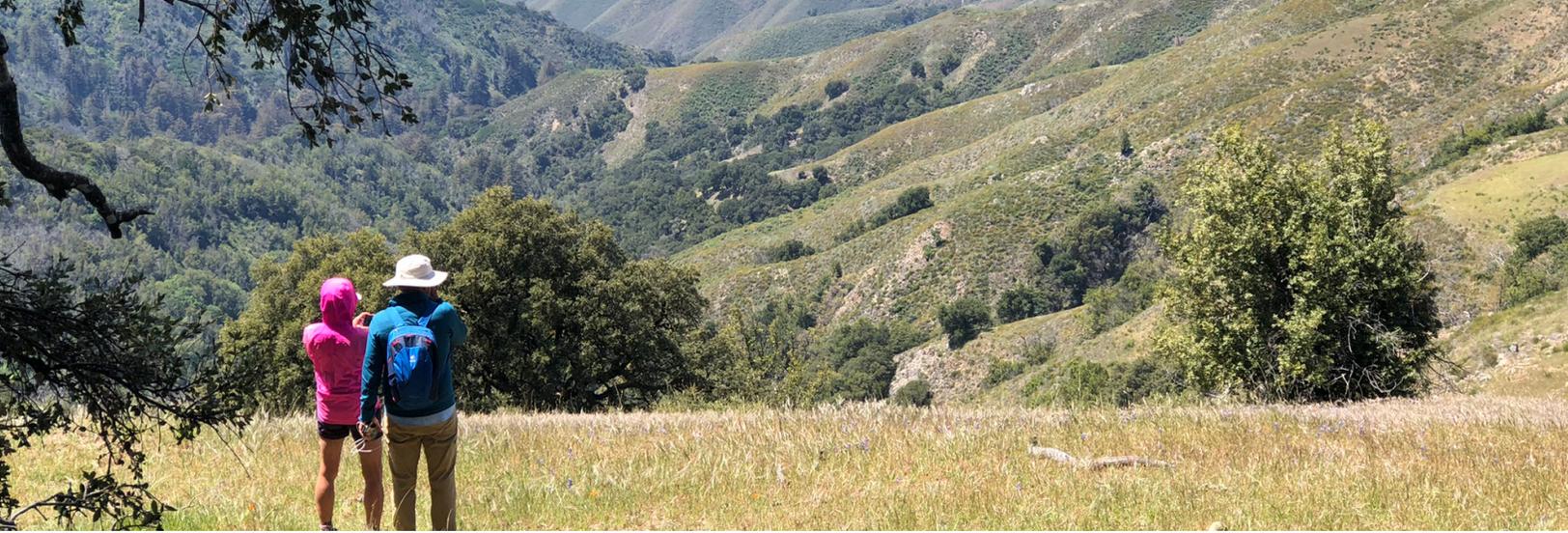


BIG SUR
LAND TRUST

Sponsorship Opportunities

2023





SUPPORT THE LANDS YOU LOVE AND COMMUNITIES YOU SERVE

Big Sur Land Trust's work inspires love of land across generations, conservation of our unique Monterey County landscapes, and access to outdoor experiences for all. Because of our generous supporters, Big Sur Land Trust has protected over 40,000 acres throughout Monterey County since 1978.

We see a future where natural landscapes, working lands, urban open spaces, and healthy communities are cared for by people who share a love of nature and a deep appreciation for the richness of their diverse cultures.

A key to sustaining community health is that people of all ages, no matter where they live, can access the many benefits of time spent in nature. Big Sur Land Trust helps increase access to nature by offering places where people can hike, conserving and creating new parklands, and providing immersive outdoor experiences across Monterey County's awe-inspiring lands. Our **Race for Open Space** and **Special Events** support our mission while giving friends and neighbors the opportunity to join us in pursuit of healthy lands, healthy people, and healthy communities. They also connect people to each other and to Big Sur Land Trust's many supporters: individuals, foundations, and businesses alike.

You can connect with outdoor enthusiasts and conservation-minded community members by sponsoring Big Sur Land Trust. Your sponsorship supports our broader work while bringing people throughout Monterey County together through activities across majestic, conserved lands. These opportunities help our communities find new ways to connect with nature, experience local conserved lands, and learn about how open spaces support our health and wellbeing.

