



Convened by the Land Trust Alliance, **Rally: The National Land Conservation Conference** is the largest land conservation event in the nation and an unparalleled opportunity for you to reach those engaged in saving the places people need and love across America. 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.

## 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. Learn more in the chart on the next page.

## THE RALLY EXPERIENCE

Serving as one of the largest training and networking conferences for conservationists in the country, Rally offers educational sessions focused on land conservation topics, networking events, field trips, exhibits, plenary sessions, and an awards presentation celebrating conservation leadership. A few highlights of Rally include:

- 2,700 attendees at the 2021 Rally, representing 49 states and 4 countries
- \$2.5 million in direct economic impact during the 2019 Rally
- 25,000 land trust and partner contacts receive Rally email communications

## JOIN US

Rally sponsors visibly demonstrate their commitment to conservation in front of an audience of thousands. They support and inspire the future of the environmental movement by helping provide an expansive conference filled with learning options and networking opportunities that can only be made possible by the Alliance.

For more information on sponsorship, please contact Bethany Roberts, Development Coordinator, at 202-800-2216 or [broberts@lta.org](mailto:broberts@lta.org). You can also visit [alliancerally.org](http://alliancerally.org).

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.

## RALLY: THE NATIONAL LAND CONSERVATION CONFERENCE SPONSORSHIP OPPORTUNITIES 2022

	Complimentary registrations (\$535 value per person)	Year-round recognition as part of the Alliance's Corporate Circle (\$25,000 value)	Opportunity to host pre-plenary networking sessions*	Recognition on Workshop Title Signage to be Displayed Outside of Workshop Room	Welcoming Dinner, Opening Plenary, Closing Plenary recognition	Social media recognition (during a 3 month period, including at least once during event)	Complimentary tickets to welcome dinner (\$75 value per person)
<b>Lead</b> \$50,000+	6	✓	Priority scheduling as a Special Event 2 sessions per Lead Sponsor Listing in Rally schedule/app	100% of tracks	Opportunity to submit a 1-2 sentence statement to be read aloud  Logo recognition on exclusive solo slide	3x Individual LinkedIn and Twitter, 2 Instagram stories	Reserved table (if desired) and 6 tickets
<b>Patron</b> \$25,000+	4	✓	Second priority scheduling as a Special Event 1 session per Patron Listing in Rally schedule/app	80% of tracks	Verbal acknowledgement in opening remarks  Logo recognition on Patrons-only slide	2x Individual Post LinkedIn and Twitter, 1 group Instagram story	4 tickets
<b>Benefactor</b> \$10,000+	2	–	Third priority scheduling as a group Special Event One 15 minute session per Benefactor Listing in Rally schedule/app	40% of tracks	Logo recognition on Benefactors-only slide	2x Group Post on LinkedIn and Twitter	2 tickets
<b>Supporter</b> \$5,000+	1	–	–	20% of tracks	Text recognition on Supporters-only slides	1x group post on LinkedIn and Twitter	1 ticket

\*Capped at 1 hour per session; must take place in the morning prior to the plenary sessions; Alliance will coordinate all A/V

\*\*If you have a goal for sponsorship that isn't addressed in the above, please let us know. We may be able to design a customized sponsorship to fit your needs.

### **Logo Recognition**

Prominence of logo visibility on print (banners and pop-up signage) and digital signage (powerpoint presentations and videos) varies based on level of sponsorship.

Lead sponsors receive most prominent logo in a stand-alone line, followed by Patron, then Benefactor. Supporter sponsors receive text-only recognition.

### **Additional benefits not noted above**

All sponsors receive an invitation to the President's reception, an opportunity to participate in a sponsor video showcase 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.

All sponsors and exhibitors receive one (1) tabling opportunity (exhibit booth) for the duration of Rally to showcase their company. Lead and Patron sponsors will be assigned prominent booth locations.