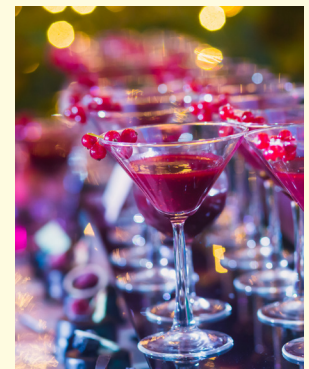




JOHN MUIR
LAND TRUST



SPONSORSHIP OPPORTUNITIES

ONE SPONSORSHIP, TWO EVENTS

This year, we celebrate a remarkable milestone – John Muir Land Trust’s 35th anniversary!

Since 1989, JMLT has been a leader in conservation, dedicated to preserving and protecting the land that defines our community and enriches our lives.

From rolling hills to serene shorelines, our mission has been unwavering: **to protect the irreplaceable natural environments that are scenic treasures and vital habitats for wildlife.** We have worked to ensure these lands remain a sanctuary for all - a place where nature thrives and people find peace and inspiration.

Over the years, we have seen the transformation of open spaces, ranches, farms, parklands, and shorelines. Our commitment goes beyond mere preservation; it’s about proactively caring for these lands, making them accessible and enjoyable for everyone today, and safeguarding them for future generations.

This year, as we commemorate 35 years of conservation, we invite you to join us in this celebration. By becoming a sponsor, you not only become part of this grand legacy but also gain the opportunity to showcase your support across two signature events:

- 1** The **Fresh Aire Affaire**, our 35th Anniversary Gala at the historic John Muir National Historic Site in Martinez on October 5th - an elegant celebration of achievement.
- 2** The **Harvest Festival** at Family Harvest Farm in Pittsburg on October 26th - a gathering that supports education and employment of local foster youth, while celebrating the bounty of the land.

Your sponsorship represents a true partnership in our mission. It offers valuable brand exposure, aligning your name with a noble cause. By sponsoring early, you ensure maximum visibility across the year, leveraging opportunities for logo placement and brand recognition at these events.

Join us in protecting the places that make the East Bay extraordinary.

Embrace this unique opportunity to celebrate with us and make a lasting impact. **Let's make this 35th anniversary a year to remember, a year of growth, and a year of shared success in nurturing the land we all love.**

BENEFITS of Sponsorship

Support John Muir Land Trust at two prominent events, attended by over 400 influential guests, including leaders from nonprofits, businesses, government, and philanthropic circles. These events, crucial in celebrating and promoting land conservation in the East Bay, offer an exceptional opportunity for your brand to gain visibility and demonstrate its commitment to environmental stewardship. As a sponsor, you'll connect with a community deeply invested in preserving our natural landscapes, positioning your organization as a champion of sustainability and responsible land management.

REACH

By sponsoring the John Muir Land Trust's two signature events, sponsors can expect a comprehensive exposure plan that promotes widespread visibility and the opportunity to make a lasting impression on a diverse audience.

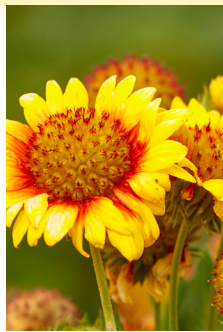
The reach across our platforms is as follows:

- Press Release: 15,000 impressions
- E-Newsletter: 8,000 subscribers
- Social Media (FB, IG, X, LinkedIn): 11,500 followers
- Postcards: 6,000 postcard invitations to the Harvest Festival at Family Harvest Farm
- Invitations: 6,000 save the date and invitations to the Fresh Aire Affaire
- Website: 3,000 monthly visits
- Events Attendance: 400-500

This multi-channel approach ensures that your brand is prominently featured in front of an engaged and environmentally-conscious community, aligning your organization with vital conservation efforts in the East Bay.

One sponsorship, two events!

SPONSORSHIP BENEFITS	\$50,000	\$35,000	\$25,000	\$15,000	\$10,000	\$5,000	\$2,500
	Presenting Sponsor	East Bay Champion	Conservation Leader	Trail Blazer	Land Steward	Friends of Muir	Habitat Hero
Fresh Aire Affaire Gala							
Number of complimentary tables or tickets	3 Tables	2 Tables	2 Tables	1 Table	6 Tickets	4 Tickets	2 Tickets
Recognition at the podium at the event	Yes	Yes					
Inclusion in customized presenting sponsor/ general event press release	Yes Presenting Sponsor	Yes	Yes	Yes			
Your company name and logo will appear in all print advertising	Yes Prominently Placed	Yes	Yes	Yes			
Your company name and logo will appear on a banner at the event	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Your company name and logo will appear on signage at hospitality	Yes	Yes	Yes				
Your company name and logo will appear on event save the dates and invitations	Yes	Yes	Yes	Yes			
Your company name and logo will appear in Horizons newsletters	Yes	Yes	Yes	Yes	Yes		
Your company name and logo will appear on JMLT's website	Yes	Yes	Yes	Yes	Yes		
Your company name and logo will be displayed prominently at the Celebration/Select dinner table	Yes Celebration	Yes	Yes				
Monthly organic mention on JMLT social media	Yes 3 months	Yes Monthly organic mention	Yes 3 organic mentions	Yes 2 organic mentions	Yes 1 organic mention		
Private event for up to ten at one of JMLT's newest land acquisition project	Yes	Yes					
Harvest Festival							
Welcome remarks at the event	Yes	Yes					
Your company name and logo placed in all promotions and signage at the event	Yes Prominently placed	Yes	Yes	Yes	Yes	Yes	Yes
Volunteer opportunities for employees to support the event and Family Harvest Farm	Yes	Yes	Yes				



SPONSORSHIP COMMITMENT FORM

☐ **YES!** We would like to become an official sponsor of John Muir Land Trust's 35th Anniversary Events

_____ \$35,000 **East Bay Champion** _____ \$10,000 **Land Steward**
_____ \$50,000 **Presenting Sponsor** _____ \$25,000 **Conservation Leader** _____ \$5,000 **Friend of Muir**
_____ \$15,000 **Trail Blazer** _____ \$2,500 **Habitat Hero**

☐ A company check made payable to John Muir Land Trust is in the mail or enclosed.

☐ Please charge my ___ VISA ___ MC ___ AMEX

Credit Card Number _____ Expiration date _____

Name (as it appears on card) _____

Authorized Signature _____

I am unable to sponsor at this time, but please accept my gift of \$ _____

Company Name _____

Contact _____

Address _____

Phone _____ Email _____

Please email this form to juliana@jmlt.org or mail to: John Muir Land Trust, P.O. Box 31 • Martinez, CA 94553

For acknowledgement on website, event materials and social media, sponsorship must be received by **May 1, 2024**.

For questions, please contact Juliana Schirmer at juliana@jmlt.org or 925-667-5074

For more information or to submit sponsorship form online, scan QR code.

