



**FREE**

**February 10-12, 2012**

**16TH ANNUAL  
SAN FRANCISCO BAY**

# *Flyway Festival*

**Birding & Wildlife Expo**

**Sat and Sun 9am to 4pm  
Building 223, 500 Connolly St.  
Mare Island in Vallejo, California**

**Guided Birdwatching**

**History Outings  
Self-Guided Walks**

**Mare Island and the Bay Area**

**hosted by**

**Mare Island Heritage Trust**

**[SFBayFlywayFestival.com](http://SFBayFlywayFestival.com)**

**[www.mareislandpreserve.org](http://www.mareislandpreserve.org)**

**707-249-9633**

PHOTOS: KATHLEEN R. FENTON



# Invitation to Exhibit

16TH ANNUAL  
SAN FRANCISCO BAY FEBRUARY 10-12, 2012

# *Flyway Festival*

You are invited to join in our celebration of 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.

MARE ISLAND HERITAGE TRUST 816 BRANCIFORTE ST. VALLEJO, CA 94590

**Phone**

425-279-3502 cell  
707-249-9633 cell

**Email**

[myrnaahayes@mac.com](mailto:myrnaahayes@mac.com)  
[kathy@blacknugget.com](mailto:kathy@blacknugget.com)

**Federal Tax ID #**

27-1493661

**Web**

[SFBayFlywayFestival.com](http://SFBayFlywayFestival.com)



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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.*



January 2012

*Dear Commercial vendor/birding equipment supplier, artist and photographer,*

Here it is another migratory season in our San Francisco Bay Estuary. And, it's again my pleasure to invite you to be a part of the **16th Annual San Francisco Flyway Festival**. As you probably know, the **San Francisco Bay Flyway Festival** is an annual celebration of the return to the San Francisco Bay of more than 1 million shorebirds and hundreds of thousands of waterfowl. On the weekend of Friday, Saturday and Sunday February 10-12, 2012 at the peak of this annual wild happening, we will gather together from all parts of the Bay Area for our Mare Island-based **WILDLIFE AND BIRDING EXPO** and to visit some of the best wildlife viewing areas of the Bay, especially the northern bay where so much of the wildlife habitat is just now beginning to be opened to regular public access, yet, much is still off-limits except during the three days of the Flyway Festival.

Every year the festival generates so much genuine enthusiasm and community spirit and excitement about all the unique wildlife and history around us. This outpouring begins with our exhibitors, presentations and support from our sponsors. The wildlife is always center stage and the best source of pleasure, entertainment and education. The rich history of Mare Island, our Festival headquarters for the past 16 years, also reminds us of the people who came before us and made our present possible.



Each year I am truly amazed and gratified to see and feel the energy, warmth and eagerness that comes from the festival. Many times through the years, I have struggled and doubted this festival would get off the ground and it always comes together with energy from far and wide that gets us to the finish. It is a magical weekend, seeing both young and old and everyone in-between marvel at nature that they may not even notice on a daily basis. For just one weekend it is not about the one community we live in, it is about the entire ecosystem of wildlife that knows no city limits or other boundaries.

In addition to our guided outdoor nature, history and recreational hikes and birdwatching outings, we introduce

beginning and avid wildlife viewers to some of our favorite self-guided locations that are especially great for wildlife viewing and bird watching during the Festival and throughout the year, such as the San Pablo Bay Wetlands Trail and the Mare Island Shoreline Heritage Preserve.

And, for the past now 16 years, we have been headquartered in various large warehouses at the former Mare Island Naval Shipyard for our **WILDLIFE AND BIRDING EXPO** that includes exhibits and interactive activities offered by more than 100 non-profit, natural and historical resource agencies and commercial art, birding suppliers and digital equipment and optics vendors, along with a fine art exhibition entitled Bay Area Wetlands to Ridgetops, a silent auction and raffle and good food.



Last year the festival moved to a new location on Mare Island for the Wildlife Expo. Changes can be challenging, but have great rewards and so was the case with this new location. Getting everything up and working for the festival was lots of hard work and long hours. But thanks to our great team of volunteers, exhibitors and presenters, with the strong support of our sponsors, it turned out to be a fabulous location and it couldn't have been a better event.

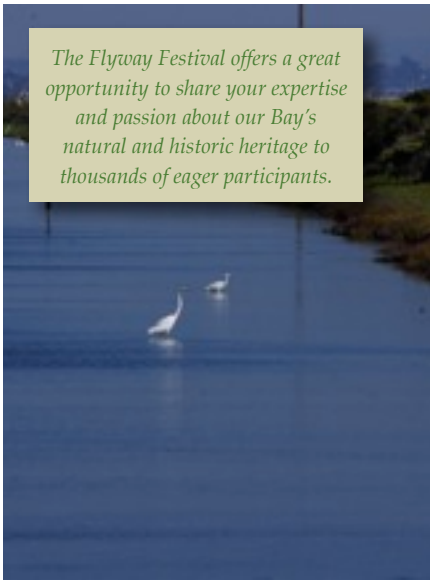
I am anticipating another great Flyway Festival this year and hope that you will join us for this year's celebration of all our fun, entertaining and fascinating wildlife, as well as a view into the rich and varied history that makes this area so unique. Because of my continued personal commitment to keeping the Flyway Festival free and because more than ever, our participants are eager for authentic experiences that they can enjoy with others who share their desire to get out into and learn more about the wild world around them, I invite you to consider a generous sponsor contribution that might simply be an in-kind product or service for our silent auction and raffle.

Call or email either Kathy [kathy@blacknugget.com 425-279-3502] or Myrna [myrnahay@pacbell.net 707-249-9633] with questions and suggestions.

