

If you are returning, we look forward to working with you again. If you have recommendations, please do pass them along. We welcome you to invite others to join us. Pass this application along or ask them to email or call us.

Happy holidays to you

On behalf of my fellow board members and our Flyway Festival coordinating team, we look forward with great anticipation to spending the weekend with you in February.



Warmly,

Myrna Hayes
Festival Coordinator and
Co-founder
Mare Island Heritage Trust



Terry Clemens took this closeup of a double-crested Cormorant near Napa on a Napa River cruise with **Dolphin Charters this spring. Our wonderful "north shore" of San Francisco Bay and its rivers, creeks and sloughs are brimming with birds and other wildlife this time of year. Let's get people out to see them up close.**

along with scientific study and habitat restoration, environmental education, and quality recreational and historic attractions. We manage the **Shoreline Heritage Preserve** at the southern end of the island that we have recently begun

Invitation to participate as a commercial vendor

We invite you to join us February 11-13, 2011 at Mare Island and all around San Francisco Bay for the **15th Annual San Francisco Bay Flyway Festival** celebrating the natural, recreational, historic and cultural treasures of San Francisco Bay. It seems harder to get to things as the holidays approach with longer and darker days, so we urge you to return the enclosed Flyway Festival vendor/presenter form, quickly. When you do, please choose to generously



Photo: Sue Wilson

support the Festival with an additional tax-deductible contribution to ensure that you are also listed as a sponsor. There's no better way to ensure an outstanding Flyway Festival that sends a message to Mare Island developers and local and regional decision-makers and funders that this region deserves a permanent environmental education center where the eagerness that our Festival visitors have to learn about all things wild here on the "north shore" of San Francisco Bay, can be encouraged year round.

Enclosed is an application form for a commercial booth space in our Expo Area. As you know, the San Francisco Bay Flyway Festival is a wonderful opportunity to

- *Sell retail products related to conservation, birding, hiking, outdoor exploration or touring

- *Introduce your product to birders, hikers, outdoors enthusiasts, and nature lovers

- *Sample your product or services with

environmentally aware purchasers

- *Meet potential customers or clients one-to-one in an arena of mutual interest

- *Distribute coupons or special offers to drive traffic into your retail location

As always we are anxious to provide a lively and varied experience for our attendees. Some of the activities you may be able to provide include the following:

- *Lead a walk, hike or tour of Mare Island or the surrounding wetlands from a one-hour walk to a half-day outing or host an outing offered by one of our non-profit organizations. Outings take place in the waterways and wetlands of the San Pablo Bay delta, Mare Island and on the Napa and Petaluma Rivers.

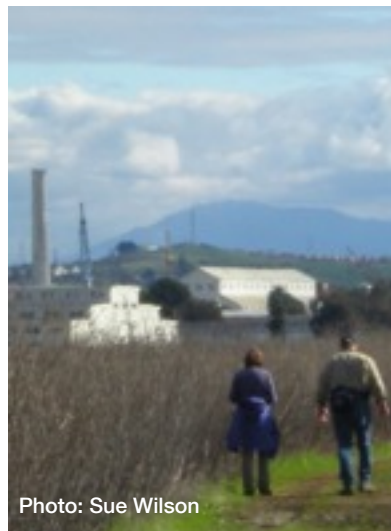


Photo: Sue Wilson

- *Offer a slide show, video or other presentation about conservation, preservation, or restoration efforts along the Pacific Flyway

- *Teach a skill such as bird identification, wildlife photography, digiscoping

- *Show unique wetland wildlife, birds or animals, and note their importance to our bioregion and flyway

The deadline for returning the application is **WEDNESDAY, JANUARY 5, 2011** so that we can be sure you are included in the schedule of activities on the website and in media releases and print materials.

The San Francisco Bay Flyway Festival is the only 3-day birding festival in the San Francisco Bay Area. We are so excited to tell you about some of our new features. The big news is that there are more nearby outdoor wildlife viewing venues.

- *During the *Flyway Festival*, we will formally introduce a new wildlife

viewing walking trail with 12 educational panels on Mare Island built by our long-time Festival host sponsor **Weston Solutions**.

- *For the Flyway Festival, Napa-Solano Audubon volunteers plan to offer their birdwatching docent program to the new San Francisco **Bay Trail in American Canyon**.

