



LED LOCALLY BY  
**Fernbank**  
 MUSEUM | 3D THEATER | FOREST

# 2025 PARTNER AGREEMENT

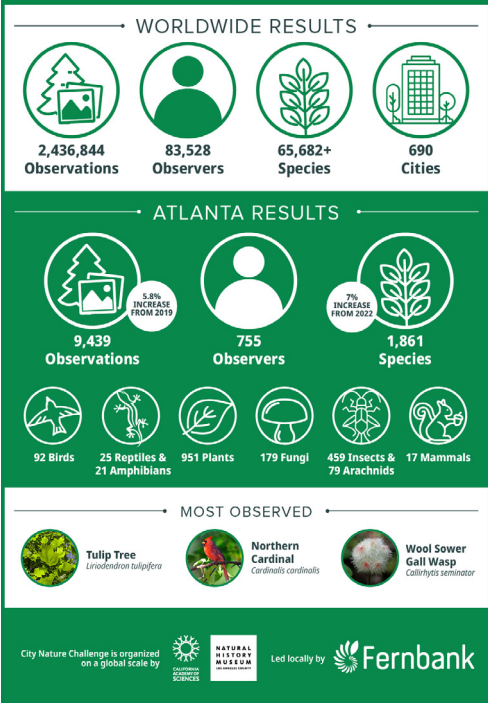


City Nature Challenge (CNC) is an umbrella project organized at the national and international level by the Natural History Museum of Los Angeles County and California Academy of Sciences. More information is available at [CityNatureChallenge.org](http://CityNatureChallenge.org).

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:

- 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](http://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 no later than March 15, 2025.
- A copy of the 2025 Atlanta results infographic.

## MARKETING GUIDELINES

- When referring to your organization's participation, please refer to the program as "2025 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 mid-January if you are accepted 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 Science Center is a unit of the DeKalb County School System and is a separate institution from Fernbank Museum, yet the two organizations are often confused. Fernbank's social media tag for all platforms is @fernbankmuseum.

**CLICK HERE TO SUBMIT A PARTNER REQUEST**



If your organization can meet these requirements and you are interested in being a partner for the 2025 City Nature Challenge, click the button above or scan the QR code.

2024 Results Infographic (not actual size)

CITY NATURE CHALLENGE IS ORGANIZED BY



THANK YOU FOR PARTICIPATING!

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