



LED LOCALLY BY



# PARTNER AGREEMENT



City Nature Challenge (CNC) is an umbrella project organized at the national/international level by Natural History Museum of Los Angeles County and California Academy of Sciences. More information is available at [CityNatureChallenge.org](https://CityNatureChallenge.org).

Fernbank Museum is thrilled to once again lead the Atlanta City Nature Challenge with support from partners like you!

## AS A PARTNER, WE ASK THAT YOU:

- Include a link to the Fernbank City Nature Challenge page ([FernbankMuseum.org/AtlantaCNC](https://FernbankMuseum.org/AtlantaCNC)) on your organization's website.
- Promote your organization's participation in the program with a minimum of two social media posts, email blasts and/or newsletter articles leading up to the event and a minimum of two social media posts during the event with a link to the Fernbank website.
- Recruit participants from your membership base and other audiences via email, social media, etc.
- Share the official Atlanta City Nature Challenge Facebook event page (hosted by Fernbank) and the official Fernbank City Nature Challenge video (coming soon) via your communications channels to help build excitement for and to encourage participation in this event.
- Host a program or otherwise help teach your visitors how to use iNaturalist during or leading up to the annual event in April. This can be virtual or in person.
- Provide expertise in identifying species submitted through iNaturalist during and immediately after the event.

## AS A PARTNER, YOU WILL RECEIVE:\*

- Name recognition as a participating CNC partner on Fernbank's website: [FernbankMuseum.org/AtlantaCNC](https://FernbankMuseum.org/AtlantaCNC).
- A hyperlink to your organization's website from Fernbank's CNC page.
- Mention of any CNC-related events (i.e., an amphibian identification workshop) on the Fernbank CNC event page. Events must be submitted to Fernbank at least one month prior to the event.
- A digital file of the 2024 Atlanta results infographic.

## MARKETING GUIDELINES

- When referring to your organization's participation, please refer to the program as "2024 Atlanta City Nature Challenge, led locally by Fernbank Museum."
- All partners must use the CNC lockup on all materials related to the program. Files will be emailed in late January if you are approved as a partner organization.
- Include the official event hashtag, #citynaturechallenge, in all social media posts.
- Recognize Fernbank Museum as the host organization of the Atlanta CNC either by logo inclusion or text.
- NOTE: Please be mindful to use correct name/website/social media tags when mentioning Fernbank Museum. Fernbank's social media tag for all platforms is @fernbankmuseum.

## CLICK HERE TO SUBMIT A PARTNER REQUEST

If your organization can meet the marketing requirements noted above, and are interested in being a partner for the 2024 City Nature Challenge, please submit an application or scan the QR code.



## THANK YOU FOR PARTICIPATING!

Questions? Email [Forest@FernbankMuseum.org](mailto:Forest@FernbankMuseum.org).

\*Subject to change without notice.



### WORLDWIDE RESULTS



1,870,763 Observations



66,394 Observers



57,227+ Species

This year, City Nature Challenge had the most cities, observations and species ever!

### ATLANTA RESULTS



4,616 Observations



489 Observers



1,395 Species



88 Birds



33 Reptiles & Amphibians



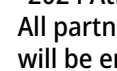
672 Plants



153 Fungi



363 Insects



13 Mammals

### POPULAR FINDS



Crossvine  
*Bignonia capreolata*



Common Watersnake  
*Nerodia sipedon*



American Robin  
*Turdus migratorius*

City Nature Challenge is organized on a global scale by Led locally by

2023 Results Infographic (not actual size)

CITY NATURE CHALLENGE IS ORGANIZED BY



CALIFORNIA ACADEMY OF SCIENCES



NATURAL HISTORY MUSEUM  
LOS ANGELES COUNTY