



## Virtual Rally 2020 Sponsorship

In the wake of the COVID-19 crisis, millions of people are turning to our nation's parks and trails for refuge. Local preserves and conserved lands are supporting people's needs like never before. You can help provide these lands for Americans by supporting the Land Trust Alliance's Rally 2020: The National Land Conservation Conference.

The Land Trust Alliance leads and serves a community of 1,000 non-profit land trusts, with 200,000 community volunteers and nearly 5 million supporters, working in all 50 states. We empower Americans to protect vital lands and waters that will nourish and sustain future generations.

The 33<sup>rd</sup> annual Rally: The National Land Conservation Conference will be held on October 6-8, 2020. Rally is the largest land conservation event in the U.S. and offers conservation training, networking opportunities and inspiration to its 2,000 attendees. Rally is truly an unparalleled opportunity for you to connect with America's land conservation community.

In order to ensure the safety of our community during this time of crisis, we have decided to host Rally virtually for the first time in the event's 33-year history. We will be hosting at least 60 educational sessions with content tailored to address our land trusts' greatest needs for information and resources that will help them adapt to changing conditions and continue to serve their communities. At this time of crisis, land trusts are turning to the Alliance for support like never before.

Sponsorship of Rally provides a premier opportunity to make a significant difference in advancing conservation work in communities throughout the nation. Rally develops the current and next generation of conservation leaders.

Rally also provides special benefits to sponsors that include visible promotion leading up to, during and after the event. Additionally, sponsors receive complimentary event registrations, virtual exhibit space and opportunities to connect with our network of conservation leaders, including through access to invitation-only events. The virtual Rally platform will be live for exhibiting, connecting with participants and providing recognition of sponsors for at least four months.

We invite you to support land conservation across America through sponsorship of Rally 2020. Thank you for your consideration and your partnership in conservation.

A summary of benefits by sponsorship level is provided on the following pages. Please contact Suzanne Erera, Senior Director of Development, at [serera@lta.org](mailto:serera@lta.org) or 202-800-2218 to discuss your sponsorship.



## Lead Sponsor Benefits: \$50,000 - \$99,999

- Sponsor recognition **with prominent logo listing** as a Lead sponsor in:
  - Email promotion (6 months, at least monthly, reaching audiences of 25,000+ each)
  - Rally brochure
  - Rally website home page and sponsor page
  - Sponsor displays within the virtual Rally platform including on the landing page
- **Exclusive social media shout outs as Lead Sponsor**
- **Social media recognition in promotional posts about Rally 2020**
- **Distinguished recognition as the exclusive presenting sponsor of one of Rally's all-conference plenary events, with opportunity for a personalized message**
- **Prominent logo listing** as a Lead sponsor displayed during Rally's all-conference plenary events
- **Opportunity for logo recognition in conjunction with ALL virtual sessions at Rally**
- Access to invitation-only President's event
- **Eight complimentary basic registrations to the conference program**
- Advertised virtual exhibit booth featuring opportunities to showcase your videos and materials and to schedule appointments with Rally participants (live on platform for 4 months)
- For corporations: Year-round recognition as part of the Land Trust Alliance's Corporate Circle
- Recognition in the Alliance's annual report and supporters list

Lead benefits that are additional to Patron-level benefits are shown in bold.

## Patron Sponsor Benefits: \$25,000 - \$49,999

- Sponsor recognition **with logo listing** as a Patron sponsor in:
  - Email promotion (6 months, at least monthly, reaching audiences of 25,000+ each)
  - Rally brochure
  - Rally website **home page** and sponsor page
  - Sponsor displays within the virtual Rally platform including on the landing page
- **Exclusive social media shout out for each Patron sponsor**
- **Logo listing** as a Patron sponsor displayed during Rally's all-conference plenary events
- **Opportunity for logo recognition in conjunction with multiple virtual sessions at Rally**
- Access to invitation-only President's event
- **Six complimentary basic registrations to the conference program**
- Advertised virtual exhibit booth featuring opportunities to showcase your videos and materials and to schedule appointments with Rally participants (live on platform for 4 months)
- **For corporations: Year-round recognition as part of the Land Trust Alliance's Corporate Circle**
- Recognition in the Alliance's annual report and supporters list

Patron benefits that are additional to Benefactor-level benefits are shown in bold.



## Benefactor Sponsor Benefits: \$10,000 - \$24,999

- Sponsor recognition with name listing as a Benefactor sponsor in:
  - Email promotion (6 months, at least monthly, reaching audiences of 25,000+ each)
  - Rally brochure
  - Rally website sponsor page
  - Sponsor displays within the virtual Rally platform including on the landing page
- **Group social media shout out for Benefactor sponsors**
- Name listing as a Benefactor sponsor displayed during Rally's all-conference plenary events
- **Opportunity for name listing in conjunction with multiple virtual sessions at Rally**
- Access to invitation-only President's event
- **Four complimentary basic registrations to the conference program**
- Advertised virtual exhibit booth featuring opportunities to showcase your videos and materials and to schedule appointments with Rally participants (live on platform for 4 months)
- Recognition in the Alliance's annual report and supporters list

Benefactor benefits that are additional to Supporter-level benefits are shown in bold.

## Supporter Sponsor Benefits: \$5,000 - \$9,999

- Sponsor recognition with name listing as a Supporter sponsor in:
  - Email promotion (6 months, at least monthly, reaching audiences of 25,000+ each)
  - Rally brochure
  - Rally website sponsor page
  - Sponsor displays within the virtual Rally platform including on the landing page
- Name listing as a Supporter sponsor displayed during Rally's all-conference plenary events
- Opportunity for name listing in conjunction with a virtual session offered through Rally
- Access to invitation-only President's event
- Two complimentary basic registrations to the conference program
- Advertised virtual exhibit booth featuring opportunities to showcase your videos and materials and to schedule appointments with Rally participants (live on platform for 4 months)
- Recognition in the Alliance's annual report and supporters list



# OUR REACH

RALLY 2019

1,800

ATTENDEES

FROM

49

STATES

AND

3

COUNTRIES

440

NONPROFIT  
ORGANIZATIONS

90

CORPORATIONS/  
BUSINESSES

2.5M

DOLLARS  
in direct economic  
impact

## 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 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 representation 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
- Virtual exhibit booth
  - Basic Registration(s)
  - Decline all non-tax deductible benefits

## PAYMENT INFORMATION

- A check payable to the Land Trust Alliance is enclosed.
- Please invoice me. (Payment due no later than September 30, 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: **Suzanne Erera, Senior Director of Development**, 1250 H Street, NW, Suite 600, Washington, DC 20005. For questions about sponsorship benefits or this form, please contact 202-800-2218 or [serera@lta.org](mailto:serera@lta.org).