

HOMEGROWN NATIONAL PARK MOSQUITO BUCKET CHALLENGE



SPONSORSHIP OPPORTUNITIES

A campaign from Homegrown National Park

The Mosquito Bucket Challenge is a grassroots movement to stop mosquito fogging and protect pollinators. It's simple, joyful, and science-backed — using Bti-filled buckets to manage mosquitoes without harming bees, butterflies, or ecosystems.

We're inviting mission-aligned partners to help scale this campaign through local and national sponsorship opportunities. Last year the Challenge engaged millions, including 1.6 million on social media, 68,000 new visits to our website, and features on NBC and ABC.

NATIONAL SPONSORSHIP

\$25,000+

For national brands committed to pollinator- and people-safe mosquito solutions.

- Position your brand as lead supporter of the campaign
- Your logo on creative assets (digital kits, flyers, signage)
- Prominent listing on website
- National visibility through blog, newsletter, and social media
- Priority for national press pitching and earned media
- Impact reporting on reach and engagement
- Paid social ad campaign that reaches your target audience

(HNP will utilize 25% of your gift on customizable digital ads to reach hundreds of thousands.)

REGIONAL SPONSORSHIP

\$5,000–\$10,000

For regional brands, retailers, utilities, or foundations ready to support public outreach.

- Support a cluster of giveaways or community-based events
- Your logo on sticker sets and event signage
- Recognition in HNP blog, newsletter, and social media
- Featured on HNP website
- Priority for regional press pitching
- Paid social ad campaign that reaches your target audience

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LOCAL SPONSORSHIP

\$500–\$2,500 donation

For independent businesses, garden centers, or local nonprofits. Host a Mosquito Bucket Giveaway.

- Receive co-branded stickers with your logo + HNP
- Gain visibility via HNP's social media
- Potential local news pitching
- Eligible for a sponsor spotlight in blog or newsletter
- Guidance for gathering kit supplies

COMMUNITY HOST

No cost – just leadership

For schools, libraries, community groups, or local advocates who want to host a challenge.

- Organize your own event using HNP's public resources
- Share photos with #MosquitoBucketChallenge
- Eligible for amplification on HNP social media

ALL SPONSORS RECEIVE:

- Use of "Mosquito Bucket Challenge Partner" badge on your website and social media
- Guidance on campaign rollout and access to educational materials
- Recognition on the Homegrown National Park platform

TO LEARN MORE OR GET INVOLVED, CONTACT:

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The Mosquito Bucket Challenge

A viral movement fueling local action



Mosquito Buckets Are Popping Up Everywhere!

Mosquito fogging may feel like a quick fix, but it kills pollinators, harms people and pets, and, as crazy as it sounds, doesn't actually control mosquito populations.

The Mosquito Bucket Challenge is a safe, effective, and pollinator-friendly alternative. A simple 5-gallon bucket + water + leaves + mosquito dunk (*Bti*) = a trap that controls mosquitoes without destroying the ecosystem.

Communities in Action

Raleigh, NC – Amy Jo Edwards and neighbors hosted a pollinator-themed Mosquito Bucket Giveaway outside Third Place Coffee. Buckets, native plants, and kids' kits made for a joyful Pollinator Week celebration rooted in art, advocacy, and education.

Bexley, OH – At the Common Greens Farmers Market, a local middle school student launched a pop-up to teach shoppers about pollinator-safe mosquito control.



National Momentum

- 1.6M+ social impressions
- 95,000+ web page views
- 1,500+ stickers sold
- Thousands of event kit downloads
- Community events in neighborhoods nationwide
- TV & radio coverage in multiple states



Let's bring it to your community next!

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A project from



Cofounded by Doug Tallamy, author of Nature's Best Hope