



# RALLY 2020

## SPONSORSHIP OPPORTUNITIES

**Land Trust Alliance · National Land Conservation Conference**  
October 8-10 | Portland, OR

The Land Trust Alliance's 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 conservation leaders come together to learn critical skills, network to gain new partners and mentors, and be inspired to implement new ideas and launch new programs.

**Together, with your support, we empower people and communities across America to protect vital lands and waters — the places that will nourish and sustain future generations.**

### 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. This includes the opportunity for your organization to receive featured recognition during Rally signature events. Abundant professional networking opportunities also provide you and Rally participants with the chance to interact at your exhibit booth and beyond.

### THE RALLY 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 with renowned speakers 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.

### 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 year-round in communities across our country.

### JOIN US

Support and inspire the future of conservation with your sponsorship of Rally today. Through its Corporate Circle, the Land Trust Alliance also offers your company the opportunity to connect to and support the land trust community throughout the year. Contact us to personalize your sponsorship.

### LEARN MORE

Visit us online at [www.alliancerally.org](http://www.alliancerally.org)



For more information on sponsorship, contact Marissa Max, Corporate Relations Manager, at **202-800-2212** or [mmax@lta.org](mailto:mmax@lta.org).

# SPONSOR BENEFIT LEVELS

| BENEFITS   | PRESENTING<br>\$100,000+                          | LEAD<br>\$50,000+                            | PATRON<br>\$25,000+                | BENEFACTOR<br>\$10,000+ | SUPPORTER<br>\$5,000+ |
|--|---|--|------------------------------------|-------------------------|-----------------------|
| Rally brochure* and promotion (reaching 25,000+)         | Presenting sponsor logo                           | Lead sponsor logo                            | Logo                               | Listing                 | Listing               |
| Rally on-site recognition (2,000 attendees)              | Presenting sponsor banner                         | Lead sponsor logo on signage                 | Logo on signage                    | Listing                 | Listing               |
| Welcoming Dinner & Plenary recognition                   | Logo on signage, photo op & announced recognition | Logo on signage & announced recognition      | Logo on signage                    | Signage                 | Signage               |
| Additional event recognition^                            | Exclusive opportunity and additional signage      | Exclusive opportunity and additional signage | Additional opportunity and signage | Additional signage      | —                     |
| 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               |
| Registration (basic)                                     | 6   | 6  | 4                                  | 2                       | 1                     |
| Invitation to President's Reception                      | ✓   | ✓  | ✓                                  | ✓                       | ✓                     |
| Welcoming Dinner tickets                                 | Table   | 6  | 4                                  | 2                       | 1                     |
| Exhibit booth  | ✓   | ✓  | ✓                                  | ✓                       | ✓                     |
| Annual Report recognition                                | ✓   | ✓  | ✓                                  | ✓                       | ✓                     |

\*Logo and listing information must be received by April 10, 2020 to be included in brochure.

^Additional event recognition opportunities may include Rally app, Welcome Dinner, plenaries, field trips, regional and other receptions and other featured options. Contact the Alliance to personalize your sponsorship.

*Sponsorship is tax deductible less the value of goods and services provided. Sponsorships must be received by August 19, 2020 for onsite recognition.*



# OUR REACH

RALLY 2018

**1,645**

ATTENDEES

FROM

**47**

STATES

AND

**7**

COUNTRIES

**533**

NONPROFIT  
ORGANIZATIONS

**142**

CORPORATIONS/  
BUSINESSES

**1.2M**

DOLLARS  
to the local economy  
in three days

LAND TRUST ALLIANCE

**1,000**

Nonprofits  
in our network

**5M**

Land trust supporters

**200K**

Community volunteers

WORKING IN

**93%**

Of U.S. counties and  
all 50 states

**56M**

Acres of vital lands and  
waters preserved

**“Rally’s atmosphere is intoxicating, and reason enough for attending every year.”**

— AUGUSTA CLARKE, THE MONTANA LAND RELIANCE (MT)

**DID YOU KNOW?**

**33M**

Americans believe land  
conservation is vital and  
want to take action now



# SPONSOR PLEDGE FORM

**Thank you for your sponsorship!** Sponsors make the opportunities at Rally possible and help provide scholarships as well as land conservation education, training and support year-round.

Yes! I/we want to support Rally 2020 in the amount of: \$ \_\_\_\_\_

SPONSOR NAME AS YOU WISH TO BE RECOGNIZED IN CONFERENCE MATERIALS

PRIMARY CONTACT NAME

TITLE

COMPANY/ORGANIZATION

ADDRESS

CITY

STATE

ZIP

PRIMARY CONTACT TELEPHONE

PRIMARY CONTACT EMAIL

## 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 in the amount 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 booth

Welcoming Dinner ticket(s)

Decline all non-tax deductible benefits

Basic Registration(s)

Program Ad

## PAYMENT INFORMATION

A check payable to the Land Trust Alliance is enclosed.

Please invoice me. (Payment due no later than September 2, 2020).

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

Note: 20% of your sponsorship will be used toward general operating costs for the Alliance.

### RETURN THIS FORM TO:

Land Trust Alliance, Attn: Marissa Max, Corporate Relations Manager, 1250 H Street, NW, Suite 600, Washington, DC 20005.

For questions about sponsorship benefits or this form, please contact Marissa at 202-800-2212 or mmax@lta.org.