



RALLY 2015

The National Land Conservation Conference

Oct. 8-10 | Sacramento, California



Rally 2014/Firefly Imageworks

Sponsorship Opportunities

Rally 2015: The National Land Conservation Conference

Oct. 8-10, 2015 • Sacramento, California

Partners for Our Land

Rally is the largest land conservation training and networking event in the nation. It is an unparalleled opportunity for you to deliver your message to a targeted and influential conservation audience. Each year, nearly 2,000 land conservation leaders who are dedicated to protecting farms, ranches, forests, trails, urban parks and scenic vistas in their communities attend Rally. You share their common concerns and interests. Please help support them in their work.

Your support as a Sponsor makes Rally happen. Rally 2015 is hosted in part through the generous support of conference sponsors, exhibitors, advertisers, members and attendees who are committed to the important work of land conservation. Your commitment and willingness to work together with us in support of land conservation education and training is a smart investment in our shared future.

Land Trust Alliance · 1660 L Street, NW · Suite 1100 · Washington, DC 20036
Phone: 202-638-4725 · Fax: 202-638-4730 · Email: sponsor@lta.org · www.landtrustalliance.org



Sponsor Benefit Levels

Rally sponsorship provides a premier opportunity to support the land conservation community in its work.

BENEFITS	PATRON \$25,000+	BENEFACTOR \$10,000– \$24,999	SUPPORTER \$5,000– \$9,999
Your name displayed on signage at convention center	X (with logo)	X	X
Your name displayed on a slide show at the Welcoming Dinner	X (with logo)	X	X
Your name listed in the Welcoming Dinner Program	X (with logo)	X	X
Verbal recognition from the plenary stage	X	X	
Sponsorship of one workshop Area of Focus of your choice, includes your name on handouts to attendees and listing on the brochure workshop chart (based on availability)	X		
Complimentary exhibit space in a prime area—choice of exhibit booth or tabletop display	X		
Black-and-white advertisement in the Rally Program given to all attendees	X (Full page)	X (½ page)	X (¼ page)
Advanced recognition at your sponsorship level in the Rally brochure* (mailing list of approx. 10,000), on the Rally Program's back cover with your logo, and a hyperlink to your website on our Rally webpage	X	X	X
Recognition in the Alliance's Annual Report	X	X	X
Complimentary basic registrations to Rally	X (4)	X (2)	X (1)
Complimentary Welcoming Dinner tickets	X (4)	X (2)	X (1)
Invitations to an invitation-only donor reception	X (4)	X (2)	X (1)

Sponsorship is tax-deductible less the value of goods and services provided.

*If sponsorship is confirmed by April 10, 2015.

LEAD SPONSOR \$50,000
for Exclusive Recognition

Be featured as the lead sponsor for the largest gathering of conservation professionals in the country. The lead sponsor will receive premium logo placement on all sponsor materials, special recognition from the plenary stage including a banner, and a table at the welcome dinner. You will also receive recognition as the lead sponsor in Rally advertisements in Saving Land, ahead of Rally 2015, and a banner ad in the Rally mobile app.

MOBILE APP SPONSOR \$15,000
for Exclusive Recognition (Already committed)

Upon opening the conference mobile app, the landing page with a message or advertisement from you will be seen each time the app is opened by participants. You will also have one of three banner ads in the app and receive attribution in app marketing materials and during the Welcome Dinner.

CALIFORNIA CARBON OFFSETS \$15,000
for Exclusive Recognition

Help us make Rally a carbon-neutral conference and support land trusts using the California carbon market by offsetting pollutants produced by heating, cooling and light emissions from the convention center. Your company name will be placed on convention center signage and in the Rally Program, and you will receive the third Rally app banner ad.

REGIONAL RECEPTIONS (6) \$5,000
for Sponsor Recognition

Rally's signature Regional Receptions allow you to network and relax with other participants from your region. As a sponsor, you may place promotional materials in the reception area and your company name will be placed on all signage related to the event and in the Rally Program. Regions to be sponsored: 1) Pacific; 2) Midwest; 3) Southeast; 4) Northeast; 5) Northwest; 6) Southwest.

WELCOMING DINNER \$15,000
for Sponsor Recognition

Join 1,000 of your friends and colleagues for dinner as we kickoff the 28th Rally with the Welcoming Dinner and the Alliance Awards. Dinner sponsors receive a head table, signage near the stage, and recognition in the program.

**All special exposure opportunities include benefits equal to their equivalent sponsor benefit levels, or one additional registration/invite for each \$5,000 above the supporter level.*

RALLY SCHOLARSHIPS \$25,000 TO REACH SPONSOR SCHOLARSHIP GOAL
Donations of any amount are gratefully accepted

Rally can be a large expense for small land trusts, especially organizations that send multiple staff and board members. Ease the financial burden by providing scholarships to deserving candidates. You may designate your gift so that it benefits land trusts nationwide based on greatest need, or you may restrict your gift by geographic region (Northwest, Southwest, Pacific, Midwest, Southeast, Mid-Atlantic and Northeast). Diversity scholarship opportunities are also available.

ADDITIONAL INFORMATION

- **Workshops** — 100+ content-rich workshops are presented at Rally by the top conservation leaders in the country. The workshops are divided by subject into Areas of Focus, and Patron level sponsors' names will appear under the title of one of the Areas of Focus in the Rally brochure and program.
- **Welcoming Dinner** — A wonderful evening meal at the beginning of Rally where nearly 1,000 members of the land trust community gather to dine and share stories. The Land Trust Alliance Awards are also presented at this event. Your name will be projected onto the main stage as guests are seated for dinner.



Sacramento cityscape by Tom Myers;
Farm-to-Fork Festival 2013, Sacramento
Convention Visitors Bureau

Sponsor Pledge Form

Thank you for your interest in supporting Rally! Your commitment and willingness to work with us in support of Rally exemplifies what can be accomplished through collaborations and partnerships. We couldn't do it without you!

NAME _____ TITLE _____

COMPANY/ORG _____

ADDRESS _____ CITY _____ STATE _____ ZIP _____

TELEPHONE _____ EMAIL _____

PLEASE PRINT THE NAME YOU WISH US TO USE IN OUR CONFERENCE MATERIALS TO ACKNOWLEDGE YOUR GENEROUS SUPPORT _____

SPONSORSHIP

We want to support Rally 2015 in the amount of: \$ _____

For all Sponsors

We would like to decline all benefits. We would like to decline all benefits that are not tax deductible.

Scholarships

A portion of all sponsorship funds will be allocated to scholarships. To enable even more land conservationists to attend Rally, special scholarship gifts dedicated exclusively to Rally are welcome. Gifts of \$1,000 or more are recognized at the same levels as sponsorships.

Yes, in addition to our general sponsorship, we would like to make a special gift dedicated exclusively to Rally scholarships of \$_____.

PAYMENT INFORMATION

A check payable to the Land Trust Alliance is enclosed
 I would like to charge my credit card: Visa MC Discover

CARD NUMBER _____ EXPIRATION DATE _____

NAME ON CARD _____ PHONE NUMBER _____

SIGNATURE _____ DATE _____

If you have any questions about Rally sponsorship benefits, or this form, please contact Justin Lindenberg at 202-800-2228, or jlindenberg@lta.org.

Return this form to: Land Trust Alliance · 1660 L Street, NW · Suite 1100 · Washington, DC 20036
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