

## BUSINESS PARTNERSHIP FORM

### Partnership Levels

- \$10,000 Platinum
- \$5,000 Gold
- \$2,500 Silver
- \$1,500 Bronze
- \$500 Friend of the Conservancy

### Donation Preference

- Check (*payable to the Sourland Conservancy*)  
*please mail back in the enclosed envelope*
- Stock Options
- In-Kind
- Combination (*please specify*): \_\_\_\_\_

- Online at [www.sourland.org/donate](http://www.sourland.org/donate)  
**OR**

Scan QR Code



### Contact Information

First Name \_\_\_\_\_

Last Name \_\_\_\_\_

Business/Organization \_\_\_\_\_

Street Address \_\_\_\_\_

City \_\_\_\_\_

State/ZIP \_\_\_\_\_

Phone Number \_\_\_\_\_

Email \_\_\_\_\_

Website \_\_\_\_\_

## THE ISSUES FACING THE REGION TODAY

- ✦ The emerald ash borer, an invasive insect from east Asia, is decimating the ash tree population in the Sourlands, which accounts for 20%, or one fifth, of all trees. This insect will end up destroying *more than 1 million trees* in the region over the next few years.
- ✦ With 10 to 12 times the sustainable deer population, it's impossible for the Sourland forest to regenerate. A deer can consume 6 pounds of native saplings and shrubs per day, thus eliminating nearly all new growth and leaving a depleted forest floor.
- ✦ There are 57 threatened or endangered species that rely on the Sourlands for their survival, and their habitat is being adversely affected by invasive species, development, drought and a host of other problems.

## WHAT THE SOURLAND CONSERVANCY IS DOING ABOUT IT

- ✦ The Sourland Conservancy's team of staff, interns and volunteers has planted more than 20,000 trees in the region over the last two years, helping connect critical habitat and keep wildlife populations healthy. Long term, that means more carbon captured, less regional flooding and cooler green spaces in our communities.
- ✦ Our Stewardship Crew is out in the field every week removing aggressive invasive species from our public parks, preserves and even on private land in an effort to help protect these threatened and endangered species.
- ✦ Through advocacy, we are the watchdogs of the 90-square-mile region, working with local municipalities and their leaders to prioritize ecological and human health.



## WHO ARE WE?

The Sourland Conservancy is the only nonprofit organization working to protect and preserve the important history and ecology of the Sourland Mountain region.

Our values are centered on inclusion, knowledge, respect and diversity, and are built into the framework of everything we do.

### STEWARDSHIP

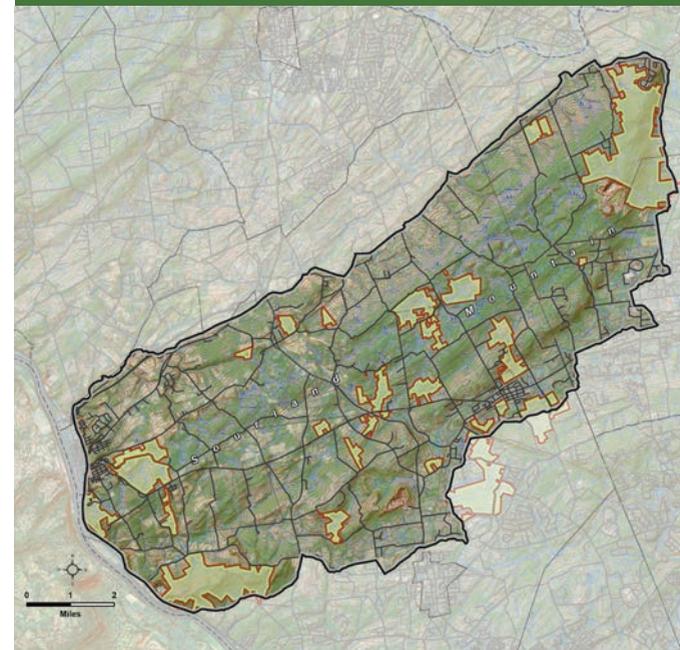
We advocate for the preservation of the historic and ecological qualities of the Sourland region through stewardship, a fresh approach to nature where people are fundamental to the health and beauty of the natural world around us.

### EDUCATION

We offer a variety of events and activities to engage participants, deepen their understanding, and strengthen their connection to the Sourlands.

### ADVOCACY

We advocate for policy and legal change to communicate our misión and to provide education on the issues facing the health of the Sourland ecosystem.



Map of the Sourland Mountain region was produced by the Sourland Conservancy's geographic information system (GIS) analyst Kevin Burkman.



