



# Washtenaw Land Trust

## Sponsorship Opportunities

***Where else can you make a difference that will still be here 100 years from now?***

*Thank you for being a leader in the community.* As a business leader, you recognize the importance of the **quality of life** that you, your employees, and your customers value. You can continue to be a leader and leave a **lasting mark in your community** through the conservation of our working rural landscapes and beautiful natural areas.

The oldest land trust in Michigan, the Washtenaw Land Trust has protected 3,068 acres of natural areas and farmland since 1971. A private 501(c)(3) non-profit organization, the Land Trust works with landowners who voluntarily choose to protect their property, at little or no public cost. The Land Trust's mission is to protect rural landscapes, natural areas, and river corridors.

As a private non-profit, the Land Trust's programs depend on private gifts, both personal and corporate. While state and federal grants assist in a



limited number of direct land transactions, *100% of our core programs depend on private contributions.* The Land Trust collaborates with local townships, villages, counties, and organizations to preserve landscapes in the most **efficient and cost-effective** ways possible.

The Land Trust is working to keep a **way of life**, a **sense of community**, and a **strong economy** through the preservation of working farms and the protection of pristine natural areas in our region.



### ***Table of Contents***

- *Answers to Your Questions*
- *Sponsorship Levels & Benefits*
- *Reply Form*



## Answers to Your Questions

### Why should I become involved with the Washtenaw Land Trust?

The residents of this region – your employees and your customers – have shown time and time again that protecting the open spaces and natural areas of our community is important to them. Working together for land preservation, we can protect the desirable long-term feeling of place in our community that **enhances our economy and our quality of life.**

The Land Trust has a long history of success at preserving our region's natural areas and rural landscapes, through voluntary agreements with private landowners, at little or no public cost.

### How can my gift improve the quality of life for the community?

Local natural areas and open spaces provide our community's **drinking water, clean air, and the space to live and work.** Land conservation protects these basic needs, while also protecting **wildlife corridors, recreation lands, and our open vistas** of rolling hills, green forests, and sparkling lakes and rivers.

### Where does the Washtenaw Land Trust funding come from?

*The Washtenaw Land Trust is not tax supported and is a voluntary, private, and non-governmental program.* 100% of our core programs and operations depend on private contributions.

### How will my gift make a difference?

Your gift will:

#### ► Support the Land Trust's 100 Year Vision for Local Conservation

By acting today, we can make a difference that will last for 100 years and beyond. Your gift will provide the foundation for the preservation of working farms and pristine natural lands by leveraging matching federal and state grants, growing operations, and strengthening programs.

#### ► Provide permanent protection for land

Your gift will enable stewardship and management of the Land Trust's public nature preserves and other conservation properties. Specific projects include developing species inventory lists, creating management plans, and implementing education and outreach programs.

#### ► Sponsor programs and lectures

Your gift will support education and outreach about land protection options. Events include workshops on estate planning for land preservation, guided farm tours, and guided nature hikes.

### How can I support the Washtenaw Land Trust?

- Join the 1,000 members of Washtenaw Land Trust who are your colleagues, neighbors, and friends, by becoming a business member
- Give directly to the Washtenaw Land Trust in your estate planning
- Adopt one of the Washtenaw Land Trust's nature preserves, or sponsor a program or lecture
- Give "the gift of land" as a gift to your employees or customers

### How do I make a gift to the Washtenaw Land Trust?

Please fill out the enclosed reply form and return it to the Washtenaw Land Trust, or contact Suzie Heiney, Development & Communications Director, at 734-302-LAND (5263).



