

## Annual Sponsor Packages: The Land Conservancy of McHenry County



The packages described below are designed to act as a cross-promotional opportunity for businesses. By partnering with The Land Conservancy of McHenry County, your business is showing that it cares about our precious natural, scenic and agricultural lands.

Thank you for your support!

### **Mighty Oak Sponsor (\$5,000)**

#### ***Year-long benefits/opportunities:***

- Featured spot on Business Sponsor section of website
- Five free passes to workshops for employees
- TLC member discounts for employees for plant, tree and shrub sales
- Custom programming for employees
- Sponsor opportunity for TLC workshop or class of your choice. Mentions in all promo materials, press releases and online for sponsored workshop.
- Opportunities to write a column for Field Notes newsletter and/or teach a workshop on an appropriate topic (e.g. wetland management, land restoration, tree care, etc.)
- Guided hike for company staff at TLC site
- \*Multiple benefits through TLC fundraising events listed below:



#### ***Annual Celebration Brunch Event:*** Late January.

Members, donors and community members join to reflect on TLC's work for the year. This event features a silent auction, keynote speaker and brunch. This event is a great opportunity to align your business with environmentalists in the county.

#### **Attendance: 200-250**

- Table for 10
- Recognition at the event
- Logo on all promotional materials – print and electronic (Facebook, web, etc.)
- Full page ad in program
- Logo in Field Notes newsletter
- Featured post on Facebook (**2,000+ reach**)

#### ***Art of the Land Event:*** Early November.

TLC's signature two-night fundraising event. Art of the Land is a fine arts show with live music, and art for purchase. This dynamic event blends the valuable work TLC does with creative works of art. **Attendance: 400**

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- Five tickets to event
- Acknowledgement on website
- Mention in press release
- Mention in Field Notes newsletter
- Logo on all promo materials
- Full page ad in event program

### Hickory Sponsor (\$2,500)

#### *Year-long benefits/opportunities:*

- Logo on Business Sponsor section of website
- Three free passes to workshops for employees
- Discounts for employees for tree and shrub sales
- Sponsor opportunity for TLC workshop or class of your choice.  
Mentions in all promo materials, press releases and online for sponsored workshop.
- Select program for employees
- \*Multiple benefits through TLC fundraisers listed below:



#### *Annual Celebration Brunch Event:* Late January.

Members, donors and community members join to reflect on TLC's work for the year. This event features a silent auction, keynote speaker and brunch. This event is a great opportunity to align your business with environmentalists in the county.

#### **Attendance: 200-250**

- Table for 10
- Recognition at the event
- Half page ad in program
- Mention in Field Notes newsletter
- Featured post on Facebook (**2,000+ reach**)

#### *Art of the Land Event:* Mid November.

TLC's signature two night fundraising event. Art of the Land is a fine arts show with live music, and art for purchase. This dynamic event blends the valuable work TLC does with creative works of art. **Attendance: 400**

- Three tickets to event
- Acknowledgement on website
- Mention in press release
- Mention in Field Notes newsletter
- Logo on all promo materials
- Half page ad in event program

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### Hazelnut (\$1,000)

#### *Year-long benefits/opportunities:*

- Logo on Business Sponsor section of website
- Two free passes to TLC workshops for employees
- Member discounts to employees for tree and shrub sales
- \*Multiple benefits through TLC fundraisers listed below:



#### *Annual Celebration Brunch Event:* Late January.

Members, donors and community members come together to celebrate TLC's work for the year. This event features a silent auction, keynote speaker and brunch. This event is a great opportunity to align your business with environmentalists in the county.

#### **Attendance: 200-250**

- Two tickets to event
- Acknowledgement on website
- Quarter page ad in event program
- Mention in Field Notes newsletter
- \*Multiple benefits through TLC fundraisers listed below

#### *Art of the Land Event:* Mid November.

TLC's signature two night fundraising event. Art of the Land is a fine arts show with live music, and art for purchase. This dynamic event blends the valuable work TLC does with creative works of art. **Attendance: 400**

- Two tickets to event
- Acknowledgement on website
- Quarter page ad in event program
- Mention in Field Notes newsletter

## Annual Sponsor Packages: The Land Conservancy of McHenry County

### Acorn (\$500)



#### *Year-long benefits/opportunities:*

- Mention on Business Sponsor section of website
- One free pass for workshop
- Discounts for employees for tree and shrub sales

#### ***Annual Celebration Brunch Event:*** Late January.

Members, donors and community members join to reflect on TLC's work for the year. This event features a silent auction, keynote speaker and brunch. This event is a great opportunity to align your business with environmentalists in the county. **Attendance: 200-250**

- Acknowledgement on website
- Mention in program
- Mention in Field Notes newsletter

#### ***Art of the Land Event:*** Mid November.

TLC's signature two night fundraising event. Art of the Land is a fine arts show with live music, and art for purchase. This dynamic event blends the valuable work TLC does with creative works of art. **Attendance: 400**

- Acknowledgement on website
- Mention in program
- Mention in Field Notes newsletter