Warmly,

Myrna Hayes  
Flyway Festival Co-founder and Coordinator

*The Flyway Festival offers a great opportunity to share your expertise and passion about our Bay's natural and historic heritage to thousands of eager participants.*



## Invitation to participate as a Wildlife Expo Commercial exhibitor

We invite you to join us February 10-12, 2012 at Mare Island and all around San Francisco Bay for the 16th Annual San Francisco Bay Flyway Festival celebrating the natural, recreational, historic and cultural treasures of San Francisco Bay.

When you return the enclosed Flyway Festival vendor/presenter form, we hope you also choose to generously support the Festival with an additional tax-deductible contribution that will ensure that you are also listed as a sponsor.

Your donations keep the Flyway Festival free and send a message to decision-makers in this region that Mare Island 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 fostered 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

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.

- ◆ 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 Friday, February 3, 2012 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. 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.



16th Annual San Francisco Bay  
**Flyway Festival**

hosted by Mare Island Heritage Trust  
Friday-Sunday, February 10-12, 2012



**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 16th Annual San Francisco Bay Flyway Festival  
Family Wildlife Exploration & Birding Expo  
Saturday, February 11 from 9am to 4pm  
and Sunday, February 12, from 9am to 4pm  
Building 223, 500 Connolly St. 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 3, 2012. You are encouraged to submit your application as soon as possible and no later than January 24, 2012 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 10, between 2pm and 5pm, or on Saturday, February 11, or Sunday, February 12 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 fluorescent with natural light.

**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](mailto:myrnahay@pacbell.net)**



16th Annual San Francisco Bay  
**Flyway Festival**  
hosted by Mare Island Heritage Trust  
Friday-Sunday, February 10-12, 2012



**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](http://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.

**The Festival will provide one table and two chairs for each exhibitor and additional tables as requested.**

**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 need electricity.

Please make your check payable to **Mare Island Heritage Trust**  
or to pay by credit card visit: [www.mareislandpreserve.org](http://www.mareislandpreserve.org) Click on the **DONATE** button.

**INSURANCE REQUIREMENTS:**

If your 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: \_\_\_\_\_



## 16th Annual San Francisco Bay Flyway Festival

*hosted by Mare Island Heritage Trust*

### In-kind contributors

Contributions of in-kind equipment, supplies and services will help us promote and produce this free, community-based event. Your company or civic organization, school group, church group or individuals who contribute will receive recognition in our program and on our website. The following is a sample list of needs. Contact Myrna Hayes, Event Coordinator, 707-249-9633 or [myrnahay@pacbell.net](mailto:myrnahay@pacbell.net) for specific contributions.

- Silent auction item or service with value of at least \$50 and raffle items
- Wine for pouring at reception and/or for silent auction including case and specialty packaged wines
- Services such as overnight onsite security for Friday and/or Saturday night, bus or van shuttle vehicle (s), first aid support, graphic design resources, postage, mailing lists, promotion and advertising assistance, press contacts, printing, color-copying and photocopying, photographing the event, advanced photography for press use, musical entertainment, website design or maintenance, database management, accounting and bookkeeping assistance, grant writing, solicitation of silent auction and other donation of services and supplies, pickup of donated items, loaned corporate professional assistance with planning or management, electrician, refuel generator, pickup and delivery of generator
- Equipment for use over the Festival weekend only such as portable exterior lighting, electronic highway signboard, digital image projector, 8ft long, 6ft long and 5 ft round tables, portable restroom facilities, communications equipment, barricades for use for parking and signage, fire extinguishers, grounds cleanup tools
- Assistance with entry design such as mural painting and donation of landscape materials for Festival entryway such as shrubs, native plants, trees, flowers
- Food or serving supplies for reception, food booth, volunteers and annual volunteer appreciation barbecue, bottled water
- Volunteers to help set-up or tear-down, parking assistance, directional assistance, serving, cleanup prior to and throughout event, guides, docents, escorts

Please complete enclosed response form and make your tax-deductible contribution payable to:

***Mare Island Heritage Trust***

*816 Branciforte St.*

*Vallejo, CA 94590*

*or to contribute by credit card visit:*

[www.mareislandpreserve.org](http://www.mareislandpreserve.org) Click on the **DONATE** button.

*Federal Tax ID # 27-1493661*



## Your sponsorship keeps the Flyway Festival free, so thank you for your support!

*For any donation of more than \$135 you, your organization or your business will be listed as a sponsor on our website homepage. You will also be listed on fliers we distribute around the community and on banners in the Wildlife Expo. If you think of other ways for us to recognize you, please let us know! Remember that we are a non-profit organization, so your donations may be tax-deductible. You are invited to meet and greet as an exhibitor and sponsor at our Friday night opening reception at 5:00pm at the Art and Festival opening at Building 223, 500 Connolly St. on Mare Island.*

**YES!** We are pleased to sponsor the 16<sup>th</sup> 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:**  \$50     \$100     \$135     \$250     \$500     \$1000     Other: \$ \_\_\_\_\_

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 questions please call Myrna Hayes, Festival Coordinator and Mare Island Trust President at (707) 249-9633.

or to make a sponsor contribution by credit card visit: [www.mareislandpreserve.org](http://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 for the 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. Check with your tax advisor.

**Return this form no later than February 3, 2012 to be included in web and Flyway Festival location recognition**

Email: [myrnahay@pacbell.net](mailto:myrnahay@pacbell.net)

or Mail to: **Mare Island Heritage Trust** 816 Branciforte St. Vallejo, CA 94590