## Sponsorship Levels and Benefits

Businesses who become sponsors of the Washtenaw Land Trust’s conservation work will receive the following benefits:

	Land Caretakers (\$100- \$499)	Land Protectors (\$500- \$999)	Trustees of the Land (\$1,000- \$2,499)	Keepers of the Land (\$2,500- \$4,999)	Guardians of the Land (\$5,000+)
The knowledge that <i>you</i> are making a difference for your community’s future	✓	✓	✓	✓	✓
A subscription to the tri-annual Washtenaw Land Trust newsletter, <i>The Journal</i>	✓	✓	✓	✓	✓
Early notice of hikes and events	✓	✓	✓	✓	✓
Two complimentary tickets to the annual member event	✓	✓	✓	✓	✓
Recognition in the Washtenaw Land Trust <i>Journal</i> , which reaches 1,500 local households	✓ By Name	✓ By Name	✓ ★With Logo	✓ ★With Logo	✓ ★With Logo
A subscription to the special quarterly publication for leading supporters, <i>Making a Difference</i>		✓	✓	✓	✓
Two complimentary tickets to the annual major donor event		✓	✓	✓	✓
Logo and link to your web site from the Washtenaw Land Trust website			✓	✓	✓
‘Thank you’ display ad in the <b>Ann Arbor News</b>				✓	✓
Recognition at the annual Washtenaw Land Trust member event: includes display of business logo and introduction as a supporter of the Land Trust				✓	✓
Business logo shown as a sponsor on event signage displayed at a property protected by the Land Trust					✓
<b>Business Partner Profile</b> in the Washtenaw Land Trust <i>Journal</i> , which reaches 1,500 local households					✓

### Other gift options

#### The Gift of Land: Employee or Customer Gifts (\$20 per gift)

As part of this program, your selected recipients will receive an acknowledgment letter and a certificate with a photo to show them that they are now the proud “owners” of a preserved piece of working farmland or natural area in the region. If you prefer, we will provide the acknowledgement materials directly to you for distribution for an appropriate occasion. For employee or customer gifts, please contact us at 734-302-LAND (5263).

# Yes, I'd like to support the work of the Washtenaw Land Trust!

My gift is an investment in preserving our heritage by saving working farms and natural areas for future generations.

Enclosed is my gift for:

\$5,000

\$2,500

\$1,000

\$500

\$100

I pledge \$ \_\_\_\_\_ by \_\_\_\_\_.

Business Name: \_\_\_\_\_

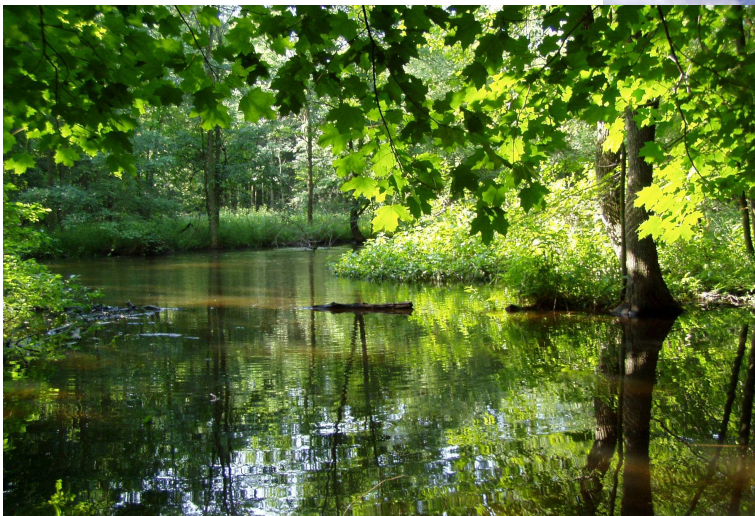
Contact Name and Title: \_\_\_\_\_

Address: \_\_\_\_\_

City \_\_\_\_\_ St \_\_\_\_\_ Zip \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-Mail: \_\_\_\_\_ Web site: \_\_\_\_\_



**Thank you for your generous gift!**

Please make checks payable to:

Washtenaw Land Trust

1100 North Main St., Suite 203

Ann Arbor, MI 48104

734-302-LAND (5263) ~ 734-302-1804 Fax

[info@washtenawlandtrust.org](mailto:info@washtenawlandtrust.org)