WBFI Research Foundation



Research and Education Pledge Form for

2014 Consumer Wild Bird Products Purchases

**Understand consumer purchasing based on the demographics.**

* Age, gender, zip code, state/province, etc.
* Feed purchased (straight, premium, Nyjer®, suet, etc.)
* Feeder purchased (platform, tube, hopper, nectar, etc.)
* Purchase outlet (big box, garden center, grocery, etc.)

The 2014 US and Canada market research data PowerPoint presentation on Friday, November 14, is provided to you free of charge by the WBFI. You download this pdf of the PowerPoint presentation from Members Only. This free report is provided to WBFI Members as a member benefit, and it includes a compilation of both the 2013 and 2014 consumer market research data.

**Consumers tell you what they purchase! Need more insights? Pledge to contribute $750 per report.**

In return for your contribution of $750 per report, we will deliver your report in either Excel or PowerPoint – your choice – when your pledge is paid to the WBFI Research Foundation.

**Tax deductible.** Your contribution in support of your Foundation’s education and research projects may be tax deductible as a charitable contribution. Please consult with your tax professional to understand how your financial support of the WBFI Research Foundation benefits your company as a tax deduction.

Pledge $750 per report now to get the consumer research information you need for your business!

Yes! For my pledged contribution of $750 per report, please email me a pledge remittance form for the following reports. I understand that my contribution must be paid in full prior to my receiving any of the reports I request below.

🞏 2014 US and Canada Raw Data in Excel spreadsheet

🞏 2014 US Raw Data in Excel Spreadsheet

🞏 2014 Canada Raw Data in Excel Spreadsheet

🞏 2014 US PowerPoint Presentation (not the free one from the 2014 WBFI Annual Meeting)

🞏 2014 Canada PowerPoint Presentation (not the free one from the 2014 WBFI Annual Meeting)

Company name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Representative name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Representative email address: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

How our pledge redemption process works:

1. Place your pledge by returning this pledge form via email to Foundation Headquarters ([shays@wbfi.org](mailto:shays@wbfi.org))
2. Foundation Headquarters issues your pledge remittance form. You pay your pledge through PayPal (no PayPal account is required)
3. When Foundation Headquarters receives your pledge remittance, your Excel and/or PowerPoint files are emailed to you

**This offer is only good for WBFI Members! Get the most current consumer market research today!**