



# PRAIRIE-CHICKEN

April 9-12, 2026 • Hays, Kansas

## Festival

# SPONSORSHIP OPPORTUNITIES



## About the Lek Treks Prairie-Chicken Festival

Every spring, Hays, Kansas, becomes a birding hub as visitors gather for the Kansas Lek Treks Prairie-Chicken Festival. This unique event celebrates the mesmerizing mating displays of both Greater and Lesser Prairie-Chickens—something that can only be seen in Northwest Kansas, where their ranges overlap. At dawn, participants journey to leks, where males defend territories and perform elaborate courtship dances while females carefully choose their mates.

Now in its fifth year, the festival has grown from 90 attendees representing 25 states to nearly 150 attendees from 31 states and beyond. Lek Treks is a unique celebration of nature, history, and community. Beyond prairie-chickens, guests discover the many wonders of Northwest Kansas: birdwatching and nature explorations, world-renowned wetlands such as Cheyenne Bottoms and Quivira National Wildlife Refuge, ancient Cretaceous fossils at the Little Jerusalem chalk formations, and the area's rich natural and human history at the Sternberg Museum of Natural History.

Hosting Lek Treks reflects the Audubon of Kansas mission to provide opportunities for people to connect with nature while also shining a positive light on prairie-chickens at a time when their future is uncertain. With other birding festivals discontinued in the region, Lek Treks fills a unique niche—drawing birders, naturalists, and travelers from across the country and around the world.

Special highlights for this year's festival include a keynote presentation by renowned expert Kenn Kaufman, author of *Field Guide to Birds of North America*, and optional pre- and post-festival trips to see Sharp-tailed Grouse in Nebraska.

**Date(s):** April 9-12, 2026

**Location:** Hays, Kansas

**Expected Attendance:** 150

**Age Group:** All Ages

**Sponsorship Range:** \$250-\$1,000

See what our participants had to say about last year's festival:

*"Love Lek Treks. It was one of my highlights last year and I'm so glad I came back!"*

*"Learning about this important area enhanced my enjoyment during the festival. I knew about it, but experiencing it is a whole different thing!"*

*"I have 50+ years experience attending events and this was the best ever of any I've attended."*

## Sponsorship Levels and Benefits



**BOOMER**  
**\$1,000**



**LEK**  
**\$500**



**GRASSLAND**  
**\$250**

<b>ENTITLEMENT</b>	Your organization will be recognized as the <b>Boomer Sponsor</b> within social and digital advertising where available and applicable. Applies to pre-event marketing to occur before the event date.	Your organization will be recognized as the <b>Lek Sponsor</b> within social and digital advertising where available and applicable. Applies to pre-event marketing to occur before the event date.	Your organization will be recognized as the <b>Grassland Sponsor</b> within social and digital advertising where available and applicable. Applies to pre-event marketing to occur before the event date.
<b>MEDIA EXPOSURE</b>	Your organization will be recognized as the <b>Boomer Sponsor</b> by utilizing organizational name and logos on social and digital advertising, such as social media posts, event emails, event webpage, and event banner, as applicable and available.	Your organization will be recognized as the <b>Lek Sponsor</b> by utilizing organizational logos on social and digital advertising, such as social media posts, event webpage, and event banner, as applicable and available.	Your organization will be recognized as the <b>Grassland Sponsor</b> by utilizing organizational logos on social and digital advertising, such as the event webpage and event banner, as applicable and available.
<b>HOSPITALITY</b>	Your organization will be presented with four (4) complimentary tickets to a guided van tour to a Prairie-Chicken Lek Viewing.	Your organization will be presented with two (2) complimentary tickets to a guided van tour to a Prairie-Chicken Lek Viewing.	Your organization will be presented with two (2) complimentary tickets to a guided van tour to a Prairie-Chicken Lek Viewing.
<b>EXHIBIT SPACE</b>	Your organization will be invited to table during registration for the duration of the festival and at the "Night at the Museum" event at Sternberg Museum.	Your organization will be invited to table at the "Night at the Museum" event at Sternberg Museum.	
<b>SPEAKING OPPORTUNITIES</b>	A representative from your organization will be invited to address event attendees during the guest speaker sessions.		

*To be included in publicity, sponsorship level must be confirmed by March 1, 2026.*



## About Audubon of Kansas, Inc.

Audubon of Kansas (AOK) is a 501(c)(3) nonprofit organization committed to conserving the natural landscapes of Kansas and the central Great Plains. With a strong focus on native wildlife and their habitats, AOK encourages ecological enjoyment, understanding, protection, and restoration across the region. AOK's mission is carried out through three primary pillars: **Advocacy, Conservation, Education.**

### ► **Advocacy**

From being the voice for wildlife when development threatens their habitat to empowering our audience to fight against legislative threats to endangered species, advocacy has been a core pillar of AOK since its founding. In addition, AOK's Advocacy Committee presents the organization's official positions on matters of interest likely to come before regulatory, legislative, or other policy-making bodies in Kansas or those that impact Kansas habitat and wildlife.

### ► **Education**

Environmental education is central to helping people connect to and understand the wild places around them. Our **Celebration of Cranes** and **Lek Treks Prairie-Chicken Festival** are the only two birding festivals in the state, inviting attendees from all over the United States and the world to discover the beauty of Kansas habitats and contribute to a growing community committed to conservation.

Our "Prairie Wings" magazine extends the reach of AOK's environmental education materials and conservation stories nationwide.

In addition, our **Nature Adventurepacks** program, available in libraries throughout Kansas, equips aspiring naturalists with binoculars and field guides on birds and butterflies, encouraging deeper engagement with the natural world.

### ► **Conservation**

AOK actively manages a network of protected areas within Kansas and Nebraska. This archipelago of properties come to AOK via donations intended to preserve the legacy of the donor and benefit the local people and wildlife. AOK's conservation priorities include preserving wildlife habitat, supporting nature-based education, promoting wildlife-friendly farming and ranching, conservation of prairies, wetlands, woodlands, and riparian areas, and honoring local and family history.

*AOK is not affiliated with the National Audubon Society.*

[www.audubonofkansas.org](http://www.audubonofkansas.org)