



# RALLY 2021

## SPONSORSHIP OPPORTUNITIES

Land Trust Alliance · National Land Conservation Conference  
October 7-9 | Celebrating Cleveland

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, thousands of conservation leaders attend Rally 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, workshops and more.

### THE RALLY EXPERIENCE

In 2020, 149 top-notch faculty provided 60 virtual educational sessions for people with all levels of experience. These workshops, as well as virtual field trips of conserved places, offered opportunities for conservation leaders and their partners to deepen knowledge and interact with peers. At the Rally signature plenary sessions, thought leaders inspired participants to push the envelope on topics critical to conservation, and we honored land trusts and leaders that have achieved incredible and innovative successes.

### SPONSOR BENEFITS

- Visibility and recognition on multiple Land Trust Alliance web pages as well as through numerous marketing and promotional communications leading up to and following Rally (audiences of 25,000+) and during the event (3,000+ attendees)
- Exclusive opportunities to network with conservation leaders
- Complimentary exhibit booth, 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)



LAND TRUST ALLIANCE

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**National Land Conservation Conference**  
Celebrating Cleveland

## 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 website home page and sponsor page
  - Participant registration confirmation emails
- **Exclusive social media shout outs as Lead Sponsor**
- **Social media recognition in promotional posts about Rally 2021**
- **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 workshops 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
- Opportunity to participate in sponsor video showcase
- Additional recognition as available around special events
- For corporations: Year-round recognition as part of the Land Trust Alliance's Corporate Circle, including on our website
- Recognition in the Alliance's annual report and supporters list on our website

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 website **home page** and sponsor page
  - Participant registration confirmation emails
- **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 workshops 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
- Opportunity to participate in sponsor video showcase
- **Additional recognition as available around special events**
- **For corporations: Year-round recognition as part of the Land Trust Alliance's Corporate Circle, including on our website**
- Recognition in the Alliance's annual report and supporters list on our website

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



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## 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 website sponsor page
  - Participant registration confirmation emails
- **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 workshops 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
- Opportunity to participate in sponsor video showcase
- Recognition in the Alliance's annual report and supporters list on our website

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 website sponsor page
  - Participant registration confirmation emails
- Name listing as a Supporter sponsor displayed during Rally's all-conference plenary events
- 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
- Opportunity to participate in sponsor video showcase
- Recognition in the Alliance's annual report and supporters list on our website



# OUR REACH

## RALLY 2020

3,773

ATTENDEES

FROM

49

STATES

AND

5

COUNTRIES

855

CONSERVATION &  
ALLIED  
ORGANIZATIONS

110

CORPORATIONS/  
BUSINESSES

150

FEDERAL, STATE &  
LOCAL AGENCIES &  
INSTALLATIONS

## 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 is an enormous gift in these dire times.

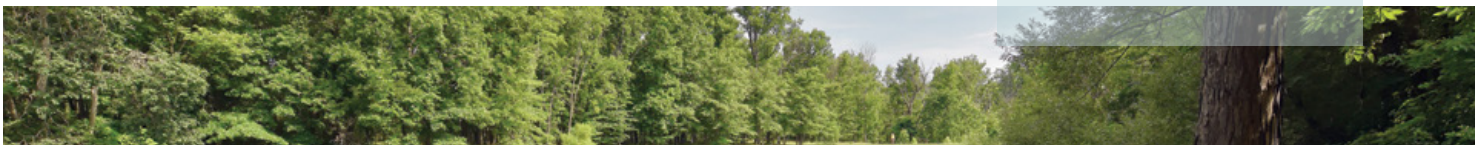
Rally gives us hours, even days, of cooperation with courageous, devoted, original people who care about the health of our planet and devote their lives to its well-being. In other words, Rally delivers hope, as well as practical steps to realize our personal and professional missions!”

— Carolyn Edelmann, D&R Greenway Land Trust(NJ).

### 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 2021 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 and leaders 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 the non-tax deductible benefit of basic registration(s).

## PAYMENT INFORMATION

- A check payable to the Land Trust Alliance is enclosed.
- Please invoice me. (Payment due no later than September 2, 2021).
- 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 Suzanne at 202-800-2218 or serera@lta.org.