



Photo: Nick Urbanik, Irish Oaks Nature Preserve, Harvard

ANNUAL SPONSORSHIP PACKAGES

Thank you for your interest in becoming a sponsor of The Land Conservancy of McHenry County. By partnering with TLC, your business demonstrates that it cares about preserving natural, scenic and agricultural land in McHenry County for life!



TLC Annual Sponsorship Packages

In addition to year-round benefits, sponsors receive exposure at TLC's major fundraising events throughout the year, including:



TLC's Annual Celebration (late January)

Members, donors and community members gather to reflect on TLC's work for the year. This event features awards, a keynote speaker and silent auction. The Annual Celebration is a great opportunity to align your business with environmentalists in McHenry County.

Attendance: 200



The Night Owl Ride (early August)

The Night Owl is a fun, family-oriented night time bike ride on the streets and trails of Crystal Lake. Up to 500 riders can participate and there are many behind-the-scenes volunteers as well. This much-anticipated event presents the opportunity for exposure to area families and cyclists. **Attendance: 400-plus riders**



Art of the Land (November)

Art of the Land is TLC's signature two-night fundraising event. Art of the Land is a fine art show with live music, photography, art and artisan items for purchase. This dynamic event blends the valuable work TLC does with creative works of art. **Attendance: 400**

We are happy to customize a sponsorship package to meet the needs of your business, just give us a call at 815-337-9502 or contact Lisa Haderlein at lhaderlein@conservevc.org or Glenda Maki gmaki@conservevc.org for more information.

www.ConserveMC.org

TLC Annual Sponsorship Packages

Mighty Oak Sponsor \$5,000

Year-long benefits

- Featured spot on Business Sponsor section of TLC website
- Five free passes to workshops for employees
- TLC member discounts for employees to TLC's Spring and Fall Sustainability Sales
- Custom programming available for employees
- Opportunity to sponsor a TLC workshop, class or member event of your choice (examples include Chainsaw workshop, prescribed burn, Howl at the Wolf oak, etc.)
- Opportunity to write a column for the *Field Notes* newsletter and/or teach a workshop on a specific topic (for example, wetland management, tree care, etc.)
- Guided hike for sponsor staff at a TLC site of your choice.

The Night Owl Bike Ride

- Logo displayed on promotional materials
- Logo on Night Owl ride website and on banner at event
- Two courtesy rider entries to be used at your discretion
- Recognition in all event press releases
- Opportunity to provide promotional items at start/finish line
- Featured business post on Night Owl Facebook page



Annual Celebration

- Table for 10 at the event
- Recognition at the event
- Logo on promotional materials, print and electronic
- Full-page ad in event program
- Sponsor spotlight post on Facebook (Reach: 4,800)
- Logo on TLC's silent auction site

Art of the Land

- Five tickets to the event
- Acknowledgement on TLC website
- Mention in event press release
- Mention in *Field Notes* newsletter
- Logo on all promotional materials
- Full-page ad in event program

The Land Conservancy of McHenry County

PO Box 352
Woodstock, IL 60098
815-337-9502
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TLC Annual Sponsorship Packages

Hickory Sponsor \$2,500

Year-long benefits

- Logo on Business Sponsor section of TLC website
- Three free passes to workshops for employees
- TLC member discounts for employees to TLC's Spring and Fall Sustainability Sales

Annual Celebration

- Three tickets to the event
- Logo included in invitation/advertising
- Recognition at the event
- Full-page ad in program
- Mention in Field Notes newsletter
- Featured post on Facebook (reach: 4,800)

The Night Owl Bike Ride

- Logo on Night Owl ride website
- Logo on banner at event
- One courtesy rider entry to be used at your discretion
- Opportunity to provide promotional items at start/finish line



Art of the Land

- Three tickets to the event
- Acknowledgement on TLC website
- Mention in event press release
- Mention in *Field Notes* newsletter
- Half-page ad in event program
- Featured sponsor post on Facebook

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TLC Annual Sponsorship Packages

Hackberry \$1,000

Year-long benefits

- Logo on Business Sponsor section of TLC website
- Two free passes to workshops for employees
- TLC member discounts for employees to TLC's Spring and Fall Sustainability Sales

Annual Celebration

- Logo on the event web page
- Logo on invitation
- Recognition during the program
- Two tickets to the event
- Half-page ad in the event program

The Night Owl Bike Ride

- Logo on Night Owl ride website
- Logo on Night Owl banner at event



Art of the Land

- Two tickets to the event
- Logo on TLC website
- Logo on invitation
- Mention in *Field Notes* newsletter
- Half-page ad in event program

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TLC Annual Sponsorship Packages

Acorn \$750

Year-long benefits

- Logo on Business Sponsor section of TLC website
- One free pass for a TLC workshop (Chainsaw Training, Tree Identification, Prescribed Burn, etc.)

Annual Celebration

- Acknowledgement during event
- Recognition during the program
- Quarter-page ad in program

The Night Owl Bike Ride

- Logo on Night Owl ride website
- Logo on Night Owl ride t-shirt



Art of the Land

- Acknowledgement on website
- Quarter-page ad in program
- Mention in *Field Notes* newsletter

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