



Bluegrass Land Conservancy Corporate Giving Program

Bluegrass Land Conservancy (BLC) Corporate Partners join a community of businesses and organizations that support the mission and vision of BLC: to protect land in the greater Bluegrass Region of Kentucky through permanent conservation easements for current and future generations. As a Corporate Partner, you will support the community and landscape where your organization is located and where your employees live.

Partnering with BLC raises your visibility across the region as a key player in protecting the unique character of the Bluegrass Region. BLC seeks to ensure a future where the region's distinctive soils, cultural heritage, scenic vistas, natural resources, and farms are preserved forever. To date, our organization has partnered with willing landowners to permanently protect and forever steward more than 27,000 acres of prime soils, forests, and natural resources.

As a Corporate Partner, your organization will demonstrate a commitment to supporting the local community and landscape that defines our region. In gratitude, BLC will recognize you throughout the year in marketing and outreach materials and at special events, depending on your type and level of support.

Exposure: Getting to Know Your Neighbors

Corporate Partners are recognized and celebrated throughout the year in a variety of ways. Our organization is well-connected with community leaders and can help you get your name and branding in front of a potential target audience.

As a partner, you'll be recognized among a broad range of community-minded neighbors:

- ❖ Signature event attendance ranges from 200 -300 people;
- ❖ Newsletter reaches 3,300+ individuals;
- ❖ e-News subscription of 2,500+, with above average open and click-through rates;
- ❖ Social media following of ~2,200 people:
 - Facebook
 - Instagram
 - Twitter
- ❖ Public events driving website traffic.

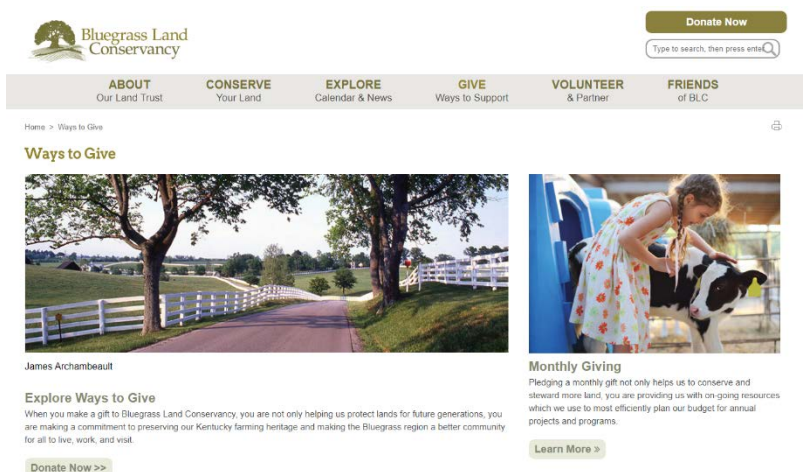


A Bluegrass place to live, work and play



BLC-conserved farm. Photo credit: A. Greathouse

BLC's 24-county service area includes two major metropolitan areas (Louisville and Lexington), distilleries where world-class bourbons are crafted, farms where food and commodity crops are grown and champion horses bred, cultural sites where our history is preserved, and land and water resources where wildlife dwells and people recreate.



The screenshot shows the Bluegrass Land Conservancy website. At the top is the logo and a 'Donate Now' button. Below is a navigation menu with tabs for ABOUT, CONSERVE, EXPLORE, GIVE, VOLUNTEER, and FRIENDS. A search bar is located below the navigation. The main content area features a 'Ways to Give' section with a photo of a farm path and a 'Monthly Giving' section with a photo of a child with a cow. A 'Donate Now >>' button is visible at the bottom of the 'Ways to Give' section.

Bluegrass Land Conservancy Corporate Partner Benefits

In gratitude for the generosity of our Corporate Partners, we provide various benefits to recognize your support for Bluegrass Land Conservancy. Several suggested giving levels are available:

Limestone Circle Sponsor - \$50,000+

- Exclusive sponsorship of one Easement Cultivation Event or Education and Outreach Program (programs vary by year);
- Organization featured in a Conservation Spotlight, a dynamic article that will be published on our website, social media, and in a newsletter which typically reaches 3,300+ community-minded individuals in the greater Bluegrass Region. The highlight may include a quote from your leadership, and mention of your employee match program, as applicable;
- Event recognition benefits for one event in the Louisville area and one event in the Lexington area: Benefits at the **Bur Oak Sponsor** level for two annual events*, including event-specific recognition and complimentary tickets;
- Private tour of conserved farmland for up to 10 guests; and
- Acknowledgment in E-news (six issues), on website (five years), and annual report.

Farm Land Sponsor - \$25,000

- Organization featured in a Conservation Spotlight, as described above;
- Event recognition benefits for one event in the Louisville area and one event in the Lexington area: Benefits at the **Bur Oak Sponsor** level for two annual events*, including event-specific recognition and complimentary tickets;
- Private tour of conserved farmland for up to 10 guests;
- Acknowledgment in E-news (four issues), on website (three years), and annual report.

Bur Oak Sponsor - \$10,000

- Event recognition benefits at the **Bur Oak Sponsor** level, including event-specific recognition and complimentary tickets, for one annual event*;
- Acknowledgment in E-news (two issues), on website (two years), and annual report.

