



SPONSORSHIP OPPORTUNITIES

ONE SPONSORSHIP, TWO EVENTS

The past year marked a meaningful period of progress and connection across our region!

John Muir Land Trust celebrated milestones that reflect both the impact of long-term conservation work and the relationship between people and land.

In 2025, JMLT made significant progress throughout the region on projects that advanced conservation and public access in visible and meaningful ways:

- **The opening of Pacheco Marsh** in May welcomed hundreds of community members to a landscape transformed through restoration and care. Now open for walking, kayaking, bird watching, and more, Pacheco Marsh has quickly become a beloved place for connection, reflection, and recreation.
- After acquisition, the **600-acre Hoover Ranch is moving toward restoration** as a future destination for Bay Area community members, building on JMLT's long-term vision for public access and habitat recovery.
- **Point Buckler Island was acquired in 2025** and will be restored to a tidal wetland vital to the health of salmon, steelhead, and other migratory fish.
- **Wagner Ranch in Orinda was also acquired in 2025**, ensuring permanent protection of a property with deep local connections and setting the stage for its return as a cherished community space following restoration.

With the help of community, we are restoring and creating public access to the places that make the East Bay special.

Since 1980, JMLT has been dedicated to protecting the lands and waters that define our region and contribute to the quality of life enjoyed by those who live and work here. Now in our 37th year, our mission remains to protect the places that make the East Bay special while helping to ensure our home remains a place where nature thrives and people find peace and inspiration. Sponsorship plays a vital role in advancing this work and in demonstrating shared leadership in environmental stewardship and community well-being.

In 2026, we invite you to partner with JMLT by sponsoring two events that celebrate conservation success, engage diverse community members, and provide meaningful opportunities for visibility and connection.

1 Forever East Bay: Twilight Under the Trees event at JMLT's newly acquired property Wagner Ranch, Orinda – May 2, 2026

This evening event will bring together community and business leaders, partners, and supporters to celebrate JMLT's recent achievements and look ahead to what's next. Held beneath the trees on one of JMLT's scenic properties, this cocktail and dinner event will encourage conversation and connection with the JMLT community. With an expected attendance of 100-200 invited guests, the paddle raise offers sponsors a meaningful and high-visibility opportunity to show their support for land conservation while connecting with community members who deeply care about protection of the East Bay's natural spaces.

2 Annual Harvest Festival at Family Harvest Farm, Pittsburg – October 10, 2026

This annual community celebration held at Family Harvest Farm in Pittsburg offers a vibrant and family-friendly day of activities that celebrate JMLT's commitment to education, community building, access to the outdoors, and bounty of the land. The festival includes hands-on and seasonal activities designed for community members of all ages. This event is promoted widely throughout the community and draws hundreds of families and supporters each year, offering sponsors board visibility and an authentic opportunity to support and connect with community members in a joyful setting.

BENEFITS of Sponsorship

Receive recognition through event promotion and on-site sponsor recognition at two events – one in spring, one in fall – to be attended by up to 600 guests, including leaders from nonprofits, businesses, government, and philanthropic circles, and a promotion reach of more than 30,000. 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 JMLT's two signature events, sponsors can expect a comprehensive exposure that promotes far-reaching 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: 10,000+ subscribers
- Social Media (FB, IG, X, LinkedIn): 23,000 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: 5,500 monthly visits
- Events Attendance: up to 600

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					
Tickets to the Forever East Bay Event	2 Tickets	2 Tickets	2 Tickets	1 Ticket	1 Ticket	1 Ticket	
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 2026 Events

_____ \$35,000 East Bay Champion	_____ \$10,000 Land Steward
_____ \$50,000 Presenting Sponsor	_____ \$25,000 Conservation Leader
_____ \$15,000 Trail Blazer	_____ \$5,000 Friend of Muir
	_____ \$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 amelia@jmlt.org or mail to:
John Muir Land Trust, P.O. Box 31 • Martinez, CA 94553

For questions, please contact Amelia Flack at amelia@jmlt.org or 707-297-9133

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