- *We understand from our co-founding partner the **US Fish and Wildlife Service San Pablo Bay National Wildlife Refuge** that Skaggs Island will be open again for birdwatching during the Festival.



Photo: Gerry Cortez

- *The **Mare Island Preserve** at the south end of the Island will be open Friday-Sunday.

- *The **San Francisco Bay Bird Observatory** has just published the **Carquinez Strait Birdwatching Loop**. No, Mare Island's not yet on the map, but lots of other excellent birding spots are.

Many tours leave directly from the indoor Wildlife Expo. **Saturday and Sunday hours at the Expo run from 9 a.m. to 4 p.m.**

15th Annual San Francisco Bay
Flyway Festival

hosted by Mare Island Heritage Trust
Friday-Sunday, February 11-13, 2011



**MEET AND MARKET TO
Birders • Hearty Outdoor Enthusiasts
Families & Individuals interested in the Environment &
Conservation**

Share Your Vision
Educate Youth, Families, and Adults
Show your products to Potential Customers
Teach Nature Skills
Sell your Nature or Bay related Products
Equipment, Books, Maps, Posters, Art, Jewelry, Outdoor Gear, Clothing, Outings

**At the 15th Annual San Francisco Bay Flyway Festival
Family Wildlife Exploration & Birding Expo
Saturday, February 12 from 9am to 4pm
and Sunday, February 13, from 9am to 4pm
Building 223, 500 Connolly St. between Walnut and Railroad Aves.
Mare Island, Vallejo, California**

Hikes, Tours & Activities also occur all around San Francisco Bay

Exhibitor Details

DEADLINES: The last day to reserve space is Friday, February 4, 2011. You are encouraged to submit your application as soon as possible and no later than January 18, 2011 for outings and presentations to be included in the schedule. Late applicants cannot be guaranteed maximum publicity.

BANNERS & SIGNAGE: You may hang your banner on your table or behind your table on framework. Sponsors receive additional opportunities.

WEATHER: The event happens **Rain or Shine!**

SET UP ACCESS: You may set up your display Friday, February 11, between 2pm and 5pm, or on Saturday, February 12, or Sunday, February 13 after 7am. All exhibits and displays must be complete by 8:45am Saturday or Sunday.

EXHIBITOR PARKING: We want to allow the public the closest parking, so please bring wagons, or wheelies, for transporting your displays from your

vehicle to the building. All exhibitor vehicles **MUST** be moved from the entry area and adjacent parking spaces, by 9am.

TAKE DOWN: All materials and displays must be removed following the close of the event Saturday at 4pm, or after the close of the event Sunday at 4pm. Tear down will not be permitted during Festival hours for liability reasons.

FOOD & DRINK: We will again offer hot drinks, teas, juices, pastries, muffins, soup, hot dogs, sodas, fruit and other casual lunch fare for reasonable prices.

ABOUT THE EXPO SPACE: The space will be indoors with ample parking and wheel chair access. Portable restrooms, limited water and full electricity are available, but heat is difficult. Please dress in layers for warmth. Lighting is mostly natural light with fluorescent.

**Complete both pages of the exhibitor application form
add your 100-word description, if applicable, and return the form to
Mare Island Heritage Trust 816 Branciforte St. Vallejo, CA 94590
or Email to myrnahay@pacbell.net**

15th Annual San Francisco Bay
Flyway Festival
hosted by Mare Island Heritage Trust
Friday-Sunday, February 11-13, 2011



We would like to help support the Flyway Festival by donating:

A case of wine for the Friday evening Wine and Art Opening Reception.

Name/Phone of person to contact for pick up of wine: _____

An item for the Silent Auction (Value of \$50 or more). Please describe: _____

Cash \$ _____ (Any amount \$135 or greater qualifies you for sponsor recognition. See sponsor form included.)

Other _____

We cannot participate this year but would like to make a donation in support of this important event which educates the public about the importance of San Francisco Bay as a natural, economic, historical and cultural resource and supports Bay conservation and preservation of this important environment.

We are enclosing a gift of _____ **\$** _____

Please make your check payable to **Mare Island Heritage Trust** or to pay by credit card visit:

www.mareislandpreserve.org Click on the **DONATE** button. The Mare Island Heritage Trust is a 501(c)3 tax exempt corporation. Your donation is deductible as a charitable donation to the extent determined by law.