When you partner with us as a sponsor, you invest in local communities while supporting the lands you love throughout Monterey County. As an individual sponsor, you will be demonstrating your love of nature and open spaces. As a business sponsor, you are increasing your company's visibility and brand exposure. Our sponsorship levels include a range of marketing, promotional, and other benefits that we can customize to fit your needs. Read on to learn how we can connect you to the diverse audience we serve.

Interested in becoming a sponsor? Fill out the attached pledge form and follow the directions for submitting your payment. Big Sur Land Trust is a 501(c)3 nonprofit organization. For more information or to inquire about other ways we can creatively partner with you, please contact **Ashley Gora Owens, Development Manager** at (831) 625-5523 ext. 114 or agora@bigsurlandtrust.org.

Note: The Race for Open Space and all other special events are held in accordance with public health guidelines.



BIG SUR LAND TRUST'S RACE FOR OPEN SPACE

Race for Open Space is a local, month-long trail running event dedicated to fostering an appreciation of natural spaces in Monterey County and celebrating the health benefits of time spent in nature. With self-guided and live event components, the Race for Open Space provides an opportunity for runners and hikers of all ages and abilities to find wonder among Monterey County's iconic landscapes.

Dates. The Race for Open Space will take place April 1-30, 2023. During these four weeks, participants can access Big Sur Land Trust conserved lands to run or hike on their own, or participate in unique guided hikes. April 1 & 2, long distance trail runners/hikers can challenge themselves on courses monitored by staff and volunteers.

Location. The Race for Open Space is a ticketed event series offering people various opportunities to get moving in support of healthy lands, healthy people, and healthy communities. Big Sur Land Trust will offer Glen Deven Ranch in Big Sur, Marks Ranch in Salinas, and Mitteldorf Preserve in Carmel Valley for trail courses during the Race for Open Space. Special limited-capacity hikes will be held on lands Big Sur Land Trust helped conserve, and hardy participants can experience exciting "adventure courses" from Palo Corona Regional Park across the back country to San Jose Creek Trail and Mitteldorf Preserve. All events will be offered in accordance with public health and safety guidelines.

Details. The 2023 Race for Open Space celebrates access to outdoor spaces with guided and self-guided offerings. The event is open to both runners and hikers, with competitive and non-competitive opportunities to explore a collection of trails on lands owned by Big Sur Land Trust and lands that we helped conserve, then transferred for public access. Participants are encouraged to get outside and run, hike, or walk in nature as much as possible during the month of April. Access to Big Sur Land Trust self-guided and guided/monitored activities during the Race for Open Space is gained through online registration, and space is limited. Participants can customize their Race for Open Space experience to fit their personal needs, schedules, and fitness levels.

Our Community. Previous Race for Open Space participants represent diverse ages and cities. The age range of most runners is 26-70 with 88% of participants residing on the Monterey Peninsula and in Salinas.

Promotion. The Race for Open Space has been covered by the Monterey County Weekly, Monterey Herald, and KSBW Action News. We promote this event through local newspapers and radio stations, on social media and with printed flyers at key locations throughout the county.



BIG SUR LAND TRUST'S SPECIAL EVENTS

Special Events are one of the most important ways that Big Sur Land Trust demonstrates gratitude for the tremendous support our donors and volunteers give towards our mission. These events typically take place on lands conserved through Big Sur Land Trust's work, providing breathtaking experiences for connecting to the land and with others.

Dates. These events are typically held at least once quarterly, with dates determined at least one month in advance.

Examples. Events that Big Sur Land Trust has held in the past include:

- **Happy Hours:** Celebrating different donor groups' support and sharing news of upcoming Land Trust work.
- **Virtual Events:** Big Sur Land Trust's Virtual Events bring people in our local communities and our broader network together to read and discuss books or films that align with our mission, inspiring greater connection to nature and the land.
- **Volunteer Appreciation:** A catered celebration honoring volunteers with storytelling and an award ceremony.
- **Wilderness Circle Gathering:** An extraordinary celebration, lunch, and hike on a majestic, conserved property for supporters giving \$10,000+.
- **Moonlight Hike & Concert:** Supporters bring their own picnics and enjoy sweeping sunset views at Glen Deven Ranch in Big Sur with live music.

