

Inland Northwest Land Conservancy Corporate Partner Program



Vision

We envision a future of interconnected natural habitats throughout the Inland Northwest, supporting thriving populations of native plants and wildlife, respected and enjoyed by all who call this region home.

Mission

We conserve, care for, and connect with lands and waters essential to life in the Inland Northwest

Why corporate partnerships are important to us:

- Local protection of natural spaces becomes increasingly critical as real estate prices skyrocket and the population in the region is exploding. Increased engagement in the outdoors because of covid and mounting threats from climate change have raised collective community awareness of the need to protect spaces that give us clean air, clean water, and places to experience nature.
- Inland Northwest Land Conservancy has worked quietly in the background, primarily with private landowners, for three decades. Now is the time to tell our story to the entire community in our region. Conservation can only keep pace with development when it is supported by a passionate community of funders and advocates, so we need your voice. Help us raise awareness of the work being done to protect our home, and how the community can help keep this region the beautiful place it is, for years to come.

Why corporate partnerships are important to you:

- Our values, love of nature, perpetuity, discernment, and collaboration resonate with your company values. This is a chance to make an investment and an *impact* that is bigger than what you could have alone.
- Engagement with the Conservancy contributes to culture and team building and encourages deeper connections with the community and your company's values. It gives members of your team a chance to feel like an important part of a larger whole.
- The protection of local outdoor places will keep the Inland Northwest high on the list of livable communities, appealing to potential customers, employees, and more businesses who come to call this place home and add to an already growing and vibrant economy.

Corporate Sponsorships*:

Aquifer Level Sponsors

\$20,000 and up:

What we ask:

- Opportunities to share our work with your team
- including in corporate communications (newsletter, social media, member mailings)
- Incentives for employees, members, or customers to join the Conservancy (employer match, incentive coupon, etc.)
- Sharing/reposting of Conservancy content that is relevant to your business or audience

What we offer:

“On the land” **team engagement** opportunities: *3 annually*

- Shareable material to promote the event with employees
- On-site photographer for a portion of the event to capture images that will be shared with your organization and used by the Conservancy for our promotion

Social Media promotion of partnership: *4 annually*, across all channels

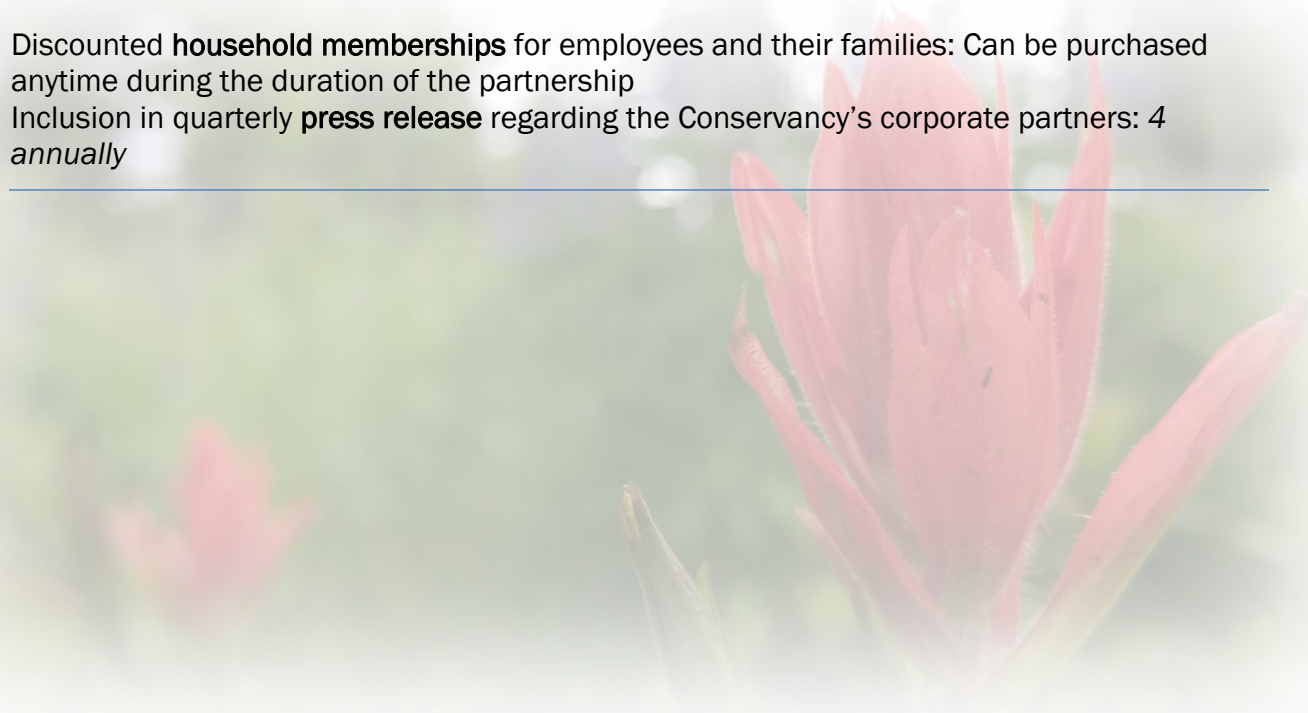
- Instagram & Facebook: Social, community-oriented, casual look and feel
- Twitter & LinkedIn: More professional promotion of business and highlighting partnership
- YouTube: Depending on assets collected at event, a short slideshow or brief video about “on the land” engagement shareable on other platforms
- Focused blog post and accompanying email blast featuring the “on-the-ground” impact of your gift (eg. a story about your staff doing a stewardship project, photos of native trees planted, etc.)