## BUSINESS PARTNERSHIPS



# FRIEND OF THE CONSERVANCY: \$500

## GENERAL BENEFITS

- Your logo will appear in business partnership rotation on SC website
- You will receive an organic thank-you post on SC social media highlighting sponsorship
- You will receive an official SC business partner sticker, as well as a business partner certificate of recognition and thank-you letter

## SOURLAND MOUNTAIN FESTIVAL & SOURLAND SPECTACULAR EVENTS

- You will receive 25% off a vendor table location within vendor/community area
- You will be given two (2) complementary Sourland Mountain Fest general admission tickets and one (1) Sourland Spectacular ticket
- Your logo will be featured on the promotional event T-shirt

## OTHER PARTNERSHIP BENEFITS

- Sourland Conservancy Member Holiday Party Invitation

# BRONZE: \$1,500

Everything from the Friend level as well as:

## GENERAL BENEFITS

- You will receive a listing acknowledgment in SC spring and fall journal
- Your logo will appear in our monthly e-newsletter, as well as select email campaigns throughout the year

## SOURLAND MOUNTAIN FESTIVAL & SOURLAND SPECTACULAR EVENTS

- You will be acknowledged as a sponsor on signage at both events
- You will be given a vendor table location within vendor/community area
- Your logo will appear on the business partner page for both events
- You will be featured in a group organic social media post with brand social media handles tagged
- You will receive a 1/2 page ad in the Sourland Mountain Fest Program and be included on the event postcard
- You will receive premium positioning of logo at footer of promotional emails
- You will be given TWO (2) complementary Sourland Mountain Fest VIP tickets and TWO (2) Sourland Spectacular tickets

## OTHER PARTNERSHIP BENEFITS

- You will be able to participate in or have your own dedicated volunteer event (eg. tree planting, trail maintenance)
- You will be invited to a Business Partnership dinner

# SILVER: \$2,500

Everything from the Friend and Bronze level as well as:

## GENERAL BENEFITS

- You will receive space for a 1/8-page ad in the SC spring and fall Sourland Journal newsletters
- You will receive a personalized article in one of our Sourland Journal newsletters to highlight partnership

## SOURLAND MOUNTAIN FESTIVAL & SOURLAND SPECTACULAR EVENTS

- Your logo will be featured on the stage banner at the Sourland Mountain Festival
- Your logo will be featured on the start line banner at the Sourland Spectacular
- You will be given FOUR (4) complementary Sourland Mountain Fest VIP tickets and two (2) Sourland Spectacular tickets

# GOLD: \$5,000

Everything from the Friend, Bronze, and Silver levels as well as:

## GENERAL BENEFITS

- You will receive space for a 1/4-page ad in the SC spring and fall Sourland Journal newsletters
- We will produce a video highlighting the partnership (we shoot at business, edit it and include content rights in perpetuity)
- You will receive a \$200, 3-day social media ad\* (placements and targeting negotiable) to promote partnership video

## SOURLAND MOUNTAIN FESTIVAL & SOURLAND SPECTACULAR EVENTS

- You will receive premium sponsor acknowledgment on signage at high-traffic locations for BOTH events
- You will be featured in a DEDICATED organic social media post with brand social media handle tagged
- You will receive a \$100, 1-3-day social media ad\* (placements and targeting negotiable) to promote sponsorship
- Your logo will be featured on signature event merchandise
- You will receive a full-page ad in the Sourland Mountain Fest Program
- You will be given FOUR (4) complementary Sourland Mountain Fest VIP tickets and FOUR (4) Sourland Spectacular tickets

# PLATINUM: \$10,000+

Everything from the Friend, Bronze, Silver, and Gold levels as well as:

## GENERAL BENEFITS

- You will receive space for a 1/2-PAGE ad in the SC spring and fall Sourland Journal newsletters
- You will receive a \$400, 3-DAY social media ad\* (placements and targeting negotiable) to promote partnership video
- You will receive an official Platinum SC business partner sticker

## CATEGORY EXCLUSIVITY AT SOURLAND MOUNTAIN FESTIVAL & SOURLAND SPECTACULAR EVENTS

- You will receive a \$200, 1-3-day social media ad\* (placements and targeting negotiable) to promote sponsorship
- Primary placement of your logo on signature event merchandise
- You will receive a PREMIUM full-page ad in the Sourland Mountain Fest Program
- You will be given SIX (6) complementary Sourland Mountain Fest VIP tickets and SIX (6) Sourland Spectacular tickets
- You will have the option of having a free educational seminar for your business presented by SC staff or board members

\*Social media ads are not included for in-kind only donations. We encourage our in-kind business partners to cover the cost of these ads to amplify the branded content.

Questions? Please email [info@sourland.org](mailto:info@sourland.org) or call 609-309-5155.

The Sourland Conservancy is a 501(C)(3) non-profit organization and is considered a public charity. Your donation is tax-deductible to the full extent of the law. Our tax ID number is 22-3707157.

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YES, I WANT TO BECOME A BUSINESS PARTNER!

Greetings!

Thank you for your interest in helping save the Sourlands by becoming a business partner of the Sourland Conservancy! Your business has taken a very important step in helping us protect the unique ecology of the Sourland region. A partnership with the Sourland Conservancy means your business, alongside many others, joins our collective mission to promote, protect and preserve the Sourlands, leaving behind a legacy of a healthy environment for generations to come.

Our values are simple. We believe citizens should play a vital role in improving the health of their communities. We aspire to increase the understanding of the unique character of this region. We understand that there is a wide divergence of regional interests and stakeholder needs, and that effective change is born from a positive discourse of ideas. And most importantly, we value the collective, rich history of our community.

Does your business share these values? If so, we would greatly appreciate your support. To help make the most of our partnership, we have developed several levels of sponsorship outlined in the enclosed pamphlet. There are many ways to help support our work. Big or small, we encourage you to find the right fit for your business. We look forward to our partnership!

**David Cucchiara**

Director of Membership & Development  
[dcucchiara@sourland.org](mailto:dcucchiara@sourland.org)

PLEASE SEE OTHER SIDE FOR DONATION INFORMATION