Our Community. Big Sur Land Trust event attendees are donors, volunteers, and prospective supporters who represent a diversity of ages and cities throughout Monterey County and nearby Central Coast areas.

Promotion. Big Sur Land Trust supporters are notified of special appreciation events via direct mail or e-mailed invitations.

BIG SUR LAND TRUST (BSLT) SPONSORSHIP PACKAGES

Wilderness Circle | \$10,000

- Company logo and link featured on BSLT's website
- Name and logo in BSLT's printed newsletter
- Logo inclusion on event signage and/or rotating slideshow
- Two social media shout-outs
- Five complimentary Race for Open Space entries
- Employee access to BSLT properties for self-guided hikes
- Sponsorship publicly announced during Race for Open Space and select events
- Invitation to attend BSLT events and guided hikes
- Invitation for two to attend an exclusive BSLT celebration on a magnificent landscape

President's Circle | \$5,000

- Company logo and link featured on BSLT's website
- Name and logo in BSLT's printed newsletter
- Logo inclusion on event signage and/or rotating slideshow
- Two social media shout-outs
- Four complimentary Race for Open Space entries
- Employee access to BSLT properties for self-guided hikes
- Sponsorship publicly announced during Race for Open Space and select events
- Invitation to attend BSLT events and docent-led hikes, as permitted according to public health guidelines

Land Steward | \$2,500

- Company logo and link featured on BSLT's website
- Name and logo in BSLT's printed newsletter
- Logo inclusion on event signage and/or rotating slideshow
- One social media shout-out
- Three complimentary Race for Open Space entries
- Employee access to BSLT properties for self-guided hikes
- Sponsorship publicly announced during Race for Open Space and select events

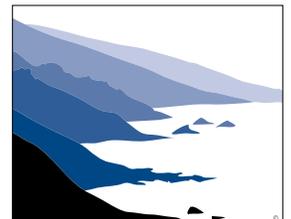
BIG SUR LAND TRUST (BSLT) SPONSORSHIP PACKAGES

Trailblazer | \$1,000

- Company logo and link featured on BSLT's website
- Name listing in BSLT printed newsletter
- Logo inclusion on event signage and/or rotating slideshow
- One social media shout-out
- Two complimentary Race for Open Space entries
- Employee access to BSLT properties for self-guided hikes

Land Conservator | \$500

- Company logo and link featured on BSLT's website
- Name listing in BSLT printed newsletter
- Name inclusion on event signage and/or rotating slideshow
- One social media shout-out
- One complimentary Race for Open Space entry



**BIG SUR
LAND TRUST**

For the lands you love

To become a sponsor, complete and mail or scan this form.

Contact Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

Recognition Name: _____

I wish to give anonymously.

Sponsorship Amount. Check the box for your preferred sponsorship amount.

Conservator \$500 Trailblazer \$1,000 Steward \$2,500
 President's Circle \$5,000 Wilderness Circle \$10,000 Other Amount \$ _____

Sponsorship Payment. Let us know how you will be submitting your payment.

Please bill me at the address listed above.

I am enclosing a check with this pledge form.

I will donate online: (Please go to www.bigsurlandtrust.org/sponsorship-form and write in the comments the appropriate recognition name.)

Please charge my credit card: Visa Master Card American Express

Name on Card: _____

Credit Card Number: _____ Exp. Date: _____ CVC: _____

Cardholder Signature: _____ Billing Zip Code: _____

**** Email your high-resolution company logo and any special instructions to Ashley Gora Owens at agora@bigsurlandtrust.org for logo placement on our website and on printed materials **by February 10** to take full advantage of opportunities for sponsorship recognition. Our events begin in early Spring 2023.**

Mail Sponsorship Pledge Form to: Big Sur Land Trust
PO Box 4071, Monterey, CA 93942

Or scan and email Sponsorship Pledge Form to: agora@bigsurlandtrust.org

For more information please contact: Ashley Gora Owens, Development Manager
(831) 625-5523 ext. 114
agora@bigsurlandtrust.org