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)

For more information on sponsorship, contact Suzanne Erera, Senior Director of Development, at [202-800-2218](tel:202-800-2218) or [serera@lta.org](mailto:serera@lta.org).
<table>
<thead>
<tr>
<th>Level</th>
<th>Tracks</th>
<th>Workshops</th>
<th>Recognition</th>
<th>Media</th>
<th>Events</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Lead $50,000+</strong></td>
<td>6</td>
<td>63</td>
<td>All 63 workshops</td>
<td>2-3 sentence blurb in 2 newsletters</td>
<td>2 push notifications driving attendees to event</td>
</tr>
<tr>
<td><strong>Patron $25,000+</strong></td>
<td>4</td>
<td>40</td>
<td>4 tracks</td>
<td>1 group (Patrons) Facebook post</td>
<td>2 push notifications driving attendees to event</td>
</tr>
<tr>
<td><strong>Benefactor $10,000+</strong></td>
<td>2</td>
<td>20</td>
<td>2 tracks</td>
<td>1 group (Benefactors) Facebook post</td>
<td>Logo recognition on Benefactor-only slide</td>
</tr>
<tr>
<td><strong>Supporter $5,000+</strong></td>
<td>1</td>
<td>10</td>
<td>1 track</td>
<td>1 group (Supporters) Facebook post</td>
<td>Logo recognition on Supporter-only slide</td>
</tr>
</tbody>
</table>

**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. Supporting sponsors receive text recognition, not logo recognition.
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)

**OUR REACH**

**RALLY 2020**

- **3,773** Attendees
- **855** Conservation & Allied Organizations
- **49** States
- **110** Corporations/Businesses
- **5** Countries
- **150** Federal, State & Local Agencies & Installations

**LAND TRUST ALLIANCE**

- **1,000** Nonprofits in our network
- **5M** Land trust supporters
- **200K** Community volunteers
- **110** Corporations/Businesses
- **150** Federal, State & Local Agencies & Installations
- **56M** Acres of vital lands and waters preserved

**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.

www.alliancerally.org
www.landtrustalliance.org