WBFI Research Foundation



Research and Education Pledge Form for

2015 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 2015 US market research data PowerPoint presentation on Friday, November 13, is provided to you free of charge by the WBFI. You will download this pdf of the PowerPoint presentation from Members Only following the Annual Meeting. We’ll let you know via Member Broadcast when it’s available to you and all WBFI members.

**Need more insights? Pledge to contribute the minimum $750 and get 2 2015 reports.**

In return for your contribution of $750, we will deliver your report in Excel and PowerPoint when your pledge remittance is received at Foundation Headquarters.

**Tax deductible.** Your contribution in support of our 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.

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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.

🞏 2015 US Raw Data in Excel Spreadsheet and US PowerPoint Presentation (not the free one from the 2015 WBFI Annual Meeting)

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

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

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

How our pledge remittance process works:

1. Place your pledge with any Foundation Trustee or Sue Hays before you leave the WBFI 2015 Annual Meeting
2. Foundation Headquarters issues your pledge remittance form the week of November 16, 2015. You pay your pledge through PayPal (no PayPal account is required)
3. When Foundation Headquarters receives your pledge remittance, your Excel and PowerPoint files are emailed to you

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