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

For more information on sponsorship, contact Suzanne Erera, Senior Director of Development, at 202-800-2218 or serera@lta.org.
## RALLY: the National Land Conservation Conference 2021 Sponsorship Opportunities

<table>
<thead>
<tr>
<th>Level</th>
<th>Year-round recognition as part of the Alliance’s Corporate Circle ($25,000 value)</th>
<th>Increased visibility around sponsor-hosted networking events</th>
<th>Logo Recognition at beginning and end of Rally Workshops (63 total)</th>
<th>Plenary (keynote) recognition to ~4,000 attendees</th>
<th>Integrated social media (in a 5 month period including at least once during event)</th>
<th>Opportunity to develop integrated content for Alliance eNews (sent to 25,000 people) and Saving Land Magazine</th>
<th>Integration with Rock &amp; Roll Hall of Fame Virtual Event (Weds., Oct 6)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Lead</strong></td>
<td>8</td>
<td>✓</td>
<td>Event highlighted on Rally homepage on day of 2 push notifications driving attendees to event Greater flexibility in scheduling events to capture more attendees</td>
<td>All 63 workshops 6 tracks</td>
<td>Opportunity to submit a (1-2 sentences) pre-written statement to be read aloud Logo recognition on exclusive solo slide 1 individual Instagram post 2 individual Facebook posts 4 individual tweets</td>
<td>2-3 sentence blurb in 2 newsletters Quote in Saving Land magazine Rally write-up Quote in Alliance blog post (average 3,000 views a month)</td>
<td>Sponsor welcome video plays Logo shows on display screen (Limited to first 3 Leads and Patrons)</td>
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<tr>
<td>$50,000+</td>
<td></td>
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<tr>
<td><strong>Patron</strong></td>
<td>6</td>
<td>✓</td>
<td>2 push notifications driving attendees to event Greater flexibility in scheduling events to capture more attendees</td>
<td>4 tracks ~40 workshops</td>
<td>Verbal acknowledgement in opening remarks Logo recognition on exclusive slide 1 group (Patrons) Instagram post 1 individual Facebook post 3 individual tweets</td>
<td>2-3 sentence blurb in 2 newsletters Quote in Alliance blog post (average 3,000 views a month)</td>
<td>Logo shows on display screen (Limited to first 3 Leads and Patrons)</td>
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<tr>
<td>$25,000+</td>
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<tr>
<td><strong>Benefactor</strong></td>
<td>4</td>
<td>—</td>
<td></td>
<td>2 tracks ~20 workshops</td>
<td>Logo recognition on Benefactor-only slide</td>
<td>1 group (Benefactors) facebook post 1 individual tweet 1 group tweet</td>
<td>—</td>
</tr>
<tr>
<td>$10,000+</td>
<td></td>
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<tr>
<td><strong>Supporter</strong></td>
<td>2</td>
<td>—</td>
<td></td>
<td>1 tracks ~10 workshops</td>
<td>Text recognition on Supporter-only slide</td>
<td>1 group (Supporters) facebook post 1 group (Supporters) tweet</td>
<td>—</td>
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<tr>
<td>$5,000+</td>
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### ADDITIONAL BENEFITS:

All sponsors receive an invitation to the President’s reception, an opportunity to participate in a sponsor video showcase, a virtual exhibit booth and recognition in the Alliance’s Annual Report.

In addition, all sponsors will be recognized in all email promotion for Rally (reaching 25,000+) and on the Rally webpages with hyperlinks to your website (~4,000 attendees).

All sponsors have the opportunity to host special networking events (i.e., lunch + learn, happy hour, etc)

Logo prominence varies based on level of sponsorship. Supporter sponsors receive logo recognition on workshops and text recognition elsewhere.

If you have a goal for sponsorship that isn't addressed in the chart above, please let us know. We may be able to design a customized sponsorship to fit your needs.
“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).
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: $ ____________________________

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SPONSOR NAME AS YOU WISH TO BE RECOGNIZED IN CONFERENCE MATERIALS

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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

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CARD NUMBER EXPIRATION DATE 3 OR 4-DIGIT CODE

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NAME ON CARD PHONE NUMBER

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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.

www.alliancerally.org
www.landtrustalliance.org