

RALLY 2012

THE NATIONAL LAND
CONSERVATION CONFERENCE



Salt Lake City, Utah | 9/29-10/02 | Salt Palace Convention Center

Sponsorship Opportunities

Rally 2012: The National Land Conservation Conference

Partners for Our Land

Rally 2012 is hosted in part through the generous support of the many conference sponsors, exhibitors, advertisers, members and attendees who are committed to the important work of land conservation. In particular, sponsors play a key role in helping the Land Trust Alliance launch Rally. Your commitment and willingness to work together with us in support of land conservation education and training is an investment in our future.

Rally is the largest land conservation training and networking event in the nation. It is an unparalleled event offering you the opportunity to deliver your message to a targeted and influential conservation audience. Each year, nearly 2,000 land conservation leaders who are dedicated to protecting farms, ranches, forests, trails, natural areas, parks and scenic vistas in their communities attend Rally. You share their common concerns and interests; help support them in their work.

Sponsor Benefit Levels

Rally sponsorship provides a premier opportunity to support the land conservation community in its work.

PATRON \$25,000+

- Your name and logo displayed on signage at convention center
- Your name and logo displayed on a slide show at the Welcoming Dinner
- Your name and logo listed in the Welcoming Dinner Program
- Verbal recognition from the plenary stage
- Exclusive sponsorship of one workshop track of your choice, includes your name on handouts to attendees and listing on the brochure workshop chart (based on availability)
- Complimentary exhibit space in a prime area – choice of exhibit booth or tabletop display - includes one complimentary lunch ticket per day
- Logo recognition on the Internet Café's sponsorship signage and screen saver
- Full-page, black and white advertisement in the Rally Program given to all attendees
- Advanced recognition at your sponsorship level in the Rally brochure* (mailing list of 10,000), on the Rally Program's back cover with your logo, and a hyperlink to your website on our Rally webpage.
- Recognition in the Alliance's Annual Report and in one Rally advertisement in *Saving Land*, our quarterly magazine.
- Four (4) complimentary basic registrations to Rally
- Four (4) complimentary Welcoming Dinner tickets
- An invitation for up to four (4) to the Alliance's Special Friends Breakfast

Sponsorship at the Patron level is tax-deductible less the value of goods and services provided.

BENEFACTOR \$10,000 TO \$24,999

- Your name displayed on signage at the convention center
- Your name displayed on a slide show at the Welcoming Dinner
- Your name listed in the Welcoming Dinner Program
- Opportunity for sponsorship of one workshop track of your choice, includes your name on handouts to attendees and listing on the brochure workshop chart (based on availability)
- Verbal recognition from the plenary stage
- Half-page, black and white advertisement in the Rally Program given to all attendees
- Advanced recognition at your sponsorship level in the Rally brochure* (mailing list of 10,000), on the Rally Program's back cover, and a hyperlink to your website on our Rally webpage.
- Recognition in the Alliance's Annual Report and in one Rally advertisement in *Saving Land*, our quarterly magazine.
- Two (2) complimentary basic registrations to Rally
- Two (2) complimentary Welcoming Dinner tickets
- An invitation for two (2) to the Alliance's Special Friends Breakfast

Sponsorship at the Benefactor level is tax-deductible less the value of goods and services provided.

SUPPORTER \$5,000 TO \$9,999

- Your name displayed on signage at the conference center
- Your name displayed on a slide show at the Welcoming Dinner
- Your name listed in the Welcoming Dinner Program
- One (1) complimentary basic registration to Rally
- One (1) complimentary Welcoming Dinner ticket
- One (1) invitation to the Alliance's Special Friends Breakfast
- Quarter-page, black and white advertisement in the Rally Program given to all attendees
- Advanced recognition at your sponsorship level in the Rally brochure* (mailing list of 10,000), on the Rally Program's back cover, and a hyperlink to your website on our Rally webpage.
- Recognition in the Alliance's Annual Report.

Sponsorship at the Supporter level is tax-deductible less the value of goods and services provided.

CONTRIBUTOR \$1,000 TO \$4,999

- Your name displayed on signage at the conference center
- Your name displayed on a slide show at the Welcoming Dinner
- Your name listed in the Welcoming Dinner Program
- An invitation to the Alliance's Special Friends Breakfast
- Advanced recognition at your sponsorship level in the Rally brochure* (mailing list of 10,000), on the Rally Program's back cover, and a hyperlink to your website on our Rally webpage.
- Recognition in the Alliance's Annual Report.

Sponsorship at the Contributor level is tax-deductible less the value of goods and services provided.

** If sponsorship is confirmed by April 20, 2012*

ADDITIONAL INFORMATION

- **Workshops** – 120+ content-rich workshops are presented at Rally by the top conservation leaders in the country. The workshops are divided by subject into tracks, and your name will appear under one of the track's title in the Rally brochure and program.
- **Welcoming Dinner** – A wonderful evening meal at the beginning of Rally where nearly 1,000 members of the land trust community gather to dine and share stories. The Land Trust Alliance Awards are also presented at this event. Your name will be projected onto the main stage as guests are seated for dinner.
- **Internet Café** – A bank of laptop computers located in a common area at the convention center where attendees can have complimentary access to the internet. Your name will be featured on the screen saver and signage.

Sponsor Pledge Form

Thank you for your interest in supporting Rally! Your commitment and willingness to work with us in support of Rally exemplifies what can be accomplished through collaborations and partnerships. We couldn't do it without you!

NAME _____ TITLE _____

COMPANY/ORG _____

ADDRESS _____ CITY _____ STATE _____ ZIP _____

TELEPHONE _____ E-MAIL _____

PLEASE PRINT THE NAME YOU WISH US TO USE IN OUR CONFERENCE MATERIALS TO ACKNOWLEDGE YOUR GENEROUS SUPPORT _____

SPONSORSHIP

We want to support Rally 2012 in the amount of: \$ _____

For the Patron Level

Based on availability:

- We would like our sponsorship recognized on the following workshop track: _____

For the Benefactor Level

In the event these opportunities have not been reserved at the Patron Level:

- We would like our sponsorship recognized on the following workshop track: _____

For all Sponsors

- We would like to decline all benefits. We would like to decline all benefits that are not tax deductible.

Scholarships

A portion of all sponsorship funds will be allocated to scholarships. To enable even more land conservationists to attend Rally, special scholarship gifts dedicated exclusively to Rally are welcome. Gifts of \$1,000 or more are recognized at the same levels as sponsorships.

- Yes, in addition to our general sponsorship, we would like to make a special gift dedicated exclusively to Rally scholarships of \$_____.

PAYMENT INFORMATION

- A check payable to the Land Trust Alliance is enclosed
 I would like to charge my credit card: Visa MC Discover

CARD NUMBER _____ EXPIRATION DATE _____

NAME ON CARD _____ PHONE NUMBER _____

SIGNATURE _____ DATE _____

If you have additional questions about Rally sponsorship benefits, or this form, please contact Jessica Lindenfelser, Director of Development at 202-638-4725, ext. 327 or jlindenfelser@lta.org.

Return this form to: Land Trust Alliance · 1660 L Street, NW · Suite 1100 · Washington, DC 20036
Phone: 202-638-4725 · Fax: 202-638-4730 · Email: sponsor@lta.org · www.lta.org/rallysponsorship