COMMERCIAL EXHIBITOR FEES: FEE

Commercial Exhibitor \$125.00

Please make your check payable to: **Mare Island Heritage Trust**

or to pay by credit card visit: www.mareislandpreserve.org Click on the **DONATE** button.

The Festival will provide one table and two chairs for each exhibitor. Additional tables are \$10 each. Electricity is available but must be requested here.

One table and two chairs will work for us.

We need additional tables and chairs: ___ Tables ___ Chairs. We enclose \$ _____ for extra tables.

We need electricity.

Fees Enclosed:

Exhibitor Fee: \$ _____

Table Fees (\$10 for each additional table requested) \$ _____

Cash Donation \$ _____

Our Total Fees Enclosed \$ _____

Please make your check payable to **Mare Island Heritage Trust**

or to pay by credit card visit: www.mareislandpreserve.org Click on the **DONATE** button.

INSURANCE REQUIREMENTS:

If your organization or business is already covered by a general liability insurance policy, we would like to ask that you arrange to provide a certificate of insurance listing the Mare Island Heritage Trust as additional insured. If you do not carry insurance, please go ahead and submit an application.

Your signature on this form is evidence that you agree to the above activity details. Further, your signature on this form indicates that you agree that the Mare Island Heritage Trust and the San Francisco Bay Flyway Festival, the City of Vallejo, Lennar Mare Island LLC, Weston Solutions and those organizations' volunteers, employees, contractors and agents, are released from any and all responsibility for loss, damage, or injury to any person or property relating in any way to participation in the Flyway Festival.

Signed: _____ Date: _____

Please Print Your Name: _____ Your title: _____

Company Name: _____

15th Annual San Francisco Bay
Flyway Festival
hosted by Mare Island Heritage Trust
Friday-Sunday, February 11-13, 2011



15th Annual San Francisco Bay Flyway Festival
SPONSORSHIP FORM

YES! We are pleased to sponsor the 15th Annual San Francisco Bay Flyway Festival. We know our donation of cash or in-kind support helps:

- **Educate the public about the importance of conservation around our Bay;**
- **Offer free admission to the Family Birding and Wildlife Exploration Expo – beginning wildlife conservation education with tots and children at an early age;**
- **Market to increasing numbers of people and spread the word about the value of the Bay and the natural habitat it offers;**
- **Bring together outdoor enthusiasts, birders, and conservationists to enjoy the unique wetland opportunities during the migratory season;**
- **Showcase Mare Island's rich historic past and kindle interest in its future.**

We are contributing:

\$135 \$250 \$500 \$750 \$1000 \$2000 Other: \$ _____

We understand we will receive all appropriate recognition for our donation including:

- **A listing in the website sponsor listing (if our pledge arrives by February 4, 2011)**
- **A listing in the event print materials (if our pledge arrives by January 18, 2011)**
- **A listing on Thank You signs throughout the Festival Expo**
- **An invitation to the Festival Wine and Art Opening Reception**

Please make your check payable to **Mare Island Heritage Trust**

Mail your check to **Mare Island Heritage Trust** 816 Branciforte St. Vallejo, CA 94590

If you have any questions please call (707)-249-9633 or (707) 557-9816

or to make a sponsor contribution by credit card visit: www.mareislandpreserve.org Click on the **DONATE** button.

Please provide all appropriate recognition for our donation to:

[PRINT OR TYPE THE NAME YOU WISH TO SEE IN PRINT] _____

Contact Name: _____ Contact Phone: _____

Contact Email: _____ Contact Fax: _____

Contact Address: _____

Contact City: _____ Contact Zip Code: _____

Donations to The San Francisco Bay Flyway Festival are also donations to the host, **Mare Island Heritage Trust**, a 501(c)3 tax-exempt corporation. Fed. ID # 27-1493661. Your donation may be tax deductible. Please check with your tax advisor.

**Return this form no later than February 4, 2011 to be included in web and
Festival location recognition**

Email this form to Myrna Hayes, San Francisco Bay Flyway Festival

Email: myrnahay@pacbell.net

or

Mail to: Mare Island Heritage Trust

816 Branciforte St. Vallejo, CA 94590