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[www.PayetteLandTrust.org](http://www.PayetteLandTrust.org)

## Payette Land Trust - Business Sponsorship Information

### WHY SPONSOR

There is a direct link between our beautiful open landscapes, scenic views and recreational opportunities and employee or personal happiness. Many businesses and individuals see the impact of their donation to Payette Land Trust on a daily basis. Sponsorships allow us to grow our organization and strengthen our conservation efforts along with community outreach and educational programs and events.

### SPONSORSHIP INFORMATION

The PLT sponsorship program offers two levels for businesses to participate. Both levels include valuable sponsor recognition and participation benefits. Each year PLT organizes three signature events that allow for sponsor participation and recognition. The proceeds from these events support land conservation in West Central Idaho.

**February - SweetHEART Party & Auction:** This is the signature Valentine event in the McCall area, featuring a live auction of the BIG HEART, along with other auction items, raffles, a carving station, hors d'oeuvres, and chocolate and whiskey tasting. This ticketed event takes place on the Saturday before Valentine's Day at the Shore Lodge in McCall.  
*Attendance: Approximately 135*

**June - Conservation Day:** Our region has such a long history and rich tapestry of conservation organizations, and understanding what they each do and how they interrelate can be a challenge. Each year PLT hosts a Conservation Day BBQ on the longest Saturday of the year (the Saturday nearest summer solstice) to celebrate the great outdoors and all the people who work to conserve it. This free event is designed to bring organizations and people together in one place to talk about conservation and have some fun! *Attendance: Approximately 300*

**Throughout the Year – PLT Pic-nics:** It's all about the land! These events allow people to enjoy a relaxed visit to a Payette Land Trust conserved property. Attendees enjoy a free picnic, connect with PLT staff and board members, as well as other nature loving attendees, and learn about local conservation efforts in an informal and welcoming atmosphere. *Attendance: Varies*

## SPONSORSHIP DETAILS

For each event a full marketing plan is implemented and sponsors will be recognized with the following “logo package”:

prior to the event:

- Business name and logo on event webpage
- Business name and logo on email, social media and print communications
- Business name and logo on event flyers posted around the community

at the event:

- Business name and logo displayed on signage
- Verbal recognition and thank you during the event

## SPONSORSHIP LEVELS

Choose your Business Sponsorship level: Gold Heart at \$1,500 or Silver Heart at \$750.

### GOLD HEART SPONSOR (\$1,500) includes:

- Four tickets to the SweetHEART Party & Auction (February) - \$600 value
- Two framed prints of current or past BIG HEARTS - \$100 value
- First dibs on dates if you choose to display the BIG HEART at your business.
- “Logo package” acknowledgement as listed above for all three events and special recognition as a GOLD HEART Sponsor on PLT’s website, social media and email communications.

### SILVER HEART SPONSOR (\$750) includes:

- Two tickets to the SweetHEART Party & Auction - \$300 value
- Two framed prints of current or past BIG HEARTS - \$100 value
- “Logo package” acknowledgement as listed above for all three events.

### SweetHEART Sponsor (Instead of the Yearly Gold or Silver Sponsorship - or add this on!)

- **\$1,200: Sponsor a table!** Eight (8) ticket bundle purchased by one entity to fill with employees and their families, friends or other guests. Sponsor recognition will be displayed on the table. If you don't know the names of those to be hosted at the time of purchase, just provide the business name, or your name for each ticket.
- **In Kind Donations: Donate items for a raffle basket!** We are putting together approximately six baskets to raffle off at the SweetHEART event. Each basket is thoughtfully curated by theme and range in value from \$300 - \$1,300. Examples of past basket themes include: For Your K-9 SweetHEART, Locals Getaway, and His and Hers. We are looking for businesses to donate items to be added to a basket or an entire basket.

We are also open to other suggestions that may benefit and recognize your organization or business. Payette Land Trust is a 501(c)(3) nonprofit organization so donations are tax deductible (less any goods received). If you have any questions or would like to sign up as a Business Sponsor please contact Sonya at 208-634-4999 or [SonyaMapp@PayetteLandTrust.org](mailto:SonyaMapp@PayetteLandTrust.org).