White Oak Sponsor - \$7,500

- Event recognition benefits at the **White Oak Sponsor** level for one annual event*;
- Acknowledgment in E-news (one issue), on website (one year), and annual report.

Chinquapin Oak Sponsor - \$5,000

- Event recognition benefits at the **Chinquapin Oak Sponsor** level for one annual event*;
- Acknowledgment in E-news (one issue), on website (one year), and annual report.

Blue Ash Sponsor - \$2,500

- Event recognition benefits at the **Blue Ash Sponsor** level for one annual event*;
- Acknowledgment on website (one year) and in annual report.

Black Walnut Sponsor - \$1,000

- Event recognition benefits at the **Black Walnut Sponsor** level for one annual event*; and
- Acknowledgment on website (one year) and in annual report.

Event-specific Benefits and Recognition

Each year Bluegrass Land Conservancy hosts several special events to support fundraising and easement cultivation. As a corporate partner, you will be recognized at signature special events. Recognition at BLC events provides an efficient way to get your company’s brand in front of motivated, active community members and will display your support for the BLC mission. Events include:

- Annual Farmland Conservation Celebration and Auction (Spring) – Signature event and fundraiser, held every year in Lexington since 2000.
- Bluegrass Farm-to-Table Dinner and Conservation Awards (Fall) – A dinner featuring local foods where we celebrate agrarian traditions and champions of conservation in our region; held in the Louisville-area.
- Easement Cultivation Events (usually six per year) – Community-specific gatherings to share information about conservation easements as a tool for land use management and estate planning.
- Education and Outreach Programs (vary by year) – Special events and tours on BLC-protected properties that are open to the public.

As you decide on your preferred level of partnership, please contact BLC to find the event recognition opportunity that best suits your organization’s interests and needs.

<i>Sponsorship Benefits</i>	Bur Oak Sponsor	White Oak Sponsor	Chinquapin Oak Sponsor	Blue Ash Sponsor	Black Walnut Sponsor
Listing on all print and electronic media leading up to, at, and following the event.	Top tier	Second tier	Third tier	Fourth tier	Fifth tier
Complimentary event admissions	10	8	6	4	2
Recognition on TV monitors at event, if available.	30-second reel	10-second reel	Slogan + logo listed	Logo + name listed	Name listed
Verbal recognition at event.	Specific opening remarks	General as a group	General as a group	General as a group	General as a group
Printed recognition at event, distributed to all guests.	Full-page color ad	Full-page black and white ad	Half-page black and white ad	Logo + name listed	Name listed

For more details on corporate giving opportunities, please visit our website:

BluegrassLandConservancy.org/ways-to-give

If you have any questions, please contact us!

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Corporate Partners Program



BENEFIT LEVELS

	LIMESTONE CIRCLE SPONSOR — \$50,000+						
	FARM LAND SPONSOR — \$25,000						
	BUR OAK SPONSOR — \$10,000						
	WHITE OAK — \$7,500						
	CHINQUAPIN OAK — \$5,000						
	BLUE ASH — \$2,500						
	BLACK WALNUT — \$1000						
Support the permanent protection of Bluegrass Lands	√	√	√	√	√	√	√
Subscription to BLC's newsletters and annual report	√	√	√	√	√	√	√
Name, Logo, and Link on BLC's website	1 year	1 year	1 year	1 year	2 years	3 years	5 years
Name recognition in BLC's annual report	√	√	√	√	√	√	√
Name, logo, and link in BLC's eNews	1 issue	1 issue	1 issue	1 issue	2 issues	4 issues	6 issues
VIP private tour of conserved farmland for up to 10 guests						√	√
Organization featured in a Conservation Spotlight article on BLC's website, social media, and in a newsletter						√	√
Exclusive Sponsorship of one Education and Outreach Program or Easement Cultivation Event							√
ADDITIONAL RECOGNITION AT BLC'S SIGNATURE EVENTS:							
Lead Group Sponsorship Level					1 event 3rd lead	2 events 2nd lead	2 events Top lead
Listing on all print and electronic media leading up to, at, and following the event.	1 event 5th tier	1 event 4th tier	1 event 3rd tier	1 event 2nd tier	1 event 1st tier	2 events 1st tier	2 events 1st tier
Complimentary event admissions	1 event 2 tickets	1 event 4 tickets	1 event 6 tickets	1 event 8 tickets	1 event 10 tickets	2 events 10 tickets	2 events 20 tickets
Recognition on TV monitors at event, if possible	1 event Name	1 event Logo	1 event Slogan + Logo	1 event 10-sec Reel	1 event 30-sec Reel	2 events 30-sec Reel	2 events 30-sec Reel
Verbal recognition at event	1 event General	1 event General	1 event General	1 event General	1 event Specific	2 events Specific	2 events Specific
Printed recognition at event, if applicable, distributed to all guests	1 event Name	1 event Logo	1 event 1/2 page ad	1 event 1 page ad	1 event Color ad	2 events Color ad	2 events Color ad

*BLC typically hosts two major ticketed events per calendar year: 1) Farmland Celebration and Auction (Lexington in the Spring), and 2) Bluegrass Farm-to-Table Dinner and Conservation Awards (Louisville area in the Fall). Sponsorship benefits will be provided for one of these two events, unless otherwise stated. Please let us know which event is a fit for your interests.