Promotion to the **Conservancy’s member base**:

- Website/blog
- eNews
- Inclusion in direct mail assets

Discounted **household memberships** for employees and their families: Can be purchased anytime during the duration of the partnership

Inclusion in quarterly **press release** regarding the Conservancy’s corporate partners: *4 annually*



Salmon Level Sponsors



\$15,000:

What we ask:

- Opportunities to share our work with your team
- including in corporate communications (newsletter, social media, member mailings)
- Incentives for employees, members, or customers to join the Conservancy (employer match, incentive coupon, etc.)
- Sharing/reposting of Conservancy content that is relevant to your business or audience

What we offer:

“On the land” **team engagement** opportunities: *1 annually*

- Shareable material to promote the event with employees
- On-site photographer for a portion of the event to capture images that will be shared with your organization and used by the Conservancy for our promotion

Social Media promotion of partnership: *2 annually*, across all channels

- Instagram & Facebook: Social, community-oriented, casual look and feel
- Twitter & LinkedIn: More professional promotion of business and highlighting partnership
- YouTube: Depending on assets collected at event, a short slideshow or brief video about “on the land” engagement shareable on other platforms

Promotion to the **Conservancy’s member base**:

- Website/blog
- eNews
- Inclusion in direct mail assets

Discounted **household memberships** for employees and their families: Can be purchased anytime during the duration of the partnership

Inclusion in quarterly **press release** regarding the Conservancy’s corporate partners: *2 annually*



Huckleberry Level Sponsors

\$10,000:

What we ask:

- Opportunities to share our work with your team
- including in corporate communications (newsletter, social media, member mailings)
- Incentives for employees, members, or customers to join the Conservancy (employer match, incentive coupon, etc.)
- Sharing/reposting of Conservancy content that is relevant to your business or audience

What we offer:

“On the land” **team engagement** opportunities: *1 annually*

- Shareable material to promote the event with employees

Social Media promotion of partnership: *1 annually*, across all channels



- Instagram & Facebook: Social, community-oriented, casual look and feel
 - Twitter & LinkedIn: More professional promotion of business and highlighting partnership
 - YouTube: Depending on assets collected at event, a short slideshow or brief video
- Promotion to the **Conservancy's member base**:
- Website/blog
- Discounted **household memberships** for employees and their families: Can be purchased anytime during the duration of the partnership
- Inclusion in quarterly **press release** regarding the Conservancy's corporate partners: *1 annually*
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Marmot Level Sponsors

\$5,000:

What we ask:

- Opportunities to share our work with your team
- including in corporate communications (newsletter, social media, member mailings)
- Incentives for employees, members, or customers to join the Conservancy (employer match, incentive coupon, etc.)
- Sharing/reposting of Conservancy content that is relevant to your business or audience

What we offer:

Social Media promotion of partnership: *1 annually*, across all channels

- Instagram & Facebook: Social, community-oriented, casual look and feel
- Twitter & LinkedIn: More professional promotion of business and highlighting partnership
- YouTube: Depending on assets collected at event, a short slideshow or brief video

Promotion to the **Conservancy's member base**:

- Website/blog

Discounted **household memberships** for employees and their families: Can be purchased anytime during the duration of the partnership

Inclusion in quarterly **press release** regarding the Conservancy's corporate partners: *1 annually*

*Custom and in-kind partnerships:

Inland Northwest Land Conservancy believes in the value of building community throughout our region and beyond. Our mission to conserve, care for, and connect with lands and waters essential to life in the Inland Northwest, is made possible by being involved with businesses like yours—businesses who are also dedicated to the health and sustainability of our community.

If you have an idea for a partnership other than financial, please contact communications@inlandnwland.org or call Carol Corbin, Director of Philanthropy and Communication, at (509) 844-8354.



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