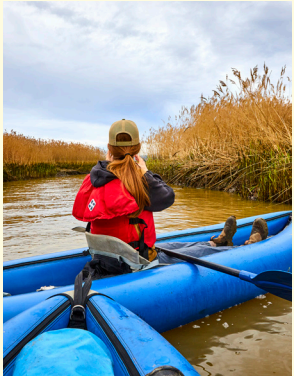




JOHN MUIR
LAND TRUST



SPONSORSHIP OPPORTUNITIES

ONE SPONSORSHIP, TWO EVENTS

This year, there is a lot to celebrate in our region! In 2024, John Muir Land Trust completed the Franklin Ridge Expansion, adding more than 200 acres to this wildlife and trail corridor. Significant wetland restoration in the Bay Delta in East Contra Costa County are afoot and nearly complete. This spring, that includes the opening of the restored Pacheco Marsh in Martinez May 3, a significant restoration complete with bridges, kayak launch, trails, and youth education opportunities. And we are just getting started on a second, 600-acre wetland restoration project in the Bay Delta.

Since 1989, JMLT has been a leader in conservation, dedicated to preserving and protecting land and waters that define our community and enrich the natural treasures and quality of life enjoyed by all who call our region home. Now in our 36th year, John Muir Land Trust's mission remains steadfast: protect the irreplaceable places that make the East Bay special. We help ensure our home remains a place where nature thrives and people find peace and inspiration.

Join us in 2025 by sponsoring two events - one in Spring 2025, one in Fall 2025.

1 Franklin Ridge and Pacheco Marsh Dedication and Opening Event – May 3, 2025. This event, to be held at Pacheco Marsh in Martinez, includes both a special VIP program with project partners, donors, and elected officials as well as a public opening for all, with trails and activities for families and children to explore all Pacheco Marsh has to offer. Celebrating, dedicating, and officially opening new acquisitions on Franklin Ridge and Pacheco Marsh - 400+ acres of permanently protected and newly restored, publicly accessible land – the event will include food trucks and activities for family and children. We anticipate more than 500 will attend the program and opening, including individuals from across the county, elected officials, and families.

2 Harvest Festival – October 25, 2025 This annual tradition, to be held at John Muir Land Trust's Family Harvest Farm in Pittsburg, is a celebration of the season crafted for families and supporters to enjoy – including face painting, scavenger hunt, pumpkin painting, puppet show, and more. Family Harvest Farm is a community treasure that supports the education and employment of local foster youth. This event continues to grow, and last year drew more than 400 children and families from the region.

BENEFITS of Sponsorship

Receive recognition at two events – one in spring, one in fall – to be attended by more than 1,000 guests combined, including leaders from nonprofits, businesses, government, and philanthropic circles. These events offer an exceptional opportunity to gain visibility and demonstrate commitment to environmental stewardship. As a sponsor, you'll connect with a community of supporters deeply invested in preserving our natural landscapes, positioning your business or organization as a champion of sustainability invested in the health of our region's environment, wildlife, and residents.

REACH

By sponsoring 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 postcard invitations to the Franklin Ridge and Pacheco Marsh Dedication & Opening
- Website: 3,000 monthly visits
- Events Attendance: 400-500 per event

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	Friend of Muir	Habitat Hero
Recognition at the podium at the event	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 events	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Your company name and logo will appear on event save the dates and invitations	Yes	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		
Mention on JMLT social media	Yes	Yes	Yes				
Private volunteer opportunities on property	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 lisa@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 **April 1, 2025.**

For questions, please contact Lisa Lomba at lisa@jmlt.org or 510-290-8960

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

