Sponsorship Proposal

FIELDS, FORESTS + STREAMS Celebration

Sunday, October 13, 2024
5pm-8pm
Maymont – The Robins Nature Center
2201 Shields Lake Drive, Richmond, VA, 23220

Contacts

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About

Capital Region Land Conservancy (CRLC) is dedicated to conserve the natural and historic resources of Virginia’s Richmond region for the benefit of people and nature, and is the only organization devoted specifically to the conservation of land within Richmond and the surrounding 19 localities.

Since CRLC’s founding in 2005, we have protected over 14,000 acres of land, including over 52 miles of stream and river frontage. Over 2,200 acres of this protected landscape being publicly accessible land.

At CRLC we educate a range of landowners about voluntary land protection tools, facilitate the process of donating conservation easements, and hold conservation easements in perpetuity. We use a cooperative approach to conservation that balances economic growth with natural resource protection by promoting voluntary land protection and strategic land acquisition in support of local comprehensive plans.

We keep connected to the community through programming and outreach that includes guided hikes and environmental education both through partnerships and at our 350-acre Varina LandLab in Henrico which is open daily for enjoyment and outdoor recreation.

We are accredited by the Land Trust Alliance Accreditation Commission, an independent program of the National Land Trust Alliance, and have been recognized for outstanding work by receiving the Virginia Governor’s Environmental Excellence Award three times.

Notable Projects

James River Park System
Dock Street
Mayo Island
Varina LandLab
Malvern Hill
New Market Heights Battlefield
Campbell’s Bridge Mills/
Lower Appomattox River Trail
Rivers Bend
On Sunday, October 13, friends and fans of Capital Region Land Conservancy will gather at Maymont’s Robins Nature Center to celebrate our accomplishments over the past year and new strategic goals for the future.

From 5:00pm to 8:00pm, guests will enjoy refreshments and open bar, silent auction, and live music by popular jazz ensemble Django Tango. Tickets: $45

Become a sponsor today and receive recognition before, during, and after the festivities through a variety of event marketing benefits.

Thank You! Contact us to discuss how you can be a memorable partner in helping to Protect the Land You Love!

Marketing Reach
- Email Subscribers: 3,500
- Mailing List: 2,500
- Website: 3,000 average monthly views
- Facebook: Reach 7,000 | Followers: 2,255
- Instagram: Reach 2,400 | Followers: 1,500
- Event Attendance: 250

Demographics
Capital Region Land Conservancy is a trusted organization and recognized leader in land conservation among local, state, and federal agencies, and the corporate, nonprofit, and extended environmental communities, as well as the public at large. CRLC’s mailing and email lists and followers on social media channels reflect this diverse audience.

Social media followers are located throughout Virginia with a majority in the Richmond region. Primary ages range between 25-65, with a 60% female and 40% male breakdown.
**Sponsorship Packages**

**Presenting**

- Top level placement of logo on event signage & mailed invitation
- Most prominent placement of logo on website & emails with link
- Featured social media post with tag
- Presenting sponsor mention on WNRN Radio Community Connections
- Opportunity for remarks at event
- Tickets & reserved table for 8

**$7,500**

**Team Forests**

- Logo on print invitation
- Logo on website-mid level
- Logo on event signage - mid level
- Logo on emails with link - mid level
- Featured social media post
- 6 event tickets

**$4,000**

**Team Fields**

- Logo on print invitation
- Logo on website-mid level
- Logo on event signage - mid level
- Logo on emails with link - mid level
- Featured social media post
- 6 event tickets

**$4,000**

**Team Streams**

- Logo on print invitation
- Logo on website-mid level
- Logo on event signage - mid level
- Logo on emails with link - mid level
- Featured social media post
- 6 event tickets

**$4,000**

**Stewards**

- Logo on print invitation
- Logo on website
- Logo on event signage - Lower Level
- Logo on event emails
- Recognized in social media posts
- 4 event tickets

**$2,500**

**Land Lovers**

- Name on website
- Name on event signage
- Name on event emails
- Recognized in social media posts
- 2 event tickets

**$1,000**

*Only 1 Presenting Sponsorship available.

*Approximately 8 emails will be distributed as of July 1, 2024. Number of impressions will vary depending on date of when sponsorship is placement.