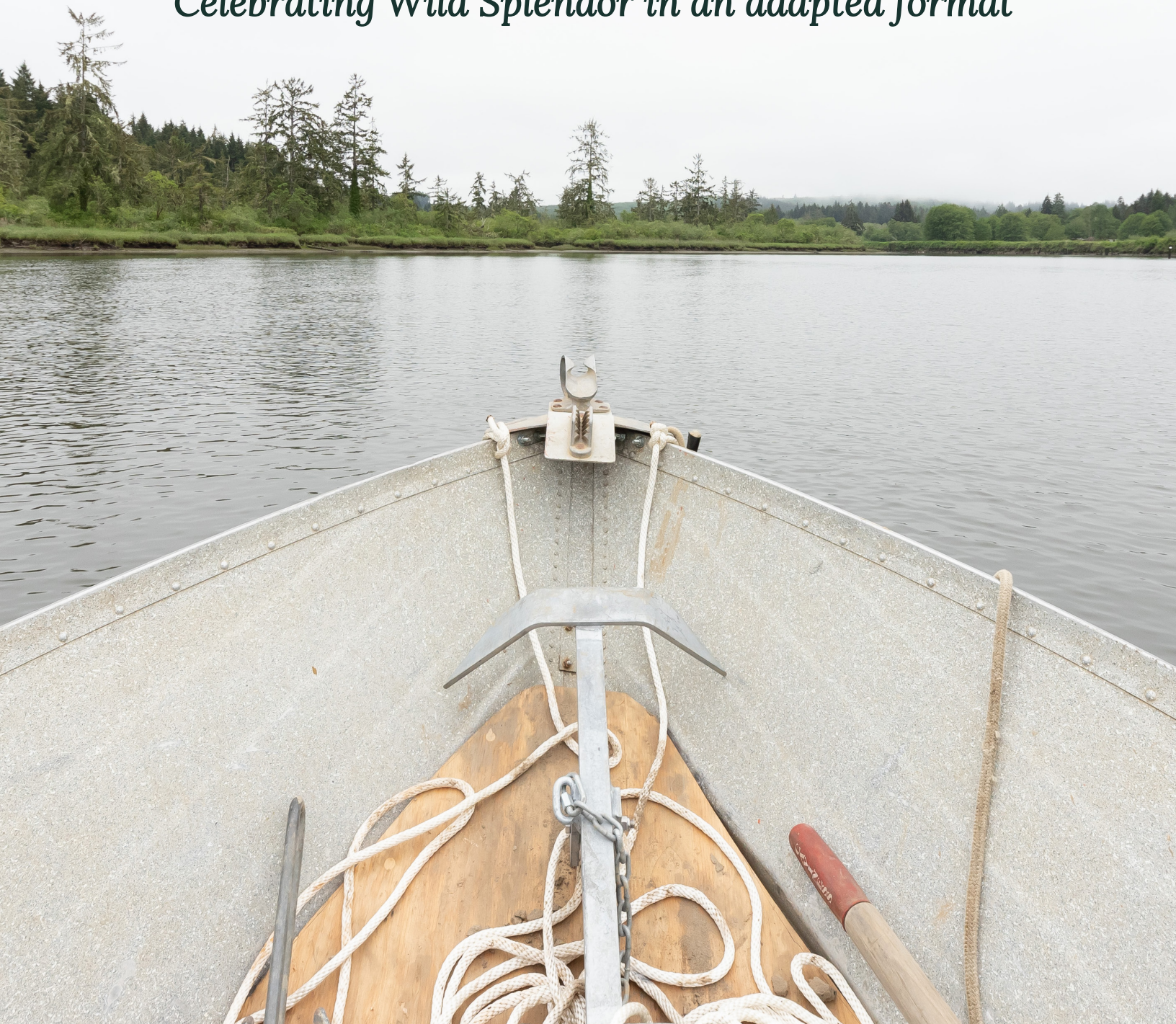


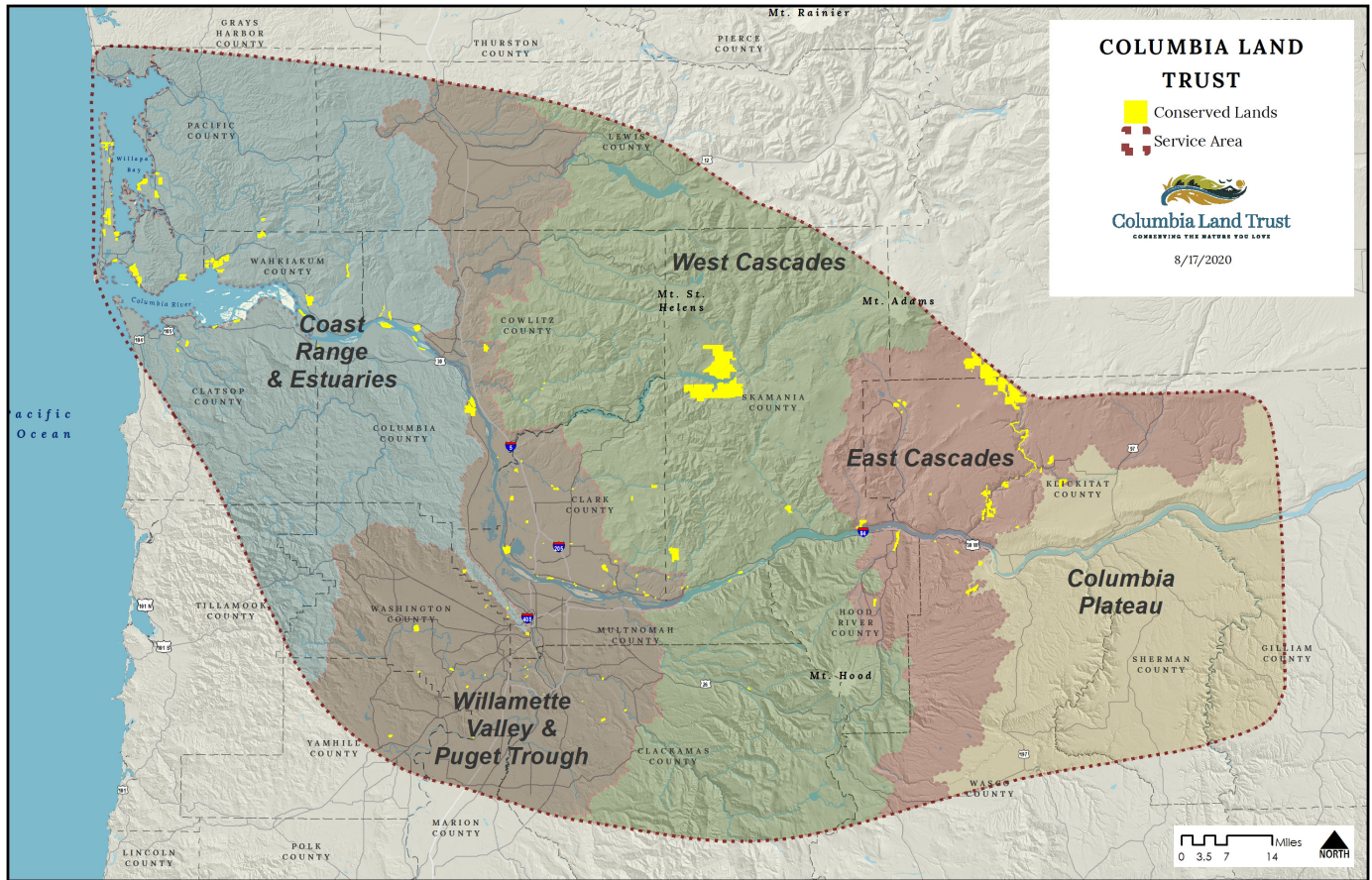


2021 Sponsorship Opportunities

CRANES & SALMON

Celebrating Wild Splendor in an adapted format





Columbia Land Trust

Columbia Land Trust conserves the Northwest places we love – the places that enhance our well-being and provide an unrivaled quality of life. Our staff works across a vast region, stretching along the Columbia River and its tributaries from the John Day River to the Pacific Ocean. We work with willing landowners to conserve land by engaging local partners, purchasing conservation easements, or buying the land outright. Through our relationship based approach, we have conserved 55,000 acres in the Columbia River region – adding an average of four acres of protected land each day.

Our projects are as varied as the landscapes in which we work. Whether we're removing outdated infrastructure to restore river floodplains, reconnecting tidal wetlands, maintaining habitat corridors, or returning forestland to historic conditions, we're helping wildlife survive and thrive for generations to come.

