

LAND TRUST ALLIANCE

# RALLY 2018

National Land Conservation Conference

October 11-13 | Pittsburgh, PA



## Sponsorship Opportunities

### About Rally

Rally is the largest land conservation event in the nation, and an unparalleled opportunity for you to reach those engaged in saving the places people love. Each year, 2,000 leaders dedicated to conserving land that filters water, produces food and uplifts spirits come together from across the nation to learn, network and be inspired by the power of community. Together we strengthen conservation for all. You share their common concerns and interests—help support them in their work through Rally sponsorship.

### Share Your Message

Rally sponsorship provides a premier opportunity to support and be recognized by the land conservation community. We are pleased to offer visibility, recognition and a package of event benefits to acknowledge sponsors before, during and following Rally. Sponsors help the Land Trust Alliance deliver the highest-quality Rally each year.

### The Experience

More than 275 top-notch faculty provide over 100 educational sessions for people with all levels of experience. Special breakfasts, roundtables and receptions host thought leaders from the nonprofit, government and corporate sectors who push the envelope on topics critical to conservation. Plenaries inspire Rally participants and honor land trusts and leaders that have achieved incredible and innovative successes. Field trips and seminars offer opportunities to deepen knowledge and have fun with colleagues and new friends. Professional networking opportunities are abundant from dawn until after dusk.

### Sponsor Benefits

- Visibility and recognition through marketing materials and promotional communications leading up to and following Rally (audiences of 25,000+) and during the event (2,000 attendees)
- Exclusive opportunities to network with conservation leaders
- Complimentary exhibit space, registration(s) and ticket(s) to special events
- Opportunity to make a significant difference in advancing land conservation in communities across our country

### Join Us

Share your passion to support and inspire the future of conservation with a gift to the Alliance today. The Land Trust Alliance also offers the opportunity to sponsor and support critical national conservation educational programs that have a positive impact on the broader work of the Alliance and the land trust community. For more information on Rally sponsorship and support opportunities, contact Suzanne Erera, Director of Foundation and Corporate Relations, at 202-800-2218 or [serera@lta.org](mailto:serera@lta.org).

# Sponsor Benefit Levels

Benefits	Presenting \$100,000+	Lead \$50,000+	Patron \$25,000+	Benefactor \$10,000+	Supporter \$5,000+
Rally on-site recognition (2,000 attendees)	Presenting sponsor banner	Lead sponsor logo on signage	Logo on signage	Listing	Listing
Welcoming Dinner & Opening Plenary recognition	Logo on signage, photo op, & announced recognition	Logo on signage, photo op, & announced recognition	Logo on signage	Signage	Signage
Rally brochure* and promotion (reaching 25,000+)	Presenting sponsor logo	Lead sponsor logo	Logo	Listing	Listing
Media recognition	PR & social media	Social media	Social media	—	—
Rally program ad	Full page	Full page	Half page	Quarter page	Eighth page
Rally webpage recognition with hyperlink to your website	Logo on landing page	Logo on landing page	Logo on landing page	Listing	Listing
Rally app recognition	Banner	—	—	—	—
Registration (basic)	6	6	4	2	1
Welcoming Dinner tickets	Table	6	4	2	1
Exhibit space	Booth	Booth	Booth	Booth	Table
Annual Report recognition	✓	✓	✓	✓	✓

\*Logo and listing information must be received by April 13, 2018 to be included in brochure.

Sponsorship is tax deductible less the value of goods and services provided. Sponsorships must be received by August 1, 2018 for onsite recognition.

For more information, contact Suzanne Erera, Director of Foundation and Corporate Relations, at [202.800.2218](tel:202.800.2218) or [serera@lta.org](mailto:serera@lta.org).

Learn more online at [alliancerally.org](http://alliancerally.org).

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“**Rally was an unbelievable opportunity** to meet with, learn from and connect to thought leaders and organizations from around the planet. Rally benefited me professionally in highlighting the spectrum of conservation, in offering a wide variety of educational opportunities and in introducing me to the men and women who make this work possible around the country.”

— RALLY 2017 ATTENDEE

# It All Adds Up

RALLY 2017

**1,928**

Attendees

— FROM —

**48**

States

— AND —

**12**

Countries

**\$73,000**

in scholarships

Provided to 122 board and staff  
of Alliance member land trusts

**111**

Workshops

**628**

Rally First-Timers

**277**

Faculty

**500**

Organizations

**45**

Local, State and  
Federal Agencies

**80**

Corporations/  
Businesses



# Sponsor Pledge Form

Thank you for sponsoring Rally! Your commitment strengthens land conservation education and training and supports land trusts in their work.

**Yes!** I/we want to support Rally 2018 in the amount of: \$ \_\_\_\_\_

PRIMARY CONTACT NAME TITLE

COMPANY/ORG

ADDRESS CITY STATE ZIP

PRIMARY CONTACT TELEPHONE PRIMARY CONTACT EMAIL

NAME AS YOU WISH TO BE RECOGNIZED IN CONFERENCE MATERIALS

## Scholarship Fund

In addition to general sponsorship, I/we would like to enable diverse land trusts to be represented at Rally with a special gift dedicated exclusively to Rally scholarships of \$ \_\_\_\_\_

## BENEFITS

Sponsorship is tax deductible less the value of goods and services provided. Our staff will contact you to fulfill the benefits of your sponsorship, including providing deadlines for participation in certain activities.

- We would like to decline all benefits.
- We would like to decline these non-tax deductible benefits
- Exhibit space
  - Basic Registration(s)
  - Welcoming Dinner ticket(s)
  - All of the above

## PAYMENT INFORMATION

- A check payable to the Land Trust Alliance is enclosed.
- Please invoice me. (Payment due no later than September 1, 2018.)
- I would like to charge my credit card:  Visa  MC  Discover  AMEX

CARD NUMBER EXPIRATION DATE 3 OR 4-DIGIT CODE

NAME ON CARD PHONE NUMBER

SIGNATURE DATE

**RETURN THIS FORM TO:** Land Trust Alliance, Attn: Suzanne Erera, Director of Foundation and Corporate Relations, 1250 H Street, NW, Suite 600, Washington, DC 20005. For questions about Rally sponsorship benefits or this form, please contact Suzanne at 202-800-2218, or serera@lta.org.