



16TH ANNUAL NEW JERSEY LAND CONSERVATION RALLY

SATURDAY, MARCH 10, 2012 | BROOKDALE COMMUNITY COLLEGE | LINCROFT, NJ

INVITATION FOR SPONSORS

WHAT IS THE LAND CONSERVATION RALLY?

The annual New Jersey Land Conservation Rally is one of the nation's largest statewide conservation training events. Committed to protecting New Jersey's forests, farms, water, and natural resources, over 350 conservationists attend each year. Organized by a committee of 15 land-saving organizations, the Rally is a day-long educational event offering more than 30 workshops, roundtables, plenary sessions, networking and plenty of time to visit exhibitors.



Educational workshops

WHO IS THE AUDIENCE?

The Rally attracts a diverse audience. In 2011, 37% of attendees represented conservation nonprofit groups that acquire and/or manage land; 13% from state agencies; 15% from county and municipal governments; 11% from private companies that support land conservation, such as appraisers, title companies, attorneys, and environmental consulting firms; and 29% who include students, volunteers, foundations, nonprofit recreation groups, and private companies. Conservationists from New York, Pennsylvania, Connecticut and Delaware also have attended.

WHY SHOULD YOU SPONSOR THE RALLY?

Sponsoring the Rally increases your visibility among New Jersey's conservation community. Conservation leaders will learn about your services and products and hear your **"green message."**

SPONSORSHIP BENEFITS

*Sponsors receive one (1) complimentary Rally registration for every \$500 of support.
(See back for details.)*

In addition to complimentary registrations, sponsors receive the following:

- Recognition in pre- and post-event marketing material*
- Recognition in the general session slideshow
- Listing on the Rally website (www.njconservation.org/rally) and websites of 15 partner organizations
- Space in the virtual "goody bag" - an online program available exclusively to registrants

Application must be received by **December 15, 2011 to be included in pre-event marketing material.*



Thompson Park Field Trip

Join the following **sponsors**
(as of October 2011) of the
2012 NJ Land Conservation Rally!

Ronald A. Curini Appraisal Co., Inc.
Eco Systems
Hunterdon Land Trust
JM Sorge, Inc.
Land Trust Alliance
Molinari & Associates, Inc.
New Jersey Conservation Foundation
New Jersey Highlands Coalition
The Trust for Public Land
Victoria Foundation



SPONSORSHIP LEVELS

	Pre- & Post Event Recognition	Onsite Signage	Rally Slide-show	Virtual Goody Bag	Program Ad or Listing	Exhibit Space	Complimentary Registrations
LEAD SPONSOR \$5,000	X	X	Full Screen	X	Full Page	Premium Space	10
PARTNER \$2,500	X	X	X	X	Half Page	X	5
SUPPORTER \$1,000	X	X	X	X	Quarter Page		2
CONTRIBUTOR \$500	X	X	X		Listing		1
EXHIBITOR \$200 (Nonprofits \$100) Only 24 spots!		X	X		Listing	X	
AD \$100 (Virtual Goody Bag & program)				X	X		

WHAT IS A VIRTUAL "GOODY BAG"?

In a effort to increase "green" initiatives, sponsors may provide information through a virtual "goody bag" available before and after the Rally. Sponsors can develop special invitations, coupons, tickets to receive a special gift at their Rally exhibit or for visiting a firm or store, discount coupons for a service or simply an ad one might see on a printed program. These items will be available on the website and accessible to Rally registrants from January through May 2012. All sponsors will be listed in the printed program. Those contributors of higher amounts, will be invited to submit larger ads for the printed program.

Scenes from the 2011 Rally



Roundtable discussion on wetlands



Book signing with Keynote speaker



Volunteers at registration



Exhibitors share products