People are at the heart of our work. We can't accomplish our mission without inspiring love and respect for nature in people across the diverse communities that call the Northwest home. We're committed to being good stewards, neighbors, and community members. We listen to, and work with, our local stakeholders to understand the cultural, social, and historical contexts of each landscape.



In Person with Cranes and Salmon

Our annual Wild Splendor gala is Columbia Land Trust's largest fundraiser, providing critical support for our conservation and restoration work in the Pacific Northwest. Each year over 300 corporate sponsors, donors, and volunteers gather to enjoy a delicious northwest dinner, an inspiring program, and exciting auctions.

With the pandemic surging again and all of us a little tired of virtual events, this fall we will forgo the large indoor event and instead **invite our community and supporters to see the glory of two of the Northwest's great migrations up-close and personal (while outdoors and in smaller groups)!**

Sandhill cranes. Join us at one of the only sandhill crane habitats within city limits in the United States. With bright red heads, long slender legs, and distinctive bugle calls, viewing sandhill cranes is an unforgettable experience. While many Oregon and Washington populations were extirpated by the 1940s, these 5,000 sandhill cranes have persevered.

Chum salmon. Gather along the shores of the Columbia River just east of the I-205 bridge to witness the fearless return of dozens of chum salmon, spawning before your eyes.

Offering numerous small group tours over several days this fall and winter will allow us to connect with several hundred people in a meaningful and highly interactive way. We plan to host hundreds of additional attendees during two virtual events, each highlighting a major Land Trust project: one of the newest, largest coastal forest conservation projects in the Northwest; and the planned removal of a dam blocking miles of river from salmon migrations.

We anticipate that this multi-pronged approach will allow us to:

- Engage more than 700 people this fall, both in-person and virtually
- Provide valuable sponsor recognition in printed materials mailed to more than 8,000 households, on-site at two tour locations with approximately 400 in-person participants, and through thousands of digital impressions via email, web, and social media promotion
- Raise More than \$200,000 for Columbia Land Trust

Join us as a 2021 sponsor to help us continue conserving the nature you love! Our traditional Wild Splendor event raises an average of 8% of our annual contributions from donors and sponsors, and is critical to achieving meaningful and lasting conservation. As a corporate sponsor of this year's adapted fall programming, you'll help us maintain this important revenue stream and leverage your support to maximize funds raised, fueling our conservation efforts in the Columbia River region. Additionally, your sponsorship will highlight your organization as a valuable partner in Northwest conservation.

Sponsorship Opportunities

In Person with Cranes and Salmon

2021

columbialandtrust.org

SPONSORSHIP RECOGNITION	SUSTAINING SPONSOR \$10,000	PARTNER SPONSOR \$5,000	PATRON SPONSOR \$2,500	ASSOCIATE SPONSOR \$1,250
PRE-EVENT				
Recognition on Columbia Land Trust event webpage	Logo & Website Link	Logo & Website Link	Logo & Website Link	Name & Website Link
Recognition in event promotional emails sent to more than 10,000 constituents	Logo	Logo	Logo	Name
Thanked via Land Trust social media	Your company only with logo & link to social media	Your company only with logo & link to social media	Listed at level	Listed at level
DURING EVENT				
Recognition on banner or on screen during virtual event program	Logo (individual recognition)	Logo	Logo	Name
Thanked during every one of the 30 in-person tours and 2 virtual events	✓	✓	✓	Name included in on-screen sponsor listing
Recognition on tour handout material	Logo & Website Link	Logo	Logo	Name & Website Link
Inclusion in sponsor scroll at end of event	✓	✓	✓	Name listed as Sponsor

Sponsorship Opportunities 2021 Continued

SPONSORSHIP RECOGNITION	SUSTAINING SPONSOR \$10,0000	PARTNER SPONSOR \$5,000	PATRON SPONSOR \$2,500	ASSOCIATE SPONSOR \$1,250
POST-EVENT				
Inclusion in post-event blog post on Land Trust website	Logo & Website Link	Logo & Website Link	Name & Website Link	Name & Website Link
Recognition in post-event thank you email	Logo	Logo	Logo	Name
Inclusion in winter Fieldbook article (November 2021)	Logo	Logo	Logo	Name
Recognition in event recording posted to social media for ongoing use (YouTube, Facebook)	✓	✓	✓	✓

THANK YOU

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WILD SPLENDOR

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