

For more information about the **Adopt-a-Hive** program please email the Texas Honey Bee Education Association at:

adopt-a-hive@thbea.com

Download this brochure and other **Adopt-a-Hive** documents at www.thbea.com/Adopt-a-Hive



www.thbea.com



@TexasHoneyBeeEducation



Adopt-a-Hive

Linking beekeepers with their communities, improving honey bee awareness, and advancing beekeeper education in Texas



www.thbea.com

Texas Beekeepers – you can help yourselves, local businesses, and the Texas Honey Bee Education Association (THBEA)



Initiate **Adopt-a-Hive** in your area!

THBEA's **Adopt-a-Hive** is a win-win-win for beekeepers, businesses, and honey bee awareness.

The Adopt-a-Hive Program:

- Beekeepers participating in **Adopt-a-Hive** initiate relationships with local businesses and encourage each to participate in the THBEA **Adopt-a-Hive** program by “sponsoring or adopting” one of the beekeepers’ hives.
- Businesses participating in the **Adopt-a-Hive** program make a suggested minimum \$1000, potentially tax-deductible, contribution to THBEA. THBEA uses the donated funds to advance beekeeper and Texas public education efforts on honey bees.
- THBEA acknowledges the contribution with a receipt and sends *You Can Help Texas Honey Bees*. Informational brochures to each business for their distribution to customers.
- THBEA provides each business and beekeeper with a press release for local media recognizing the business and the beekeeper. THBEA may also recognize businesses and beekeepers participating in the **Adopt-a-Hive** program in the Texas Beekeepers Association *Journal*, on the www.thbea.com website, or via other media.
- Beekeepers are encouraged to maintain contact with the participating business throughout the year and provide periodic updates to the business about the adopted hive. Suggestions for updates: live web-cams, videos, pictures, or periodic written reports about the hive to the business.
- Businesses may advertise their support for honey bees, local beekeepers, pollinators, and local agriculture through their participation in the **Adopt-a-Hive** program.



Additional Benefits for Local Beekeepers:

Partnering with local businesses is a great way for beekeepers to get information to the community about the importance of honey bees, their pollination services, and the benefits of local honey.

- Beekeepers may provide special marketing, such as placing the logo of the sponsoring business on the adopted hive.
- Beekeepers may provide/sell honey to the business in appropriate containers as a promotional item for their customers. Bottles must be labeled in accordance with applicable honey selling laws in Texas.
- Beekeepers may provide beekeeping and honey informational seminars to the business, its employees, and its customers.
- THBEA will provide the beekeeper with beekeeping educational materials and/or complimentary registration to future Texas Beekeeper Association educational events as a thank you for supporting the **Adopt-a-Hive** program. More information is available at www.thbea.com.

The program is scalable in \$1000 increments for businesses desiring to make larger contributions.